SEXUAL HARASSMENT AND EMPLOYEE IDENTIFICATION IN RADIO BROADCASTING

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The Supervisory Committee certifies that this ***disquisition*** complies with North Dakota State University's regulations and meets the accepted standards for the degree of

DOCTOR OF PHILOSOPHY

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ABSTRACT

Sexual harassment is often vaguely defined in policy and the purpose of this study was to learn if employees perceive sexual harassment in vague or specific terms. Exploring radio broadcasting employees was a new area of exploration for the multiple ways employees may identify with their employer: professional, organizational, and group identification (Lammers, Atouba, & Carlson, 2013).

For this study I primarily drew on interviews with 17 radio broadcasting employees about sexual harassment definitions and employee identification (profession, organization, and group). A survey instrument was used to collect demographic data and to collect baseline data for identification.

Results show that interviewees define sexual harassment, and the communicative behaviors that could be perceived as harassing, in vague or non-specific terms, like policy, as well as in specific terms. Interviewees also conflate terms like bullying or discrimination, with sexual harassment. Radio broadcasting employees in this study identified with their work in multiple ways. Although some identified most strongly with the profession, organization, or group, the majority identified with a combination, all, or none. The way employees view sexual harassment with their primary identification appears to be dependent on how they see reports of sexual harassment treated.

Keywords: sexual harassment, identification, group, organization, profession, radio

ACKNOWLEDGMENTS

In 2012 I tripped and broke my humerus. This meant having surgery to repair the break. At my final appointment with the orthopedist, I told him I was moving to Fargo, North Dakota to start my PhD studies at NDSU. His eyes got big, and he said "Wow! You're getting a PhD? That's hard." I was stunned This man cut open my body to plate and pin my bone together, and he thinks a PhD is hard?!?!?! Well, he wasn't wrong. A PhD is hard because life can put boulders in the path to your goals. My friend Gregg once explained, after he witnessed me climbing over a boulder while doing a ropes course blindfolded, "you aren't afraid to take the hard way through life. You face the boulders and climb over them, bruises, and all." He was right. That boulder was a metaphor for my life. The boulders are a test of tenacity, perseverance, and resilience. I'd like to thank those that helped me climb the boulders of my PhD experience.

The greatest boulders were illnesses and losses that directly affected family. We faced them together. I am proud to be a member of a strong, resilient family. I would first like to honor my parents, Harold and Caroline Krause for their continued love and encouragement. For supporting me through the anxious moments with reminders that "it's about the process", and for celebrating the wins. I love you Mom and Dad!! Next, I honor my late brother, Travis; sister-in-law, Olivia; nephews and niece, Brooks, Baileigh, and Blaine for their love and support. To my brother for his love and jokes, at the moments I needed them most. To you all for laughing (and rolling your eyes) when I'd jokingly say I'd be "Dr. Auntie" someday. I appreciate my family for being my biggest cheerleaders and supporters. Thank you, and I love you!

The boulders of graduate school life could have stopped me, but I climbed over them with the help of my advisors and dissertation committee. I am grateful to my first advisor, Pamela Lutgen-Sandvik, for her guidance early on with this project. When Pam retired, Justin

Walden said “I’ll be your advisor and get you over the finish line.” Justin barely knew me, and yet he stepped up to the challenge. He is the exact type of advisor I needed. Equally caring, empathetic, and strong, knowing exactly when to push me to be better. I would not have finished if you weren’t supportive of the boulders of life. Thank you for helping me see that I know more than I think. To my committee members, Catherine Kingsley-Westerman, Carrie Anne Platt, and Pamela Emanuelson, thank you for not giving up on me for taking a longer path to the finish line than most students. Thank you all for the extra meetings, edits, and suggestions that strengthened this project. All your belief in my ability and empathy of my boulders fed my desire to persevere. You helped build my confidence, which led me to see I was a more capable researcher than I realized. I can’t thank all of you enough.

I have had amazing adventures that led me to friendships I never dreamt possible. Some boulders arose from the loss of dear friends, Norm, and Diane, who I know would have been thrilled to see me finish. I have a list of friends and colleagues (old and new) that could fill more pages than I have. Thank you all for the support. I would like to acknowledge the constant support of a few of my closest friends, Elaine, Emily, Greg, Kelli, Leia, Melissa, and Tina, for listening to me when the stress became overwhelming. For the conversations, ideas, recruiting assistance, editing, and so much more that helped make this project a reality. Your friendship is gold to me.

One major boulder happened while doing course work at NDSU. The saying goes something like this… you see who people really are when you are at your lowest. In October 2014 I was at my lowest and there were professors, and graduate student colleagues, who sat with me in the hospital when I had a medical emergency. Some brought me “trashy” magazines and books on my favorite topics. Some sat with me and held my hand. Some brought me my

beloved stuffed cat, “Joedrox”. Some came to the nursing home to play cribbage and some to have dinner. Some kept my family updated and provided my parents support while I was in the hospital. Some gave me tough love when I wanted to videoconference into classes from the hospital. Some gave me permission to quit school. Some told me to go home and rest when I returned to finish coursework. To all the professors, and colleagues, who reminded me that my mental and physical health was to be my priority in my recovery form the biggest boulder of my life… thank you!

Another giant boulder popped up with the loss of my beloved brother, Travis. Despite no longer being at NDSU full-time, there were faculty who showed support through emails, phone calls, zoom calls, text messages and flowers. Your support meant more to me than I can fully explain. I thank you all!! You will never fully understand how grateful I am to you for reminding me that I am human and that it’s ok to take care of myself, and family, above the demands of a dissertation. Thank you for telling me that taking a break was not the end of my career.

I’ve had some additional mentors who helped me climb boulders throughout my life, some without realizing the impact of their words. I would be remiss if I didn’t thank Klaus Heinrich, my high school government teacher for sitting me down my senior year and telling me I was capable of more than I was doing in his class. Your voice has been in my head all through graduate school. Those words have been quiet encouragement all these years later. Thank you to Janet Harszlak for telling me “You know, you’d make a great professor. I think you should consider graduate school.” Your mentorship, and friendship, meant everything to me while at University at Buffalo, and beyond. You were right, I LOVE being a professor! Thank you to Ross Collins for making me promise to finish my dissertation when I left NDSU for my first job.

Somehow you knew my sense of integrity wouldn't allow me to not fulfill that promise… and I have.

Leaving my career in radio to pursue graduate studies was a frightening boulder. I would like to thank my colleagues from my years in radio broadcasting for giving me the inspiration for this research and for helping me with class projects when I needed assistance. Thank you!

Research was not my strong suit and has been a boulder I avoided early in my education. I'd like to thank the researchers that came before for providing me a better understanding of the ways we can look at sexual harassment. I'd especially like to acknowledge Debbie Dougherty for taking the time to chat with me at a National Communication Association conference. That conversation inspired some of the questions in my interview protocol and expanded my view of what is possible.

A PhD is hard. It's made easier with good people who share knowledge, give support, and offer love. Thank you all for making this path full of boulders a successful journey.

DEDICATION

To my late brother, Travis, I wish you were here to celebrate. I miss you. I know how much you would have loved this oxymoron.

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LIST OF ABBREVIATIONS

EEOC.....Equal Employment Opportunity Commission.

HR.....Human Resources.

IRB.....Institutional Review Board.

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CHAPTER 1: INTRODUCTION

In 2017 the hashtag #MeToo went viral across the globe as a symbol of awareness for sexual abuse, harassment, and violence (MeToo, 2021). The MeToo movement was started in 2006 by survivor Tarana Burke to provide resources and support to other survivors of the many forms of sexual violence (MeToo, 2021). In the post #MeToo world it is more important than ever to understand how cultures are created where some social-sexual communication and behaviors are normalized. One United States government agency, The Equal Employment Opportunity Commission, also known as EEOC, (2021) is tasked with policy guidance and in helping with resolution of issues related to discrimination of job applicants and employees due to an individual's "race, color, religion, sex (including pregnancy, transgender status, and sexual orientation), national origin, age (40 and older), disability and genetic information." The EEOC also creates policies and aids with employees facing issues related to sexual harassment in American workplaces (EEOC, 2021). The EEOC (2018) created updated sexual harassment training that switch from a focus on the word of the law to a focus on personal responsibility and organizational culture. The EEOC's focus on respect in the workplace adds credence to the need to understand how certain behaviors/communications are accepted in some industries more than others (EEOC, 2018). Culture is ever evolving so; it is important to better understand how employees identify with their role in the organization and what communication behaviors employees constitute as sexual harassment.

The EEOC (2018) has reported that traffic to their webpages regarding sexual harassment doubled after the start of the #MeToo movement. Members of an EEOC commission noted there is a need for leaders to set the "right tone", assessing corporate culture to see if it is allowing for sexual harassment and abuse that is going unchecked, and training that encourages a positive,

respectful workplace (EEOC, 2018). If an organization has a goal of being a sexual harassment free workplace, they need to consider how social-sexual communicative behaviors affect their employees. By understanding how employees define sexual harassment and tying that information to the rhetoric provided in the laws, organizations can write meaningful policies (Dougherty & Goldstein Hode, 2016), can take a step towards assessing employee needs in designing training (Perry, Kulik, & Field, 2009), and create industry-specific training that provides meaningful messages employees can refer to throughout their careers (Keyton & Rhodes, 1999; Stohl, 1986). Through regular conversations about perspectives of sexual harassment, along with understanding of how employees identify with their work employees will have norms and assumptions that could create a sexual harassment free culture in their workplace.

Problem Background

Radio is an important industry to explore when it comes to instances of sexual harassment and organizational identification. Employees create the content, which can sometimes be sexual in nature. Several documented cases reveal what happens when on-air content goes awry. Former radio duo Opie and Anthony were repeatedly in the news for their on-air stunts (Garreau, 2002). For example, a local promotion for radio station WBUF-FM, in Buffalo, NY, hosted by Opie and Anthony, brought scrutiny to local club when a volleyball game played by dancers from local Gentlemen's Clubs turned to nudity and alleged sex acts performed for the audience (Ploetz, 2002b).

Opie and Anthony are not the only shock jocks to be under scrutiny for their on-air choices. 'Elliot in the Morning' was fined by the Federal Communication Commission for pushing girls from a local Washington DC high school to talk about their sex lives on air

(Maynard, 2003). Waits (2017) recounts stories of females experiences with sexual harassment in college radio that included jokes by male DJs suggestion a female got her job because she had sex with a director, as well as reports of being told they were good "for a female DJ", sexual comments in on-air interviews with males, and being talked to as if they were incompetent at doing their jobs because they were female. Recently, a settlement was reached in a sexual harassment lawsuit by a female employee alleging harassment that was ignored by executives over a five-year period (All Access, 2022). These are just a few examples of what happens across the country and what makes radio broadcasting an important industry to research because many employees are also directly involved with creating content and influencing listeners.

All creative industries, like radio, are reporting and responding to cases of sexual harassment. "Women Broadcast Journalists Navigate Continued Challenges" (2019) noted that local market female journalists in the United States are faced with threats of violence, unwanted sexual advances, and sexual harassment. Reporters have noted being stalked in "the real world" and receiving sexual imagery through social media (Women Broadcast Journalists Navigate Continued Challenges, 2019, p. 1), which leaves them more vulnerable as many work alone, without a photojournalist partner. New York Mets newly appointed General Manager was released by the team after he acknowledged sending unwanted sexual images to a female reporter (Kimes & Passan, 2021). Reporter Britt Ghiroli came forward with allegations of sexual harassment by a player from the Baltimore Orioles in 2012 (Layton, 2021). In another instance, a television reporter in Canada was harassed by a driver who yelled "F—k her in the p---y" out the window of his car as her drove past the location she was filming a story (Lapin, 2021). Actors' Equity Association, a labor union representing professional actors and stage managers working

in theatre, recently condemned the leak of images from a nude scene of actor Jesse Williams (Patterson, 2022).

Within the radio industry, CBS Radio was sued in 2017 for alleged sexual harassment of a former employee (Fickesher & Steigrad, 2020). Minnesota Public Radio ended their relationship with humorist Garrison Keillor after allegations of unwelcome touch were alleged by a female working on "A Prairie Home Companion" (Baenan & Glass, 2018). Rolling Stone released an in-depth story of sexual misconduct that occurred with artists, managers, and radio reps in country music (Moss, 2018). Women revealed instances of sexual harassment and discussed being in sexually charged situations that they did not report for fear of how it might damage their careers (Moss, 2018).

All of this begs the question what are differences in cultural norms that allow for certain levels of acceptability of social-sexual behaviors that in other industries would be considered sexual harassment? Organizational culture is based on artifacts, norms, and assumptions within the organization (Eisenberg & Riley, 2001; Keyton, 2013). Radio broadcasting companies are providing entertainment where the people are the product directly and the product assists in creation of culture in the community they serve (McQuail, 2010b). Does the nature of the product play a role in the behaviors that become norms in an organizational culture? For example, the company policy at Citadel Communication (2007) specifically named viewing/sharing pictures of a sexual nature as being a violation of the sexual harassment and yet the company sold calendars of the Buffalo Jills cheerleaders in swimsuits and had contests like the "Hot Mom" contest where listeners sent in "sexy" pictures of mothers that were displayed on the company website to be voted on by the listeners.

Identification

Radio broadcasting employees are an excellent population to sample and learn more about identification in the workplace. There are several ways employees may identify with their employer: professional, organizational, and group identification (Lammers, et al., 2013). When individuals in the United States are asked what they do I believe that they will answer in a way that shows their level of identification. If they answer with "I work in radio" they are showing identification with the profession. If they answer with the name of the parent company, they are showing identification with the organization. If they answer with the call letters or nickname of the radio station, they are showing identification with the group. These differing levels of identification are what make radio broadcasting an interesting industry to study, like Russo's (1998) exploration of organizational and professional identification with journalists.

Organizational identification has been defined as a symbolic and/or psychological association that has outcomes for the organization and its members (Russo, 1998) "the development and maintenance of an individual's or a group's 'sameness' or 'substance' against a backdrop of change and 'outside' elements" (Cheney & Tompkins, 1987, p. 5). At the start researchers of organizational identification focused on the organization, later work considered identification as internal or trans organizational (Bullis & Bach, 1991); a work group or department (Ashforth & Mael, 1989); upper management or customers (Reichers, 1985); or in the case of organizations that are dispersed geographically, the local targets showed higher levels of identification (Scott, 1997). Professional identification is operationalized by Russo (1998) as an employee's perception of task autonomy and membership in professional associations. This is an important distinction for radio employees as they may identify with the profession of radio based on the freedom, they feel in creating the on-air product. Radio employees may more

closely identify with their work group (radio station) because of how close they feel to others in that group and how committed they are to the group's success (Stewart & Garcia-Prieto, 2008). In radio, success is determined by ratings for each radio station, as opposed to the parent company, and the daypart (time of day the on-air personality is creating the product).

When it comes to organizational culture, several studies have considered the role organizational identification plays in culture (Eger, 2002; Mayfield, et al., 2021; Schrodt, 2002). Eger (2002) discuss how the use of language creating a familial identification within an organization co-constructed a culture of "family" within organizations. A leader's use of motivating language aids employees in organizational identification, which in return increases cultural knowledge and grows a perception of cultural fit for subordinates (Mayfield et al., 2021). Schrodt (2002), found that there is a significant relationship between the dimensions of organizational culture and organizational identification. Mayfield, Mayfield, and Walker (2021) conclude that an employee's feelings of inclusion within the culture of the organization is enhanced by their organizational identification through the leaders' communication. Eger (2002) and Schrodt (2002), call for further research to understand the discourses that influence organizational identification and how organizational culture is co-created.

The level of identification may also affect how employees define sexual harassment, despite the organizational rhetoric in policies and training. There is no current research tying identification to sexual harassment in any way. Therefore, it is important to learn how employees perceive sexual harassment in relation to how they identify with their organization, profession, and/or workgroup (Lammers, et al., 2013)

Study Purpose

The goal of this study was to better understand how radio employees identify with their workplace; the profession, the organization, and/or their work group and how communication creates norms in these groups, as well as how they define sexual harassment in their work. This understanding will help human resources (HR) departments develop policy that is specific to the work done in radio broadcasting, and training materials that clearly outline perceptions of sexual harassment for their employees. As the EEOC (2016) has suggested, training needs to move from the word of the law to a culture-based approach. Understanding how employees identify with their work can better help management write clearer policies that will allow for industry specific training (Keyton & Rhodes, 1999) and, hopefully, reduce instances of sexual harassment by helping employees better understand expectations of communication and behavior where social sexual behaviors are concerned.

Summary of Problem and Preview

Employees in radio are trained on policy and law of sexual harassment and yet, the product produced for air could violate policy. Consider the following situation: The station you work for creates a promotion where listeners are encouraged to enter photos to be voted on by other listeners on the station website. The photos entered are of increasingly scantily clad women. According to the many company employee handbooks the "displaying or circulating inappropriate or offensive objects or pictures in the workplace" is often listed as one of several forms of conduct that are prohibited by policy. What is an employee to do when they are asked to interact with materials, they find offensive? Policy says they are protected; however, the employee may be reluctant to point that out to a manager because they feel posting the photos is their job and, therefore, a condition of employment.

As it will be discussed in the literature review, studies of creative industries such as radio and broadcast journalism have not considered sexual harassment, or the communicative behaviors that constitute sexual harassment, and employee identification, and therefore we lack understanding of how employee identification may affect how employees define sexual harassment. There are opportunities to learn more about how employees view sexual harassment in a creative environment, especially what communicative behaviors are sexually harassing. Especially because, as noted earlier, many employees are directly involved in the product production. The #MeToo movement helped to raise awareness of sexual harassment in creative industries with reports of women's experiences with men of power and their sexual demands.

In the upcoming literature review, the research done in creative industries, including radio broadcasting is discussed. Then discussion of the research done on sexual harassment will be included. Finally, definition and discussion of the three types of identification: professional, organizational and group will occur. A stronger understanding of identification within radio broadcasting companies as it relates to the organization, work group, and profession is important to understand how employees define sexual harassment. This study is a first step in helping companies understand how employees define sexual harassment to increase understanding that may improve policy and training of their employees in this multi-faceted industry.

Study Aim

This study explored sexual harassment and identification (organizational, group, professional) within the radio broadcasting industry. First, this exploration attempted to learn how part-time and full-time employees of radio broadcasting companies define the communicative behaviors that constitute sexual harassment. It is important to understand how employees perceive the communicative behaviors that constitute sexual harassment (Dougherty

& McCormack, 2017; Perry, Kulik, & Field, 2009). Company policy tends to focus on the law and vaguely list possible behaviors that could be considered harassing (Dougherty & McCormack, 2017; Keyton & Menzie, 2007) By learning how employees perceive sexual harassment, companies can provide policy and training that better protects from harassing behaviors. Second, this study explored radio broadcasting employees' forms of identification (organization, workgroup, profession). Organization is defined as the owner of the radio station and/or group of stations who employs the participants. Workgroup is defined as the specific radio station the participant feels most connected to in their work. Profession is defined as the overall field of radio broadcasting. Finally, organizational communication will be explored with participants' definitions of sexual harassment. This exploration may help employers better understand employee communication to write sexual harassment policy that is more specific to their industry. A clearer understanding of how employees perceive communicative behaviors may affect employee identification due to the creative nature of radio. Due to the nature of perception of phenomena like sexual harassment, it is important to learn about how employee identification may be affected by perceived sexual harassment.

CHAPTER 2: LITERATURE REVIEW

When starting a new job, part of the socialization process is to be not only be trained on the job duties, but on company policies. One of those policies is likely "harassment" or "sexual harassment". From my experience, the policy is not consistent across companies, some are general, and some are more concise. All will follow EEOC (2019) guidelines which state "Harassment is unwelcome conduct that is based on race, color, religion, sex (including pregnancy), national origin, age (40 or older), disability or genetic information." The policy goes on to describe unlawful harassment as offensive conduct that is a condition of employment, creates a hostile work environment, or includes retaliation for making a report.

The law is written in such a way as to include as many of the broad types of behaviors that may constitute harassment, as well as employee rights for filing a claim. However, the law does not provide specific behaviors or communications that constitute harassment. Because of this companies are left to decide how much information to provide in their policies. Entercom (a radio broadcasting company) (2020) follows the guidelines of the EEOC and provides a section specifically addressing sexual harassment. Sexual harassment is defined as "…unwelcome sexual advances, requests for sexual favors, and/or other verbal or physical conduct of a sexual nature…" (Entercom, 2020, p. 9). The policy goes on to discuss quid pro quo (when compliance to sexual requests is tied to employment) and hostile work environment harassment, with a specific list of communication and behaviors that could constitute harassment. Some of the conduct described includes demanding sexual favors; leering; use of stereotypes; display of sexually suggestive objects or pictures; sexual jokes; and unwelcome physical contact, to name a few (Entercom, 2020). What makes radio interesting, with regards to sexual harassment is that these policies exist, and yet the on-air content and/or promotions may be sexual in nature. This

study is important to understand employees' perceptions when defining sexual harassment and how identification with the organization, work group and/or profession affects that definition.

Radio

Creative industries, like radio, have a culture that favors gendered power relations and appearance over skills and experience (Hennekam & Bennett, 2017). It is not uncommon for the content released by creative industries to be sexual in nature. The radio programmer oversees choosing the music, which has varied sexual content, (for music formatted stations) and when distinct aspects of the broadcast will occur. Good programmers are informed of the 'scientific' and 'objective' details regarding their target demographics and their response to the station's programming decisions (Ahlkvist, 2001). This philosophy is most seen in the songs chosen to play on-air. Ahlkvist (2001) learned that most programmers make these decisions based on scientific data, a.k.a. how a song 'tests' – meaning how test audiences react to the songs, rather than choosing music based on opinion. A meta-analysis on the use of metrics in radio programming discusses how radio professionals use the various metrics in their on-air decisions (Baym, et al., 2021). The music is just one part of the product radio stations send to listeners. Promotions and on-air banter are important parts of what makes radio part of the creative industries.

Radio promotions can be on-air giveaways where listeners call in to win a prize to large events at local businesses. Most of these contests and events occur without issue or concern. However, there have been a few that have had negative consequences. The Associated Press (2007) reported ten employees of a Sacramento radio station were fired after a listener died of water intoxication after drinking two gallons of water during a morning show broadcast to win a Nintendo Wii gaming console. Another radio station found themselves under scrutiny for their

"Lick it for Tickets" contest where listeners licked the floor under a urinal and later licked a plate of hot sauce, among other tasks, to win Metallica concert tickets (Galarneau, 2008). Paramedics were called to help the contestants, and one was taken to the hospital. According to Galaraneau (2008), there was no disciplinary action against the on-air personalities and contestants called in to the show the next day to talk about the physical aftereffects of their participation. Contests like this are not uncommon especially from programs featuring shock jocks.

Shock jocks are on-air personalities who present their programming in a shocking way to their mostly young, male audiences (Feldman, 2004). These personalities have programming that is often considered raunchy because of their focus on sexual commentary in their listener calls, promotions, interviews, and guests (Feldman, 2004). Discussions on these shows can also be disparaging of cultural and ethnic groups (Feldman, 2004). Many of these shock jocks have found themselves the center of controversy because of their on-air antics. In today's broadcasting landscape, podcasts and satellite radio house more on-air personalities that would be considered shock jocks, like Joe Rogan and Howard Stern. Joe Rogan was recently in the news for comments regarding Covid-19 vaccines, which resulted in content advisory warnings being places at the start of his recordings (Lamb, 2022). Howard Stern has been in the news again recently for his views on the Johnny Depp/Amber Heard Defamation trial (Bergeson, 2022).

The now defunct on-air duo known as "Opie and Anthony" found themselves the focus of controversy more than once in their careers. According to Battaglio and Connor (2002) the pair were fired after backlash from a 1998 April Fool's prank, where they claimed the mayor of Boston was killed in a car crash. Despite this event Opie and Anthony were hired by another station. In 2002 an event at a local beach club in Western New York was advertised to including sporting contests with area female exotic dancers (Ploetz, 2002a). The event drew attention as

the 5,000 ticket holders became intoxicated and reports came out regarding nudity and "lewd acts with foreign objects" (Ploetz, 2002 a, 2002b). A regular contest on "The Opie & Anthony Show," where listeners were rewarded for having sex in public led to the pair's demise on traditional radio stations after a couple allegedly having sex at St. Patrick's Cathedral was included on their broadcast (Battaglio & Connor, 2002).

Don Imus learned early in his career that using on-air pranks and divisive behavior could lead to higher ratings and acclaim (Fisher, 2019). According to Fisher (2019) Imus, who was nationally syndicated, was suspended for two weeks and faced the loss of advertising revenue after calling members of the Rutgers University women's basketball team "nappy headed hos" in 2017. Racist and sexist comments are not unusual with shock jocks. Howard Stern was widely known for his interviews featuring celebrities, politicians, and sex workers (exotic dancers, pornographers, and prostitutes), and was fined $600,000 by the FCC for accusations of indecency (Flint, 1992). Howard Stern is still making news by pointing out, what he sees as double standards in Hollywood regarding the Oscar incident where Will Smith slapped Chris Rock versus an audience member attacking (Cost, 2022). Howard Stern has also been vocal about what he says as "unhinged" Republicans with the leaked Supreme Court decision regarding Roe vs. Wade (Gentile, 2022). Soley (2007) found that most segments analyzed for the *Howard Stern Show and* of the *Bob & Tom Show* contained sexual content and sexual discussions. The entire "Morning Bull" staff, along with the program director, at 97 Rock, in Buffalo, NY, were fired after one member compared the skin tones of Black female celebrities to the darkness of toast and other members failed to stop his comments, or laughed at the comments (Ross, 2021). Controversy is also seen in podcasts, not just satellite and terrestrial radio. Singer Neil Young demanded his music be removed from all Spotify platforms due to his disagreement

with comments made on the Joe Rogan podcast regarding COVID-19 (Gonzalez & Andrew, 2022).

Within radio itself, CBS Radio was sued by a former HR employee who noted in court documents that she left her job in 2017 due to the stress of "being sexually harassed by the talent and witnessing countless situations in which others were as well" (Fickesher & Steigrad, 2020). Minnesota Public Radio fired a male on-air personality for sexual misconduct that resulted in him no longer being welcome as a volunteer at an area church camp (Bornhoft, 2020). A sexual harassment lawsuit filed against WGMT-FM, in Vermont, will go to trial in February 2021 (Wellington, 2018). [The lawsuit was settled resulting in a payment to the former radio station employee in January 2021 (Wellington, 2021).] The complaint alleges the defendant's used "foul language" and the harassment escalated to an assault (Wellington, 2018).

Many companies provide means for reporting harassment in company policies; however, some employees may not feel safe so additional resources can be helpful. Because of the #MeToo movement the Actor's Equity union for professional actors introduced a hotline for members to use to report occurrences of abuse and/or harassment (Ates, 2020). As a result of the Rolling Stone expose regarding sexual harassment within country music (Moss, 2018), Country Radio Seminar, a conference of Country Radio Broadcasters (Country Radio Seminar, 2022) added workshops to address sexual harassment to their members (Inside Radio, 2018).

Sexual Harassment

Sexual harassment is a multi-faceted phenomenon that is vaguely defined as unwanted sexual advances (Dougherty & McCormack, 2017; Jansma, 2000; Keyton, 1996). Sexual harassment is commonly identified in two ways: quid pro quo and hostile work environment (Dougherty & McCormack, 2017; Jansma, 2000; Keyton, 1996). Quid pro quo is the easiest to

identify as it relates to direct requests for sexual favors in return for organizational advancement. It is an exchange between a person of power and a subordinate. For example, an alumni donor making direct sexual advances to graduate students and faculty in exchange for donations (Dougherty & Smythe, 2004). This scenario is interesting because many individuals think of quid pro quo harassment as supervisor to subordinate but is not that simple. It is any person involved with the organization in a position of power. The requests of sexual favors can include any sex act including, but not limited to, oral sex and intercourse, and are sometimes implied, asking to share a hotel room at a conference, or in the case of Harvey Weinstein, asking for meetings with female actors in private locations, like hotel rooms (Kantor & Twohey, 2017). The exchange is understood to be perform a specific sex act and move ahead in your career or receive resources not available to others.

The second type of sexual harassment is hostile work environment. Hostile work environment can be defined as repeated social-sexual behaviors that make it difficult for an employee to do their work (Dougherty & McCormack, 2017; Jansma, 2000; Keyton, 1996). The behaviors considered as creating a hostile work environment commonly include sexual jokes; asking for dates, even after being told "no"; sexual images (photographs, comics); unwanted touching (backrubs, hugs); questions about relationship and sexual satisfaction; questions of sexual activity; discussions of sexual activity; to name a few (Entercom, 2020). The keys to defining hostile work environment harassment is that the behaviors be unwanted and repeated. Therefore, they are not a one-time incident but rather a collection of behaviors over time, which could be why it is harder for individuals to discern what behaviors are harassing (Booth-Butterfield, 1986). Perception of the victim is an important factor in recognizing hostile work environment harassment. Basically, if you are having a hard time getting work done because

another's social-sexual behaviors are negatively affecting you, then it is likely harassment (Dougherty, 2009).

Ther third type of harassment, not commonly discussed, or taught in organizations is known as "third party harassment", which can still have legal ramifications for an organization (Ivancic & Ford, 2023; Jansma, 2000). This type of harassment is when an individual witnesses social-sexual behavior that they find offensive but is not targeted at them. For example, if an employee walked into the break room and overheard two co-workers discussing their sexual conquests from the weekend. Another example is finding sexually explicit notes on the floor of the office. You were not meant to see the paper or hear the conversation, but you did and were offended and now you find it difficult to do your work. Third party harassment is different from hostile work environment because the affected individual is not directly targeted. This is where questions of intent of the sender could come in to play (Jansma, 2000).

Researchers have attempted to identify the communicative behaviors that constitute sexual harassment. Keyton, Ferguson and Rhodes (2001) noted, "any verbal or nonverbal act could be considered by its target as sexual harassment if the behavior is sexually oriented and unwelcome" (p. 34). It can be particularly difficult to identify harassing behavior in an organization where sexual behavior is a normal part of the culture (Dougherty, 2001, 2009). If workplace culture is one where flirtation, touching, and sexual innuendo are frequent, an employee who is offended by these behaviors may be excluded from informal communication networks or evaluated negatively by coworkers (Bingham, 1991). This may be because compliance is reinforced through the behavior and practices of organizational members, therefore the work culture may purposefully or inadvertently encourage sexual harassment (Bingham, 1991). According to Dougherty (2001), in highly stressful jobs there is a license to

behave in a sexualized way due to the emotional nature of one's job; as a result, behavior is unlikely to be interpreted as sexually harassing.

Despite being normal for some organizations, Dougherty (2001) noted that women did not view sexual harassment as functional nor acceptable, it was simply tolerated. In the end, it is important to understand how employees perceive organizational culture and to identify what activities and practices contribute to perceptions of sexual harassment (Keyton, et al., 2001). A traditional belief in sex-roles where women are sex objects and men are sexual aggressors may contribute to the acceptance of sexual harassment in the workplace and may also remove responsibility for harassing communication by perpetrators (Bingham, 1991). Dougherty (2001) found that men constructed sexualized behavior as an organizational norm, yet women viewed the behavior as dysfunctional and unacceptable. Booth-Butterfield (1989) learned that men with a high internal locus of control may label others as weak for not having the ability to handle sexually harassing situations if they cannot perceive feelings of threat themselves; men who exhibit an external locus of control were more aware of potentially intimidating communication and ready to label it harassment. Clair (1993) noted that inadequate definitions or sexual harassment may limit women's ability to frame their stories. This may be due to the use of qualifiers such as "my manager never really tried anything" which imply that sexual harassment is perceived in varying degrees, that unwanted arms around the waitress is a lesser offense and therefore more easily trivialized (Clair, 1993, p. 127). Yet, it appears that as individuals gain work experience the gap between men and women labeling sexually harassing behavior narrows (Booth-Butterfield, 1989). Scarduzio, Sheff and Smith (2018) discuss the coping mechanisms used by victims of sexual harassment. Dougherty (2001) noted that sexual behavior in organizations is normative and that fewer behaviors are perceived as sexual harassment by men

than women, within a healthcare organization. More recently, Ford and Ivancic (2020) discussed employee resilience and feelings of fatigue in workplaces with a high tolerance for sexual harassment.

There is no clear behavioral definition for sexual harassment (Dougherty & McCormack, 2017; Keyton et al., 2001). Previous studies have attempted to identify which social-sexual behaviors participants perceive as sexual harassment using broad definitions such as gestures, staring, direct sexual requests, touching, and propositions (Keyton, 1996). Because sexual harassment is so vaguely defined, employees do not know it when they see it or they find the behavior to be "rude" and brush it off (Serini et al., 1998). For some females, the lack of clear definition causes them to see sexual harassment as gender discrimination, unless the behavior is blatant (Serini et al., 1998). Even with increased awareness of perception differences, individuals failed to acknowledge differences in meaning and appeared to assume that their co-workers had the same definitions about sexually harassing behaviors (Dougherty et al., 2009). Interpretations are subjective and depend on individual expectations of individuals in a specific situation (Dougherty et al., 2009). The subjectivity of interpretations means that some may view behaviors as flirting, whereas others may see the same behavior as sexual harassment (Clair, 1993; Keyton, 1996). This is problematic for organizations as it makes it difficult to train employees on appropriate behavior, although HR professionals try to keep sexual harassment policies current with social trends. Even though sexual harassment is one of the behaviors on the social-sexual continuum, sexually harassing behaviors, such as sexual comments, eye gaze, and touch, are common (Keyton et al., 2001). Keyton, Ferguson and Rhodes (2001) noted, "male and female co-workers and supervisors develop personal relationships outside of their working relationships utilizing five different social-sexual behaviors: (a) friendly, professional interactions with no

sexual pressures, (b) reciprocal flirting to gain task compliance, (c) genuine and consensual romantic attraction, (d) rejected flirting that may lead to sexual coercion, and (e) sexually harassing interactions that cause intimidation and job uncertainty" (p. 36). Social-sexual behaviors vary across a continuum, are based on interpersonal interactions between and among employees, and are more difficult to identify (Keyton et al., 2001; Solomon & Williams, 1997).

When EEOC guidelines do not provide specifics as to what behaviors (physically touching another) or communication (sexual conversations) constitute sexual harassment (Dougherty & McCormack, 2017), the organization must provide the information to inform employees, and to protect the company's interests in case of a lawsuit. These policies commonly focus on behaviors but fail to consider perception (Dougherty, 2017). But are these policies enough? Typically, it is up to HR to provide a clear and common understanding of what constitutes sexual harassment through policy and training. Dougherty (2001) stated that managers need to have clearer understanding of sexual harassment as a complex part of work. It is not enough to merely have policy and traditional enforcement strategies are not enough to stop sexual harassment altogether (Dougherty, 2001). Wills (1994) notes that academic administrators of theatre programs should adopt specific policies for the discipline of theatre and not simply use general institutional policies.

Dougherty and Smythe (2004) noted that experiences shared by multiple members of an organization are a more productive means of determining what behaviors constitute sexual harassment. You also cannot view sexual harassment solely from personal experience of the victim to understand the complexity of sexual harassment in society (Clair, 1993). Despite sexual harassment being considered a societal issue, there is still confusion on where the line is drawn between appropriate behavior and inappropriate behavior (Keyton & Rhodes, 1999). Keyton and

Rhodes (1999) suggest that working in a highly sexually charged environment does not aid in the recognition of inappropriate behavior and suggests that organizations should address the issue as a culturally embedded artifact.

Company policies are written with similar language to EEOC guidelines. They attempt to outline specific behavior or communication that would constitute a violation of organizational policy. For example, the harassment policy from Clear Channel (2013), the largest radio owner in the United States, employee handbook states:

> …zero tolerance for any speech or conduct that is intended to, or has the effect of, abusing or harassing any employee because of his/her race, color, age, sex, sexual orientation, gender identity or expression, religion, disability, pregnancy, ethnicity, national origin, marital status, veteran status, genetic information or any other protected classification or status in accordance with applicable federal, state, and local laws. (pg. 6)

As you can see, the policy is broad and vague, which allows the company and its employees room to interpret behaviors that violate the policy, as they become members of the organization. Saga Communications, Inc. (2013) policy uses similar language in their policy but include an extensive list of "prohibited conduct", which could include behaviors outside of the definition of sexual harassment, such prohibited behavior includes:

> (a) telling of offensive jokes, (b) participating in hostile pranks, (c) using slurs, epithets and name calling, (d) engaging in a physical assault or threat, (e) intimidation, ridicule or mockery, (f) insults, (g) displaying or circulating inappropriate or offensive objects or pictures in the workplace, (h) making verbal comments or making non-verbal gestures describing or denigrating an individual's body, appearance, race, religion, gender, disability, age, national origin, or customs, (i) lewd or suggestive gestures, (j)

> conversations that have sexual content, (k) repeated offensive sexual flirtation, (l) requests for sexual favors, (m) physically touching an individual in an unwelcome manner, (n) sending, receiving or accessing sexually offensive e-mail or voicemail and (o) accessing websites with sexual content using the Company's electronic communications media. (Saga Communications, Inc., 2013, p. 39)

This list provides guidance to employees and goes on to specifically forbid relationships between supervisors and direct subordinates because such relationships, even if consensual, can make it difficult for the organization to enforce the sexual harassment policy, and includes discussions of quid pro quo sexual requests stating:

> No supervisor shall threaten or insinuate either explicitly or implicitly that any employee's submission to or rejection of sexual advances will in any way influence any personnel decision regarding the employee's continued employment, career development, evaluation, wages, advancement, assigned duties, shifts or any other condition of employment. (Saga Communications, Inc., 2013 p. 39)

Perception has multiple meanings and, therefore, human resource employees can more clearly develop scenarios for research and training that more clearly explain what constitutes sexual harassment within their organizations (Keyton & Menzie, 2007). Despite published company policies, there is still a lack of clear understanding of what constitutes sexual harassment (Dougherty, 2017). The types of communicative behaviors often identified as sexual harassment are verbal (explicit and implicit) and nonverbal (appearance, gaze, touch, and proximity). Jansma (2000) stated that sexual comments and sexual posturing are the most frequently reported forms of sexual harassment but that few survey studies have assessed sexually harassing behaviors that correspond to quid pro quo or hostile work environment sexual harassment. Touch, regarded as

signs of intimacy or causing sexual arousal between supervisor/subordinate, and potentially between co-workers, would be inappropriate and possibly sexually harassing (LePoire et al., 1992). Despite these findings there is no consistent definition of the communicative behaviors that constitute sexual harassment which is a failure of policy and practice.

There are industries that may be considered more harassment prone than others (Booth-Butterfield, 1986). Media based organizations often include sexuality and/or sexual topics as a part of their product (Brown & Flatow, 1997; Hennekam & Bennett, 2017; McQuail, 2010a) which may lead to a culture that accepts, or tolerates, more social-sexual behaviors than other industries. Increasing understanding of how employees view these communicative behaviors within creative industries may bring about awareness to issues not commonly understood as potentially harassing and could then bring about changes in policy, training, and eventually, the overall culture of an organization.

Identification

The means with which employees relate to their professions, organizations, and workgroups can be discussed through identification, a sense of belonging to a group, organization, or profession (Ashforth & Mael, 1989). Therefore, employees can identify with their work based on how close they feel with others. Ashforth, Harrison and Corley (2008) discuss the tie between identity and identification and why both matter when considering employees relationships with work. For an employee to identify with the organization or group they are involved with they must have an identity, or feeling of belonging, as a member of that organization, or group (Haslam & Ellemers, 2005; Mael & Ashforth, 1992). Identity helps explain why people are in the occupations and with the organizations that they are, and ultimately, why they leave (Ashforth et al., 2008). Identification is then how individuals define

their roles and navigate their relationships and work (Ashforth et al., 2008). Tornes and Kramer (2015) found that organizations can help create feelings of identification with volunteer workers by clearly communicating the roles volunteers play.

More research is needed to fully understand the role identification plays for employees, particularly for those working in radio broadcasting. Sherwood and O'Donnell (2018) call for qualitative investigation of professional identifications in the United States with the changes happening in mass media organizations. Ashforth and Mael (1989) noted the need for research on the multiple identities at work, including groups within an organization. It is important to consider group identification because employees may more closely identify with the group than the organization (Stewart & Garcia-Prieto, 2008). Radio broadcasting is an industry that has little to no research on the topic of identification.

Organizational Identification

Organizational identification has long been a topic of interest for communication researchers. Cheney (1983) notes:

> Identification serves important roles in individuals' lives: identification – with organizations or anything else – is an active process by which individuals link themselves to elements in the social scene. Identification is important for what they do for us: they aid us in making sense of our experience, in organizing our thoughts, in achieving decisions, and in anchoring the self. Perhaps most important for students of communication, identifying allows people to persuade and to be persuaded. (p. 342)

This means identification with an organization can be a means of influence on the employee by their supervisors on their jobs and beliefs. Gioia, Patvardhan, Hamilton, and Corley (2013) further define organizational identification as the parts of an organization that in the view of the

members are different from other organizations and are consistent over time in the shared beliefs of the organization's enduring characteristics. Organizational identification is the feeling of belonging where an individual defines themselves in terms of the organization (Mael & Ashforth, 1992). Individuals choose to identify with an organization for a myriad of reasons and because of their identification they can be influenced by that organization (Williams & Connaughton, 2012). Put simply, identification is considered the substance of the relationship and commitment is the form (Cheney & Tompkins, 1987).

The means for creating shared belief, influence and a feeling of "oneness" is commonly through communication. Managers should foster a feeling of organizational identification (Wieseke et al., 2012). Lammers, Atouba and Carlson (2013) found that increased organizational change makes employees feel disidentified with the organization when there is a lack of communication. This was also the case with organizations with a low prestige (Frandsen, 2012). When leaders communicate with followers using motivating language, organizational identification increases (Mayfield et al., 2021; Yue et al., 2021). A positive emotional culture can help strengthen organizational identity (Yue et al., 2021). This is partly because of the follower's knowledge and fit within the organization and a result of direct influence (Mayfield et al., 2021). In a discussion of volunteers at a pop-culture convention, Tornes and Kramer (2015) noted that communication with staff and convention attendees reduced role ambiguity and uncertainty, and therefore increased a feeling of organizational identification. Social media can influence feelings of organizational identification (Bartels et al., 2019; Sias & Duncan, 2020) or show level of organizational identification based on personal branding (Lough, Molyneux, & Holton, 2018; Ottovordemgentschenfelde, 2017). Feelings of closeness with co-workers in both on and off-line environments can increase organizational identification (Bartels et al., 2019). However, Bartels,

vanVuuren, and Ouwerkerk (2019) advise against supervisors "friending" subordinates on social media. Sias and Duncan (2020) found that employees who interacted with their company's Facebook page had a positive increase of organizational identification. The way journalists use their Twitter profile pages to discuss their employer or profession, communicated their level of organizational identification (Ottovordemgentschenfelde, 2017).

Not all situations are created equal. In radio, managers view the competitive space through the values of the organization and that affects their view of organizational identification (Evans, 2015). Radio is an interesting organization to consider for organizational identification as parent company offices tend to be different from local affiliates. Wieseke, Kraus, Abhearne, and Mikolon (2012) found that organizational identification will decrease based on physical distance sales executives are from headquarters. Dailey, Treem and Ford (2016) noted that writers who had relationships with employees of their client organization had an increased feeling of organizational identification. Whereas in-house writers identified with the organization if their personal values matched the organization's values and mission (Daily et al., 2016). Williams and Connaughton (2012), in their case study of sororities, noted that employees would more strongly identify with the national owner's values if they became frustrated with local owners, which may be true of radio broadcasting companies.

Social Identity Theory discusses the ways in which individuals classify themselves, including organizational membership (Tajfel & Turner, 1985). Ashforth and Mael (1989) note that employees can have several, and sometimes conflicting, identities with an organization. Because of this occurrence, research needs to consider the salient groups along with the organizational identification (Ashforth & Mael, 1989).

Professional Identification

Many professions have attributes, goals and ethical standards that tie their members together. For instance, the American Bar Association (2021) provides a "code of professional conduct" to assure members act in a way that does not cause their client's harm. Codes of conduct, such as these are not always written, but are understood be those who identify with the profession in question. Therefore, professional identification can be defined as the means with which individuals define themselves related to their professional roles such as the beliefs, values, goals, and experiences (Jenkins, 2019). Dailey, Treem and Ford (2016), when exploring identification amongst social media writers, noted that passion for the industry aided in a feeling of identification for those within that industry.

Professional identification has often been explored with those in some form of journalism and freelance writers (Dailey et al., 2016; Jenkins, 2019; Lammers et. al., 2013; Lough et. al., 2018; Ottovordemgentschendfelde, 2017; Russo, 1998; Sherwood & O'Donnell, 2018) with mixed results. Sherwood and O'Donnell (2018) notes that professional identities can be complicated. Russo (1998) noted that journalists identified more strongly with the profession through expressions of commitment to the job. The way journalists branded themselves on social media was researched to determine professional identification. Ottovordemgentschenfelde (2017) found professional identification was less common amongst the political journalists in their sample. Research has noted that some included information about their educational background, which shows their individual training and professional socialization or the use of professional headshots versus selfies or candid photos as means of professional identification (Lough et al., 2018; Ottovordemgentschenfelde, 2017).

Professional identification is most tied to doing the work of the given industry. Staff members showed their identity to the job of journalism through their discussion of the content of stories, how they identified with a given story and reader impact (Jenkins, 2019), whereas editors related expertise, contact networks with sources and personal interests as the definition of quality content (Jenkins, 2019). Overall, to identify professionally individuals relate more to the work-related tasks versus communication with other members (Lammers et al., 2013). For the radio industry, this could mean conducting the day-to-day operations like producing the on-air shows, scheduling commercials and/or producing commercials, preparing the sales presentations for the advertisers, and planning and/or executing stations promotions. The act of doing radio will be how employees best relate to the industry at large.

Group Identification

Working in radio sometimes means identifying with a single station or department over the organization. It appears that no previous research has looked at the complex nature of work group identification within radio broadcasting companies. Research has used the terms workgroup, group, and departmental identification interchangeably, therefore in this study the term group will be used to mean all the above. Riordan and Weatherly (1999) use the working definition of group identification as:

> Work group identification is a personal cognitive connection between an individual and the work group. It is the individual's perception of oneness with the work group and the tendency to experience the group's successes and failures as one's own. When an individual identifies with a group, that individual defines him/herself by the same attributes (e.g., qualities, faults, common destinies) that define the work group. (p. 315)

Riordan and Weatherly (1999) based this construct definition on the work of Foote (1951), Mael and Tetrick (1992) and Tolman (1943).

When group members feel a sense of closeness, or oneness, they identify with the group over the organization (Bartels et al., 2019; Riordan & Weatherly, 1999; Stewart & Garcia-Prieto, 2008). Communication is a key to creating a sense of identification amongst group members (Lammers et al., 2013). Bartels, van Vuuren, and Ouwerkerk (2019) used social identity theory to discuss department identification amongst employees who are friends on social media. They found that feelings of closeness increase through online, and offline, communication amongst co-workers, however supervisors need to be cautious of "friending" subordinates (Bartels et al, 2019). To increase group identification, the communication needs to be personal and ongoing amongst group members (Lammers et al., 2013). When communication is related to depersonalization the sense of attachment members may feel is lessened (Lammers et al., 2013).

Research Questions

The goal of this paper was to examine the communicative behaviors that employees define as sexual harassment, identification (organizational, group, professional) within the radio broadcasting industry, and how the level of identification may align with the employee definition of sexual harassment. What the literature has not indicated is how employees define sexual harassment. The identification literature also does not consider all the ways employees may identify in radio broadcasting companies. This exploration will answer the following research questions:

RQ1: How do employees of radio broadcasting companies define the communicative behaviors that constitute sexual harassment?

RQ2: How do employees of radio broadcasting companies identify (organization, workgroup, profession)?

RQ3: How does employee identification compare to their perception of sexually harassing communicative behaviors?

Due to the subjective, and controversial, nature of the subject matter in question, interviews are the best means of data collection, as opposed to a survey. This is because interviews allow for confidentiality and privacy in responses, which reduces the possibility of receiving socially acceptable responses.

CHAPTER 3: METHODS

The goal of this paper was to examine the communicative behaviors that employees define as sexual harassment, employee identification (organizational, group, professional) within the radio broadcasting industry, and how the employee's level of identification aligned with their definition of sexual harassment. What the literature has not indicated is how employees define sexual harassment. The identification literature also does not consider all the ways employees may identify in radio broadcasting companies. This study answered three research questions. First, I learned how employees in radio broadcasting define the communicative behaviors that constitute sexual harassment. Next, I learned how employees identify with their work (profession, organization, and group). Finally, I learned how employee identification compares to their perception of sexually harassing communicative behaviors.

The interpretive design aided with navigating the complexities of participants' lived experiences. To learn more about the nuanced perspective of sexual harassment interviews allowed for a free flow of thought and explanation of individual perspectives.

Research Design

To learn about how employees identify a two-phase design was used. First, participants were asked to complete an online survey based off the work of Russo (1998) and Lammers, Atouba, and Carlson (2013). The survey allowed for the collection of demographic information as well as creating a baseline for identification of each individual employee. Next, respondents were interviewed using an in-depth interview design. In-depth interview design allowed for a deeper understanding of the topics. The strength of in-depth interviews laid in the provided confidentiality and contextual meaning to the data collected. Although interviews can be time consuming the data collected from them was worth it because of the flexibility interviews

innately provide. A review of the literature suggested there were no studies of identification that have concerned radio broadcasting companies however, Russo (1998) interviewed newspaper journalists. Interview protocols were adapted from Russo (1998) and Lammers, Atouba, and Carlson (2013). The depth of information provided by interviews was key to interpreting how radio broadcasting employees view the sexual harassment and employee identification (Kvale, 2007; McCracken, 1988). Interviews allowed me to ask employees how they define sexual harassment and to learn more about how they identify in the workplace. Interviews allowed for follow-up questions to the initial survey that provided depth of understanding. Interviews provided individuals the opportunity to share their perspectives (Dougherty & Smythe, 2004).

Recruitment

Upon approval of the Institutional Review Board, individuals currently employed by a radio company were invited to complete an online survey and participated in in-depth interviews. Employees were recruited using my personal social media (Facebook, Twitter, and LinkedIn) profiles because I am connected to radio broadcasting employees across the country in various positions and with different sizes of organizations. The personal connection to the researcher should provide a higher response rate (Baltar & Brunet, 2012). As will be discussed later, recruitment proved to be a challenge given the sensitive nature of these topics. I worked in radio broadcasting for approximately twelve years in multiple markets (small, medium, and major), for independent and corporate owned stations, and have connections in all market sizes. Because of my background I have a network of individuals that recruited from all size markets and different companies. This provided a broader view of sexual harassment and identification from participants. My network includes employees in stations across the country, in different positions, and differing programming formats. Snowball sampling, outside of my personal

network, aided in avoiding homogeneity of data (Goodman, 1961). Individuals shared the original posts within their networks. Recruiting messages were also shared in radio industry groups on social media (Facebook and LinkedIn). Direct, private messages were also sent. Snowball sampling was beneficial due to the broad demographics of the target population (Molloy, 2019). Using my network alone was limiting, so allowing others to recruit within their networks, ala snowball sampling, allowed the recruiting message to be more broadly sent (Molloy, 2019).

I shared the recruiting messages on my Facebook, Twitter, and LinkedIn accounts six times each over a 4-month period. The messages were shared and/or retweeted eight times. Private/direct messages were sent to thirty-seven individuals using Facebook Messenger and three individuals each on Twitter and LinkedIn. A group titled "radio broadcasting industry" was found on Facebook and LinkedIn. After becoming a member of the group 3 recruiting messages were sent on LinkedIn and Facebook. The "radio broadcasting industry" group had approximately 6,300 members on Facebook and approximately 55,000 members on LinkedIn. Another group on LinkedIn, "radio broadcasting," with 28,000 members, was joined and the recruiting post was shared six times.

When social media yielded too few results, email was used for subsequent recruiting. A total of 112 emails were sent, fifty-nine to various radio station employees (found by doing an internet search of radio station websites who had individual email addresses listed), fifty emails were sent to national and state radio broadcasting associations, and I sent a recruitment request to the National Communication Association.

Recruiting attempts (social media, email, and snowball sampling) yielded thirty survey attempts. Five individuals stopped the survey resulting in the net completion of twenty-five surveys. Of the twenty-five surveys completed, seventeen interviews were completed as well.

Research Sample

Radio station employees who are currently employed part-time or full-time in the United State were recruited. I included part-time and full-time radio broadcasting employees because, in my experience, identification was strong in both (Hinsley, 2017). Also, there was a strong mix of employees who are part-time and full-time, especially with consolidation of stations and technology that reduces the need for full-time employees, especially when you can pre-record an on-air shift. The U.S. Bureau of Labor Statistics (2021) defines part-time work as 1 to 34 hours per week and full-time work as over 35 hours per week. For this project, part-time employees were defined as working a minimum of 20 hours per week and full-time workers who are classified by their organizations as being "full-time."

All departments, on-air, promotions, sales, production, engineering, and business office, were welcome to participate in this study. It was important to recruit across departments to have a broader understanding of how employees view sexual harassment and identification overall. Some employees in radio broadcasting cross departments; for instance, in my time in radio I worked for multiple companies, one I was an on-air news/weather/traffic reporter and for another company I was a fill-in sales assistant, receptionist, board operator, and assisted with research panel recruitment. These dual roles, which are common on radio, are why recruitment was not specific to departments. All radio station employees were included in this research. By allowing for a wide array of employees there was an increased opportunity to get a multitude of experiences and definitions. Most radio companies own multiple stations in a locality. Some

employees, especially on-air and promotions, are hired to work in a specific station. Other employees are hired to work for the company, and not an individual station, for example an individual hired to do accounting for the local affiliate of the company will perform accounting for the entire group of stations. Having a mix of employees, on-air and non-on-air, provided the best opportunity to gain knowledge regarding the differences of organizational, group, and professional identification (Lammers et al., 2013). Having a mix of employees provided breadth as responses could be compared across roles to see if employees in specific roles identify in a similar way. The breadth and depth were with learning how employees define sexual harassment. Employees were recruited using Facebook and started with my personal network. I worked in radio broadcasting for over a decade in multiple markets (small, medium, and major) and have connections in all market sizes. Because of my network, individuals were recruited from all size markets and different parent companies. This provided a broader view from participants.

Once individuals of my personal network were contacted and were asked to invite co-workers and friends to participate in the interviews as well, using a snowball sampling technique. This also provided the opportunity to reach employees in different size markets and local and/or corporate ownership. Snowball sampling was an effective means of contacting individuals within the radio broadcasting industry of differing markets, company ownership, company size, and job type. Having this broad access to employees allowed for a broad understanding of employee views of sexual harassment and employee identification.

Participants

Although twenty-five individuals completed the initial survey, only the seventeen participants who completed the survey and interview were reported. The seventeen participants included eleven male and six female, fourteen of which identified as heterosexual and three as

bisexual. The ages of the participants ranged from 26-71, with a mean age of 50.8. Participants identified as having college educations: three with some college; one with a 2-year degree; 10 4-year degrees; two master's degree; and one professional degree.

Participants were a mix of full-time (10) and part-time (6) employees working for national (7), regional (3), state (1), locally owned (5) and one participant did not answer the question. The positions participants held varied with seven identifying as on-air (personalities and reporter/anchor), six management (president/general manager, sales manager, and program director), one engineer, and three mentioned working multiple positions. Participants had been working in radio for 2 to 55 years, with a mean of 41 years.

Pseudonyms were assigned to all participants for reporting, and to aid in anonymity of responses. Pseudonyms were selected from the Social Security Administration (2023) "Top 100 names of the past one hundred years" list. Names were assigned based on the reported gender of the participants. Any name that matched, or was closely related, to the name of a participant was not used. For example, if a participant were named Margo, Margaret was not assigned to any participant. [See Appendix A]

Interpretive Framework

Allen (2005) discussed several basic assumptions of interpretive approaches (e.g., social constructionism). The first assumption discussed how social construction allows us to challenge what we know about our world and ourselves. This means we asked questions that allow us to learn more about how we define reality in each situation. The second assumption asserted that our knowledge was based on history and culture. Specifically, the way we identify, or label, ourselves, and others, was based on factors such as politics, history, and current social factors. Assumption three discusses how our social processes and language was used to sustain and

extend knowledge. Language was the primary way we shared our experiences and create shared meaning with others. The final assumption noted that knowledge was interconnected with social actions. These assumptions were based on the work of Burr (1995). An interpretive approach was appropriate for employees in radio broadcasting due to their similarity to employees in a print, broadcast, or web newsroom (Powers, 2020). The interpretive approach allowed members of media related companies to discuss their lived experiences at work (Powers, 2020).

According to Allen (2005), the heart of interpretive approaches is communication. Communication is the key to learning how employees create and share meaning. By exploring the communication networks within an organization, you learn who has knowledge and resources, because it was not always based on hierarchy. You learn about the organizational knowledge that aided in creation of the organizational culture as well. Ways to investigate using interpretive approaches included qualitative methods, which were the most used to explore information using an interpretive approach (Gibbs, 2007). The shared meaning can aid employees can understand the definition of sexual harassment and how they identified with their work. I looked for how participants not only define sexual harassment but how they interacted with the meaning (Manning, 2013). Manning (2013) suggested that the interaction could create meaning through participants perception, as well as the interpreted meaning, or inherent meaning of the subject. Many of the participants were past co-workers of mine so it was important that I maintain notes to assure that my personal relationship did not cloud my interpretation of the interviewee's responses.

Data Collection

Once IRB approval was received, I collected data in a two-step process. First, I sent an online survey containing screening demographic information and a qualitative survey about

Identification (Lammers et al., 2013; Russo, 1998). Participants were invited to conduct in-depth interviews via Zoom. Zoom interviews were scheduled through individual emails, using personal email addresses, not work emails. Participants were asked to provide me with days and times that worked for them. I found that allowing the interviewees agency in scheduling appeared to make scheduling easier. Even though interviewing was time consuming, virtual based interviews, via Zoom, were helpful as they reduced travel for the researcher and respondents. Virtual interviews also allowed the respondent to participate in the interview in a location of their choice, as many noted they were talking to me from their homes. Even though virtual means did have issues (i.e., video lag, sound issues, buffering, Wi-Fi, video scrambling etc.), planning with the respondent aided in overcoming these weaknesses (Seitz, 2016). The average length of interviews conducted was 28 minutes 34 seconds.

Zoom was selected for its usability and security. Individual, password protected, meetings were scheduled for each participant. Zoom includes a record function which allowed meetings to be recorded which prevents the need for a separate recording device. Another benefit of Zoom was that they provided an option for written transcripts of meeting audio which allowed me to analyze data more quickly. Transcripts were checked for accuracy.

The interviews were conducted at a time when individuals were working from home due to the Covid-19 pandemic. The lack of daily contact with co-workers, and managers, may have affected relational dynamics found in employees working full-time in the same office.

Survey Instrument and Interview Guide

The survey instrument included demographic information and questions adapted from Russo (1998), Lammers, Atouba, and Carlson (2013) and Brown, Condor, Mathews, Wade and Williams (1986). [See Appendix B] This interview guide measured the three forms of

identification: profession, organization, and group (Lammers et al., 2013). Questions regarding sexual harassment were adapted from Hennekam and Bennett (2017). [See Appendix C]

Data Analysis

Data was analyzed in three ways: Participant definitional analysis (Manning, 2013), thematic coding, and comparative analysis. Participant definitional analysis was ideal because it allowed for data where participants are explicit in defining a term or concept; provide stories or examples regarding the term or concept; and discussion about the term that is not definition oriented (Manning & Lambert South, 2018). Sexual harassment was an appropriate concept for participant definitional analysis because, although there is a legal definition of the concept, that definition is vague due to the nature of perception of the occurrences that may constitute sexual harassment. I asked participants questions regarding how they define sexual harassment, what communicative behaviors they believe constituted sexual harassment, along with how sexual harassment in radio broadcasting may differ from other industries. This process is like Manning and Kunkel (2014), where they studied sexting by asking for a direct definition and looked for descriptions within the answers to questions regarding sexting behaviors. The responses were analyzed for common words and phrases to determine how employees defined sexual harassment. Codes included: descriptors, such as adjectives unwelcome, unwanted and nonspecific terms like any or anything; specific terms, such as sexual advances and quid pro quo; communicative behaviors, discussed as verbal (comments, jokes) and nonverbal (gestures, touching), and "other" when participants discussed topics like bullying and discrimination while defining sexual harassment.

Data collected regarding identification was analyzed in a two-step process. First, survey data was analyzed for frequency of responses to determine respondents' level of identification to

ask follow-up questions in the interview. Interview responses were analyzed thematically (Gibbs, 2007). Initial codes from the survey included: organizational, professional, and group (Riordan & Weatherly, 1999; Russo, 1998). Upon reading the interview transcripts emergent themes developed. Additional themes were coded as multiple identification, defined as participants who identified with a combination of professional, organization, and/or group, as well as no identification for participants who did not have a clear area of identification. I used descriptive statistics from the online survey regarding organizational identification and asked questions regarding identity that helped better define categories of identification like organization, profession, and group. Also, through comparative analysis (Gibbs, 2007; Strauss & Corbin, 1998), the researcher analyzed based on the categories related to organizational, professional, and group identification.

Research question three used comparative analysis (Gibbs, 2007; Strauss & Corbin, 1998) and In Vivo Coding (Saldana, 2012). Definitions of sexual harassment were compared to the how employees most strongly identify. Participants responses to the questions regarding how they view organizational responses to sexual harassment was included in the comparison. The way an employee responds to questions about whether sexual harassment is acceptable based on the format of the station was compared to their identification as well. For example, did they note that a rock format that targeted a largely male listenership and played music with sexual overtones may have defined sexual harassment in a way that was less strict than an employee at an adult contemporary station, which targeted female listeners, where the songs were about love and romance (Milewski, 2021). Comparative analysis included a coding hierarchy, where codes were rearranged to reduce duplicate codes and combine similar codes to better understand the participants view of sexual harassment and identification. In Vivo Coding allowed the researcher

to learn more about the intersection between sexual harassment definitions and organizational identification by coding using the participants words (Saldana, 2012). Overall, defining sexual harassment included five codes. Codebook also included who, defined as who was identified as a harasser; a further breakdown of communicative behaviors coded as verbal, nonverbal, visual, and other (topics defined as discrimination and bullying).

An electronic codebook was created with detailed definitions and examples of each code. The codebook was used as a reference throughout analysis. Researcher independently coded the interview transcripts with the codebook as their guide. Approximately 75% of the transcripts were checked to assure reliability and accuracy of coding. After checking the accuracy of coding, I identified quotes within the transcripts that provide clear evidence of the codes to aid with validity (Gibbs, 2007). With the inclusion of quotes from a variety of participants, the credibility of results was strengthened (Baxter & Eyles, 1997; Krefting, 1990).

Researcher Role/Reflexivity

As the sole interviewer I targeted my personal network, which meant collecting data from individuals I had a working and/or personal relationship with years ago. It was especially important for me to maintain focus on the study's core concepts to assure complete data collection. The conversations could have easily turned into a "catch-up" session, which at the beginning helped to build rapport. It was important that I set the focus and purpose of our time together. Having a clear interview guide and promise of a time limit helped me to stay focused on the task. My hope was that the personal connections allowed participants to feel safe and comfortable immediately, and therefore open about their views more quickly, and it did help with the interviews with individuals I had a personal relationship with within the past. With individuals not from my personal network, letting them know I had worked in the radio industry

seemed to put them at ease. I did have a few individuals ask if they were giving me the answers I sought, this was unexpected. I told them I only expected honesty. I utilized researcher notes to reflect on my experiences and expectations to be sure my interpretations of the data were not clouded by my experience or biases.

Being a past employee of radio broadcasting gave me an insider's perspective that could shape the interpretation of data. Ulnuer (2012) noted that one advantage to being an insider researcher was that participants may be more willing to participate in the research because they are at ease with your presence. Due to my knowledge of radio broadcasting, I was able to understand the hierarchy within radio broadcasting companies and understood what questions to ask and how to better analyze data (Ulnuer, 2012). My knowledge of how radio organizations are structured was especially important for understanding employee identification. Working in radio, I saw first-hand how content can involve topics that could violate sexual harassment, so I understood the tensions that participants discussed in their responses.

CHAPTER 4: RESULTS

The goal of this paper was to learn how employees of radio broadcasting companies define sexual harassment and how they identify with their work, through the profession, organization, and/or group. To answer the three research questions interviews were conducted with 17 participants who currently work in radio broadcasting. Demographic information and a survey regarding employee identification were collected using an online survey. The identification survey was used to provide supplemental information and to focus follow-up questions asked in the interview. Following are the results for the three research questions with a summary of results for each in the appendix. The summary of results highlights the key findings for each research question. [See Appendix D: Research Question Summary Table]

RQ 1: Defining Sexual Harassment

Research question 1 asked: "How do employees of radio broadcasting companies define the communicative behaviors that constitute sexual harassment?" To answer this question, participants were asked several questions to learn how they view and define sexual harassment, what communicative behaviors they identify as sexual harassment, whom can they be harassed by, as well as questions about how they learned about sexual harassment. Analysis focused first on Participant Definition Analysis (Manning, 2013) to determine how employees define sexual harassment. Next, responses were analyzed for common words and phrases used in explaining the communicative behaviors participants identified as sexual harassment.

Defining Sexual Harassment

Using a Participant Definition Analysis (Manning, 2013) participants were asked a series of questions to learn how they perceived sexual harassment, and what sexual harassment looks like. What was found was a broad range of responses that were often as vague as the policies

provided by the EEOC. The researcher first looked at the most common terms participants provided when asked "What does the phrase sexual harassment mean to you?" followed by "How do you define sexual harassment?" and "What does it mean to be harassed?" Participants used a variety of terms to describe sexual harassment in general and specific terms that they believe "create a harassing atmosphere". Interviewees also discussed topics that are often seen as distinct, like bullying and discrimination, separate to sexual harassment.

Interviewees had a wide range of views with answering the questions related to defining sexual harassment. Three interviewees looked to me to reassure them that they were giving them the "right" answer. Questions like "is that what you need?" or "is that what you mean?" were commonly heard. Two noted that it was "harder" to answer the questions than they thought it would be. Jennifer, a 26-year-old working in radio for approximately 5 years, noted that it is "kind of hard to define [sexual harassment] because I feel like there's so many different avenues of sexual harassment."

When interviewees did discuss sexual harassment, and its meaning, they responded in lists and vague phrases which show the struggle to clearly define mentioned by Jennifer, in the above quote. For example, participants provided lists like Michael, a 71-year-old male working in radio for just over 55 years, who defined sexual harassment as a list of possibilities that are "unwarranted, unwanted, unsolicited" and started by saying sexual harassment is "anything" but then listed communicative behaviors such as flirting, touching, sending emails, telling "dirty" jokes, or anything that is intimate or sexual in nature that makes another uncomfortable. He goes on to explain that it includes " It almost makes it sound like it's something that would involve intimacy or touching it could be any of those things. It could be something that we consider that a guy quote unquote might not consider nefarious, but it's offensive to someone else." Other

participants, like Christopher, a 71-year-old working in radio for approximately 50 years, defined sexual harassment with vague phrases:

> You know, I guess I know it when I see it. If someone, if you are. Let me think about that for a second. If harassment means that you're being you're expected to do some things that, because of your particular sex, you're expected to react in some way, or you're expected to put up with some things that other people are not asked to put up with, or people, you know, other people of other sexes are not asked to put up with.

The results will be discussed in terms of common descriptors, or adjectives, and "non-specific" terms used in their responses. Some of the responses were, what are being labeled, "specific" terms, or phrases. Although many participants talked of sexual harassment in general terms, this was exemplified by Charles: "It is any harassing behavior...any unwanted discussion, action, feeling, surrounding sexual or sexuality occurring with the workplace unwanted." Some were able to clearly state specific behaviors including mention of communicative behaviors they deemed sexually harassing. Finally, I will report the topics mentioned that are commonly discussed as separate to sexual harassment.

Descriptors and "Non-Specific Terms"

The term "non-specific" is being used for words, or phrases, that were provided as general terms that did not name a specific action or type of communication. While analyzing the word choices used by participants, it was found that common adjectives were selected when discussing the communicative behaviors that define sexual harassment. Ten respondents used adjectives such as: unwelcome, unwanted, unwarranted, unsolicited, and uncomfortable discussing the act of sexual harassment. These general terms were listed along with how communicative behaviors were repeated and/or reoccurring. Charles, a 45-year-old who has

worked in radio for 25 years, noted that sexual harassment is "a repeated behavior, you know. I mean I can, I can think of one time as perhaps a mistake. But anything that is continued. Certainly, after someone expresses [themselves], you know, this is not something that I that I appreciate or like." Communicative behaviors were also explained as "inappropriate", in usage and were discussed with regards to the context of work.

The adjectives above (unwelcome, unwanted, unsolicited, uncomfortable, etc.) were often accompanied by terms like "any" or "anything" which are non-specific, inclusive terms. Of the 17 interviewees, 10 used "any" or "anything" when defining sexual harassment. For example, James, a 35-year-old who has worked in radio for 9.5 years, stated "any kind of, I don't want to paint with too broad of a brush here. I would say any kind of unwanted what I'm looking for it doesn't even necessarily have to be. I guess, and any kind of way you make somebody feel uncomfortable." This quote shows the struggle to clearly define sexual harassment some participants had. James later stated, "any situation you feel mediation, or a supervisor need to be involved to rectify said situation."

Words like "pressure" or "intimidation" were spoken approximately 4 times by participants. Mark, a 74-year-old who has worked in radio broadcasting for over 53 years, described it as "when pressure is put upon someone to do something that does, it makes them feel uncomfortable." As were discussion of feelings, especially "upset" and "offend" by five interviewees, including Michael who stated: "might not [be] consider[ed] nefarious, but it's offensive to someone else." Nouns describing what is being done like "attention", "exposure", "action", and "interaction" were included. These terms were used as general terms to explain sexual harassment as seen in this quote from David, a 47-year-old who has worked in radio for approximately 18 years, "It's any unwelcome attention or exposure. You know that they could

possibly offend somebody. You know it's funny, I'm almost inclined to say of the opposite sex, but that doesn't necessarily need to be the case."

Common "Specific" Terms and Phrases

Responses to the questions related to defining did get more specific with all 17 interviewees using terms having to do with sex. Sexual advances, "surrounding sex or sexuality", "of a sexual nature", "using sexuality in an inappropriate way", and including sexual assault were named specifically. A couple of participants used the legal term "quid pro quo" to define sexual harassment specifically, others used related phrases like Richard, a 64-year-old who has been in radio broadcasting for 48 years, said "the pressure that's put on someone to do something for them because, you know, they will end up getting a benefit from it." Richard is suggesting the pressure comes in a direct request resulting in a quid pro quo situation.

According to participants, sexual harassment can occur to the opposite sex, same sex, and based on gender or sexual orientation, and is "not acceptable in the workplace". For example, Charles defined sexual harassment as "anything that has to do with sex, sexuality, [and] gender." Julia, a 29-year-old who has been employed in radio for over 5 years, defined sexual harassment as "any behavior that makes you feel, like, physically violated in some way, usually, or I guess, that crossed the line of like professionalism based on your gender." Richard noted "Well, it could be of the same sex, or, generally we think of sexual harassment as male or female or female on male, but it can be interpreted to be both ways. I mean it could be male on male, and female on female." These perspectives show that employees are seeing sexual harassment as a phenomenon that does not occur only to women and includes issues of gender, biological sex, and one's sexuality.

Sexual harassment looks like an interpersonal communicative behavior that, as Jennifer put it “It would be like an advance that would just make me really uncomfortable that are like they definitely have like an agenda behind it”. It could be “advances” that make someone feel what Mary referred to as “being repeatedly bothered in some way that’s unnecessary”. Sexual harassment can also be, as Mary discussed, “any behavior, that sort of rises above the threshold of like either, I guess sometimes it's singling people out. Sometimes it's just how people behave towards everyone. but just how would you define sexual harassment.” Overall, sexual harassment is “how people behave towards everyone” or doing something that as Charles stated is “something that is repeated and against one’s will”.

Consent was a common discussion, as were boundaries in terms of “crossing the line of professionalism”. Daniel, a 52-year-old who has worked in radio for 34 years, explained “I think an overly closeness and touching…in the workplace, is bad in general, but without any consent. That’s sort of crossing the line too.” Actions that lacked consent were described as “pushing someone to do something they don’t want to do...physically... [there’s a] psychological component too” according to Mark. Consent was tied to the perpetrator not stopping when told the victim did not like their behavior or not stopping when told “no” to requests, for example Richard discussed “I think I just did any time that you are discriminating inappropriately touching, inappropriately speaking, things that make the other person uncomfortable, and they have told you to stop. And you don't. Those are all forms of sexual harassment.” The repeating of behaviors was also discussed as “crossing the line” or “crossing boundaries”. Mary discussed them both when asked what it means to be harassed when she said “I guess. Like to be repeatedly bothered. You know, in some way that's unnecessary, I guess. Like when someone doesn't stop, even when you ask. I guess it's like it's just like crossing a boundary again. And

again, without regard for the person." Not honoring boundaries was seen as unprofessional, like Matthew, a 44-year-old who has been involved in radio for over 20 years: "being bothered by someone, whether it's sexually or just leave me alone. Leave me alone, don't talk to me. Okay. being bothered in an unprofessional way. not even an unprofessional way." Boundary crossing was also discussed in more general terms such as "anything I, or someone else, doesn't want to see at work" and activities or conversations not related to work or seen as not relevant to the workplace. As Anthony noted "It would be conversations or activities that are not relevant, not related to the work, and that would be intimidating or uncomfortable for the other person.

Another common theme was around expectations, defined by one participant as "a belief that another will or should behave in a specific way". Some talked about expectations with regards to sex or gender. Expectations were also explained as an outcome, meaning they are "expected to react" in a specific way or they are expected to "put up with" behaviors, or situations, that "others aren't asked to do". Christopher's statement encapsulates all the above: "If harassment means that you're being you're expected to do some things that are because of your particular sex, you're expected to react in some way. or you're expected to put up with some things that other people are not asked to put up with, or people you know, other people of other sexes are not asked to put up with.".

Overall, sexual harassment was described by David as "You know I feel like it's intruding in somebody's space. You know whether it be. you know, physically or emotionally, where you know your acting with selfish intent, I guess.". Robert, a 70-year-old who has been in radio for over 55 years, defined harassment as "What does it mean to be [harassed], I think, making someone repeatedly uncomfortable. I think if that person says gee, you know it makes me uncomfortable, and you continue to do that. That's kind of like that's a that's a harassing

atmosphere, or that's a harassing added to. I don't think that you know that's a that's not good stuff. As the above data shows, participants predominantly perceived sexual harassment as repeated, unwanted behaviors that make another uncomfortable in the workplace.

Communicative Behaviors

Some interviewees did mention communicative behaviors in general and specific terms throughout the questions meant to learn how they define sexual harassment. General terms like "irritating behaviors" or "behaviors that make you feel physically violated in some way" were common. Barbara, a 26-year-old who has been working in the radio broadcasting industry for approximately 2.5 years, explained "I just keep like I keep going towards the unwanted of it and or the like irritating behavior or reoccurring unwanted behaviors." Propositions, often called "sexual advances", were the most stated communicative behavior. These propositions were also discussed in terms of communication or "conversations not related to work" or "conversations not relevant to the workplace". Anthony, a 65-year-old who worked in radio for 40 years, explained "obviously inappropriate sexual advances, or just doesn't have to be sexual advances more like for romantic advances in the workplace. I want it. It yeah, it should be out of place or unwarranted, or it's you know it's a part of the normal operations of what you'd be doing at work. So, I guess that'd be the first one I would think of." Comments of a sexual nature, derogatory statements that include picking on, teasing, telling jokes about another, or, as Richard explained: "It's picking on that person. It's joking about that person to others it's just again, so many things that make it up. That belittle the other person that that take away from who they are as a human being, not necessarily a male or a female." The use of words that were untoward, unwanted, suggestive, overt in nature were listed in some form in all 17 interviews. Sexual innuendo, flirting, "dirty" jokes, and on-air comedy bits were discussed as problematic. James stated "I

would define sexual harassment as any kind of unwanted sexual advance or innuendo. or joke again going back to anybody, making somebody feel uncomfortable in that way…intentionally or unintentionally.

David discussed comedy bits in his response "I mean, I think you know, name calling or unwelcome physical contact, or probably the most obvious. You know where you see it, and you go. That's clearly sexual harassment. I guess I was going towards, like I said, jokes or whatever, because that's maybe not as obvious, you know. If you, if you play a comedy bit or you show up, you know a picture you mean you find online or something, you know, that could obviously fall in line as well." Being asked "sexual" questions or being asked on dates repeatedly were mentioned as well. As Mary stated, "There's like a very vague threshold about like talking about your personal life as long as it doesn't get into details or make anybody feel singled out. You know, if people are like talking about dating, or something in the office like it's fine. If somebody's singling you out and asking you questions specifically, it's not."

Touching was stated by 9 of the 17 interviewees as a nonverbal communicative behavior, by both male and female participants. The general term of "touching" was used along with the more specific "brushing up against" another, as explained by Michael: "I think it. It would mean any type of communication. any type of unwanted talk. It could be brushing against an individual, it could be as much as putting your hand on somebody's shoulder. You know what I mean to discuss something with somebody. anything that would be unwanted or unwanted by the other individual or group of individuals." Generally, comments about intruding on another's space or getting "overly close" be it physically or emotionally were seen as unwelcome intrusion. Intruding on another's space was described as someone who "inserts in personal space physical, emotional, or verbal." An example of this is seen by Daniel's comments: "I think an

overly closeness and touching without [consent] in the workplace, is bad in general, but without any consent. That's sort of crossing the line, too, so I feel like it's there's a couple of different answers towards that." Female participants more commonly discussed touch in terms of experience with sexual harassment where they were "kissed on the shoulder" or had a "hand placed on their lower back".

Viewpoints: Context and Perspectives

Some discussed the concept of individual perspective with sexual harassment. When discussing joking behaviors phrases like "what some find funny" as explanation of what is seen as appropriate. That perspective is seen in what makes others uncomfortable and that "context matters" in explaining what is seen as "professional".

Comments were made surrounding the results of sexual harassment on the victim. It is sexual harassment if you "feel uncomfortable going to work because of something someone said." Also mentioned was that it is any situation that makes you "feel like you can't speak up" or that causes you to worry that speaking up could affect employment for yourself and others.

There were statements made from the viewpoint of why sexual harassment should not happen. The concept of respect was stated out right by three participants. David discussed it as "disrespect" for the other when discussing the choices someone made in the actions and treatment of another and added that the disrespect was "without caring about...the outcome." Robert explained "I think you have to respect people's space and respect people's lives and respect people's feelings, and I think that when you cross those borders...you made a mistake and I think an apology is definitely necessary." Christopher proclaimed "Everybody should be treated with respect. That's all there is to it." Jennifer encapsulated much of this when she said:

I mean. I feel like it's really like kind of like how you feel going out of the situation right like I feel like. you know like you just feel I'm like really stuck on this. I'm so sorry. like I could, just with my experience like if I feel like I don't feel comfortable coming into work because of what someone said. I feel like that's like where I feel like it. Would That's where it's like, you know sexual harassment. You know what I mean, or you feel like you can't really speak up about it. like as you're worried about how it will affect your job, how it will affect everyone else's job.

Interviewees discuss how sexual harassment makes you not want to go to work or makes you fear for the security of your job.

What Communicative Behaviors are Harassing?

When asked about what communicative behaviors they "label" as harassment, participants most often said "anything". When asking them to be more specific the themes that emerged were topics that fell in verbal communication, nonverbal communication, visual communication, assault, topics not commonly listed by the EEOC under their definition of sexual harassment, and there were several common adjectives used to describe the communicative behaviors. All 17 interviewees used adjectives to describe the following communicative behaviors like: "inappropriate", "unnecessary", and "unprofessional". A general description of "testing boundaries to see what I will tolerate" was included with verbal and nonverbal communication. In answer to this question, Christopher added that he does not believe that you "can ever completely eliminate the interpersonal reaction in in environments, how many people meet someone they're interested in, eventually meet a spouse at work. It happens, and sometimes the attraction is mutual. Sometimes it's not. If it's mutual. Well, then you gotta figure out how you're going to make this work. If it's not, then you just need then it's you know it.

They're not the one you know. Move on, get over yourself." He goes on to discuss how ego is the reason some men do not like being rejected by female co-workers and that leads to sexual harassment.

Verbal Communication

All 17 participants discussed comments made that are overt requests and covert comments. Topics that would be considered overt include: the mention of "quid pro quo". Also mentioned were phrases like requests for sex, requests for sexual favors, or asking an employee to "sleep with them" were commonly discussed in situations of power. The covert comments were described as: inuendo, insinuation, suggestion word or language usage, "vulgar talk" and "weird" comments, as well as flirting. Comments about one's appearance such as "you look beautiful" or your boss telling you "You look sexy" were called problematic. Several participants mentioned the use of pet names. Barbara discussed her view on nicknames "like nicknames, your PET names that like a sweetie or like, like just nicknames that normally a dad would call their kid, or like a grandma, would call their [grand]kid. But instead, it's like old men calling up someone."

Being questioned about personal life and receiving propositions from co-workers were also considered sexual harassment. Specifically receiving questions about ones dating life, and especially questions about sex life were discussed. Propositions were most often labeled as "advances" of a sexual or romantic type. Anthony explained "obviously inappropriate sexual advances. or just doesn't have to be sexual advances more like for romantic advances in the workplace. I want it. It yeah, it should be out of place or unwarranted, or it's you know it's a part of the normal operations of what you'd be doing at work. So, I guess that'd be the first one I would think of." Mary added "…asking about someone's dating life or sex life. Making

comments about someone's appearance or any kind of innuendo or insinuation that you would want to date them or sleep with them, or anything like that." Humor was included in verbal forms of harassment as well.

Humor was described in two primary ways, joking and on-air content. Jokes labeled as "dirty" or what Matthew described as "weird comments? Non, HR: Friendly jokes, which you know. I have to be super careful." were most often discussed as communicative behaviors to be avoided. Since radio is also a public industry, several participants talked about what is produced on-air. Words like "raunchy" or "questionable" were used when discussing comedy bits done by on-air staff, especially at male driven rock stations. David encapsulates on-air choices by explaining how when working at a classic rock station, that he called a "blue collar, lunch pail kind of station" with predominantly male listeners, "raunchier" content was expected and acceptable. Counter this with more female dominant listenership at his current classic hits station, where you must be aware of the line of acceptability. David also discusses the family friendly content expected at stations playing current hits as they are listened to by moms and their children.

Finally, written communication was mentioned as a means for being sexually harassed. The use of email, text messages, and public comments on social media were discussed, especially with regards to listeners. Elizabeth explained "I think one of the low hanging fruit will always be on appearances, and so that could be by direct message or personal, an email, a text message or on a public comment." When analyzing for common words or phrases, as done in participant definitional analysis (Manning, 2013), I found that interviewees mentioned the bravery some felt in using email or social media to harass co-workers and/or on-air personalities.

Nonverbal Communication

Nonverbal communicative behaviors were most discussed in terms of touch, or physical contact, and stares. Although approximately three participants mentioned gestures and proximity, getting "too close", as problematic. Touch was discussed in specific incidents like "being kissed on my shoulder", "hands on my lower back" or "extra touching" by all 17 interviewees. Mary shared "So any kind of, I guess, repeated unnecessary like touching. If you've asked them not to on some level like hand on the shoulder, is a big thing in the office that I don't like, and I will tell people not to do any other kind of inappropriate touching… I guess rising to like. you know, actual assault. But you know that's kind of Oh, that's I mean it's technically, I guess, Rising to actual assault. I had somebody kiss me on the shoulder once. It was unpleasant." More commonly the phrase "physical contact" was used in place of touch. This contact was described as "brushing against" another, especially when walking past – which is also a violation of personal space. Nonverbals involving the eyes, referred to as "stares" also described as "leering" or receiving a "look".

Some verbal comments were also tied to nonverbal communication through vocalics. For example, being told "you look nice" was discussed in terms of tone of voice. Participants described a difference in tone between a happy, straightforward "you look nice" and a softer, slower "you look nice". Mary stated "…making comments about someone's appearance or any kind of innuendo or insinuation that you would want to date them or sleep with them, or anything like that."

Who Can Harass?

When asked "whom can you be harassed by?" 14 participants answered "anybody" overwhelmingly. Once asked to be specific many participants struggled and tended to use vague

terms or a list with no further explanation. The themes were: power, employees, outside the organization, other relationships, and included comments about the sex/gender of the harasser or made judgements regarding the harasser. Barbara showed this struggle:

> anybody? [interviewer asked: can you be more specific?] Yeah. I think it could be towards anybody, but it would tend to be people that you're around more often… like in the workplace around. People that think that they have more privilege, or maybe more, just like clout in this in the area. I think that it would tend to [be] the from someone who tend to be from someone who has more power. or like more, say in something. By, I mean sometimes it kind of like it could be from someone who is just not, or who tends to be insecure with themselves and like, rude behavior. Was raised poorly. To think that that's okay, behavior.

Outside the Organization

Individuals who are described as "related to the organization" but not members of the organization are discussed as outside the organization by seven of the respondents. The most common were clients of the company. Listeners were commonly discussed in terms of demands for time on the phone or face-to-face. Mentioned, but not often, were interviewees and government officials. Elizabeth explained "Well, in in radio broadcasting commercial radio specifically, it could be someone in the business sector. So, let's say a client. So you go to their business, and that maybe you're doing a remote broadcast, or you have aligned with them professionally like in an endorsement sort of way. Let's say, if I were a spokesperson for that client. so that would be a way or a place where you could be harassed. Then there's also by listeners. So maybe it's at a station event, a broadcast, a concert. and anyone in that vicinity a listener or professional."

Other

Participants also discussed how you can be harassed by those labeled as “friends” and “strangers” when asked to clarify what “anybody” meant to them. The sex, or gender, of the harasser was discussed as well in terms of “you can be harassed by all genders”, and some noted that you can be harassed by the “opposite sex”. Elizabth noted “anyone in the workplace. I think all genders anyone you work with or around you could be harassed, and anyway, or by anyone whether it's a co-worker, or just someone. Professionally, you have to work with non-gender specific.”

Judgements

Several comments were made regarding the character of the harasser. Barbara described them as “people who are insecure with themselves” and “people who were raised poorly.” Several people mentioned that employees most likely to get away with harassment are those who are tied to the income of the stations. For example, Jennifer said “radio DJs, too, like the ones that are really bringing in the money to the station. They definitely are away more likely to get away with it.” These employees were also described by Christopher as “people with big egos and don’t like rejection.”

Finally, there were some participants that would not name harassers but instead discussed that you should not be harassed. Robert answered “no one. You shouldn't be. Nobody should harass anybody. It's like, you know. I think you have to respect people. Okay. But somebody says no. whether it be of any nature. If you're just, you know, if you're verbally abusing someone, whether it's a of a sexual harassment. Nature or not, I think you're in the wrong.” Others noted that there is no place for harassment in the workplace, like Christopher who said:

> I have a hard time in a workplace, you know I you know I I've been in the entertainment business since I was 18. I don't really care. You know what you did last night. I don't care who you did it with. I don't care what your proclivities are. I'm here to get a job done and I honestly think if people would just come in and do the job, and you know their personal life is their personal life and their business life is their business life. There' be a whole lot fewer problems. It's a little harder to do when you're a part of a team, and you know, a radio team. It seems to me you, although it's that that's true of any team. You know. Things do get personal at work, no matter what job you're in. But you need to keep some separation there, and quite honestly, you know. And you need to. You need to focus on the work. In my opinion, if you do that, everything will be okay.

How is Sexual Harassment Learned?

To completely answer research question one and understand how sexual harassment is defined, with the communicative behaviors that constitute harassment, interviewees were asked the following questions: what is your "line" of acceptable behavior; where does your "line" come from; what are some of the things that have influenced your view of sexual harassment; and tell me about how you learned about sexual harassment.

Personal "Line" of Acceptability and Where it Comes From

Personal lines were discussed in terms of a sense that they are not being treated fairly, or that the behavior is not stopped after being told "no". Elizabeth noted: "If any anyone [is] borderline inappropriate, I usually, I'm able to [be] strong upfront to put that off. I'm quick to say, 'I'm married'. I'm quick to say, not interested in that sort of thing." The sorts of things that participants considered as sexual harassment when discussing their personal "line" of

acceptability centered predominantly experience, as well as boundaries. The phrase “no touching.” was uttered quite often as a primary behavior that they do not accept.

Experience, personal and that of others, were stated in some form by all interviewees when discussing where their personal line comes from. Some spoke generally about how “the longer you are in the workforce the more you experience, hear, and see harassment.” This experience leads to a “gut feeling” or a sense of “when I see it or heat it, I know it” when it comes to describing their line of acceptability. Jennifer discussed the gut feeling in her response:

> I think the MeToo movement played a huge part, you know. I think honestly, that was like kind of where I realized like when it had happened to me. was through that whole movement. But yeah, like experiences, too, like I've definitely. you know. like now, when it's happening, I’m I kind of like, I don't really. I'm not like in a gray area where I’m like. ‘Oh, is it what this is like?’ I don't want to overthink it, and I do. I do that still sometimes. But Now I have more of the gut feeling that, like I know, like what's happening to me. because it's like, I've seen it, and I've heard it, and I've like. read about different, like avenues of sexual harassment.

Experiences that were described as their line based on topics previously discussed, like: comments about appearance, especially from a boss; the “making of advances” described as being asked out on dates or physical advances like being kissed on the shoulder, grabbed or touched; being picked on, especially if based on their sex (discussed by both male and female participants); and having opportunities withheld based on their sex. Seeing others harassed was included in the discussion. Mary noted that:

> Again, I think it's just experience trying to think of maybe something early on that. I would have like dealt with that would have made me sort of start to develop more of a

sense of that. I don't know. I guess if I'm really being honest because a lot of times, I'm more quick to speak up on behalf of other people and myself. I think it comes from a sense of being protective of other people. I'm an older sibling and an old grandchild that has always kind of defined who I am in terms of sort of taking care of people.

Boundaries are defined as "anything that goes beyond professional or a casual listener relationship" according to one participant, using language that resonated with others. Some interviewees specifically said they have a "zero tolerance policy" when it comes to sexual harassment because it "absolutely [has] no place in the workplace". Phrases like "work is work; personal is personal" were noted along with "too much talk of personal like" and seen as boundaries that you do not cross. Mark directly stated "I'll tell you. since the MeToo movement came along. My line is keep your distance. Anything that even smacks of anything, any type of sexual harassment, anything that even comes close to it is totally not around as far as I'm concerned." Some participants did note that their boundaries are relationship dependent. They stated that within their circle of friends more is acceptable than those outside the circle. Another discussed boundary as "negotiated not boundaries". Yet another said they would rather "avoid" someone than "set a boundary".

For some their line does not exist or changes. Michael noted how they don't have a line because "I really. I guess I don't have a line because I just really, I hate to say this. I just don't care. You can say anything you want to say to me, and it's not going to necessarily offend me if it's something that if it's something that I'm not interested in, I'm going to walk away. If it's something that I mean I, I'm not. I'm not an encouraging somebody to come up to me and say something that that we would talk about in high school but wouldn't talk about as adults. But if somebody came up and told me an off-color joke. I'm not going to, you know. Get my knickers

in a bunch over it.". Matthew said their line changes based on the situation and whether it is in private or public. Barbara declared that their line is "I think that my line tends to be farther than some peoples, but I know that if I was genuinely uncomfortable or felt like violated. I then I would do something about it. or my boss would, because my boss is very protective over me" and yet later described experiences that went unreported.

The three most common places individual's lines of acceptability came from were family, values, and experience. Family was most often listed as parents and "strong female role models" listed predominantly as wives and sisters, as well as having nieces and daughters influenced perceptions. Matthew stated he "wouldn't want sister or nieces treated poorly so I won't do it to women." Spouses, especially, as David stated, having a "strong wife", as well as marriage itself were named as influences. Values were often related to family as those they were raised with, a sense of "right and wrong" and being "taught to respect people". Church and Faith were listed as influences. One participant noted they were "raised Catholic" and others noted their "Christian values" as reasons for their lines of acceptability. The experiences of others, through hearing stories or witnessing harassment were discussed. Both male and female participants noted that their line comes from their own experiences with sexual harassment, sexual abuse, and being sexually assaulted.

Reading and watching the news, especially stories about Harvey Weinstein and the MeToo Movement have influenced personal lines. Training, at their jobs in radio and outside of radio were mentioned. Age and culture were discussed the least, and Charles noted "you know what the government consider it to be, you know, irresponsible behavior" when asked where their line comes from.

What Influences Your Definitions of Sexual Harassment?

Influences varied amongst the participants when asked what influences their definition and how they learned about sexual harassment. Some talked generally about age, maturity, or time increasing their awareness or their own "worldview". Charles explained it as "things that I've seen happen in the building to others. And just you know a world view, if you will, or a of what happened in the country. I don't wanna I don't know if you want to call it a shift in mindset. But you know an awareness that you know that wasn't there 10 years ago that that is there." The most common discussions were centered around experience, family, and childhood lessons. College, work experience, training and the media were also discussed.

Family was defined as parents, siblings, spouses, nieces, and having daughters. The experiences of family members and others were explained in terms of stories from friends and subordinates. Seeing how others are treated or witnessing "stuff around the office" were named as influences. Childhood lessons like "stranger danger", talks in K-12 health classes, as well as their parents teaching them to be careful in situations, those with men were specifically mentioned. Experience with "men acting inappropriately" and being in an abusive relationship were mentioned but not widely. Witnessing others being harassed and the results of lawsuits influenced definitions as well. Daniel noted that his view of sexual harassment was influenced by what he saw on television, what he heard from people he knew, and the differing perspectives of friends. Daniel said his biggest influence was his parents. His parent's influence helped him to "go out there and you. you know you. You have to kind of tell what you feel is good from bad and right and wrong, and all that stuff. And so, I think that that it sort of comes from within."

Experience in college radio or discussions of sexual harassment in college, or in specific classes, were discussed as possible influences. Being "educated through government mandates"

was mentioned along with HR meetings, training, along with the company policy and handbooks. Some participants noted that they could only recall being asked to read policy and the handbook. Robert explained “Oh, we, you know we all take courses and that, you know we've all taken training in that.” He was asked to explain further and responded “Probably with our company, I mean I can't recall working for anybody else that were. That was a part of, you know. That was a part of the workplace, you know, curriculum, or you know, understandings. But we have a policy book, and we require all of our folks to, you know, to learn about it. Okay. that's I think it's a good way to run a company.”

Work outside of radio was listed as an influence often as many participants work in other industries, or left radio and came back. Media coverage of movements like MeToo or in early days of “women’s liberation” were discussed, as well as a general comment of “what’s happening in the country”. Richard encapsulates these concepts:

> I would have to say, probably in my Junior High or high school days. We're talking, you know, late sixties, early seventies. This became a very prevalent issue that, you know, was brought to the forefront, some by the Women's lib Liberation movement. some by just becoming more educated about it, because the Government, either on a generally on a federal level, but on a state level too, you know, was stepping in and making reference to it. And you know. saying that this was not going to be. you know. put up with, this is not right. This is wrong, and that people have a way of being able to protect themselves, and what they feel is in just in justice to them and have a way to be able to respond and be protected by the law.

With regards to the MeToo Movement, Jennifer discussed the following influences “I think the me, too movement played a huge part, you know. I think honestly, that was like kind of where I

realized like when it had happened to me. was through that whole movement. But yeah, like experiences, too, like I've definitely. you know. like now, when it's happening, I'm I kind of like, I don't really. I'm not like in a gray area where I'm like. Oh, is it what this is like? I don't want to overthink it, and I do. I do that still sometimes." Through much of the responses to questions related to research question one, you can see the struggle interviewees had with regards to defining sexual harassment. Even when asked to identify specific communicative behaviors they often used vague terms or lists with little explanation.

Other Terms Tied to Sexual Harassment

Bullying, Bias, and Discrimination

Bullying was mentioned by approximately three interviewees within the discussion of sexual harassment. Linda discussed experience as "it was it wasn't sexual. It was harassment on the workplace. I have a Co-worker who can sometimes be a bully. and [had] to speak with my supervisor about it."

Most commonly discrimination and bias based on gender or sexuality were mentioned and discussed in more detail. As noted earlier, Charles stated that sexual harassment can include "anything that has to do with sex, sexuality, [and] gender." Christopher simply stated "You're treated differently because of your sex. I think it's probably the simplest way to say it." Mary started her response stating, "I guess we're talking about just harassment itself, and not like discrimination or bias..." and then continued to discuss the topic of sexual harassment as a wider term including gender bias and discrimination. This was not uncommon in approximately six of the interviews.

Discrimination based on sex, gender, and sexual orientation was mentioned most often. At times it was discussing a lack of equal opportunity for women, for instance Anthony said "I

would say again, I'll relate back in kind of working but treating. creating a somewhat of an up somebody of the opposite sex with different expectations. because they have an opposite sex. So, in terms of where I work the expecting for a woman like you know, I guess people may expect a woman to be less capable. some areas more capable in other areas what the job requirements are. But basically, yeah, that that's what it feels like to me. Is it being. you know, discriminating about somebody's sex, about deciding what they can do, or the capabilities of their what they can do?" Richard explained how harassment is not always seen in unwanted touch, comments, or sexual pressure but that: "you can be sexually harassed subliminally by withholding opportunities for someone to advance based on your own still feelings towards that person, because of their sex or their sexual orientation, or whatever. And to me it's all wrong." This was an interesting perspective on harassment that is quite covert in nature.

General statements regarding the treatment of individuals differing based on sex or having "different expectations" based on the employee's sex were discussed. Quotes like "expect women to be less capable" or "denigrating someone based on their sex" were named when discussing discrimination and bias. This quote encapsulates this topic from: "You're a woman. You're expected to, you know, to be less intellectual and more sexual, I guess, or your sexualized and objectified." and then the participant added "Can happen to men too." The term "misogyny" was used by several female participants when discussing topics that are commonly deemed discrimination, or gender bias. Richard encapsulated the idea when he stated "any time that you use the word again discriminated against them, or harbor any ill feelings, or even hatred towards them that that to me is sexual harassment.

Communicative Behaviors as Bullying, Discrimination or Bias

Interestingly, many participants listed communicative behaviors that are not commonly discussed as sexual harassment by the EEOC, or in company policies, like: assault, bullying, gender bias, discrimination, and emotional/psychological harassment. There were participants who included rape and sexual assault when labeling sexual harassment. Bullying behaviors like using derogatory comments, being rude, picking on or belittling others, name calling, and engaging in cyberbullying, such as "passive aggressive emails" being sent from a male to female co-worker.

Discrimination was widely discussed by participants when labelling sexual harassment. Discrimination based on "bias" in areas like sex, gender, and sexual orientation. Misogyny was commonly named by female participants as an issue in radio. Gender based issues were mentioned regarding comments or assumptions about women's ability to do a job to "anything derogatory towards women." Barbara mentioned an email she received "He'll send just like rude emails. And it's clearly because we're women like you wouldn't send those emails to other guys. But it's just like emails of getting mad at us if something doesn't get done on time or like. I remember one email he had sent. This is like a year ago, I think. but he was mad because an AD didn't get done, even though I never got the AD, and he sends an email back. He was like, well, you were probably busy at the nail salon like something like that, that I never that no man would ever get so. and I and I think that sexual harassment. but also, he is just like a he's a bully towards women, and he's very misogynistic and sexist towards. I mean he's just super rude towards women. but he's never said it to your face or never done anything. It's always through emails, because he would never say it to his face, because he's afraid to talk to me in person" as a form of gender bias.

One participant noted a "new issue" of pronoun usage that occurred in Anthony's company by sharing "we've had some employees where I've worked recently where they didn't want to be identified as "she" ...what was new for us." Finally, discrimination was discussed in terms of "playing favorites". Participants said this was seen with co-workers based on their age (younger than manager or peer) and appearance and that it was seen as they were getting "extra time", "gifts" or "extra attention" that other employees did not receive. Several male participants discussed "not giving equal opportunity based on sex/gender" when discussing their female counterparts.

RQ 2: Employee Identification

The second research question explored how employees of radio broadcasting companies identify (profession, organization, workgroup). To answer this question participants were asked to complete an online survey and answer follow-up questions in an interview. Identification is coded as follows: organizational identification is defined as a symbolic and/or psychological association that has outcomes for the organization and its members (Russo, 1998); professional identification is defined as an employee's perception of task autonomy and membership in professional associations (Russo, 1998); and group identification is defined as a personal cognitive connection between an individual and the work group (Riordan & Weatherly, 1999). Survey results will be considered in two steps. First, the results of the 25 completed surveys will be considered as they related to identification. Finally, the results of the 17 participated who completed both the survey and interview will be discussed. The survey of employee identification was used as a starting point for understanding how interviewees identify with the profession, organization, and group in their work. Follow-up questions were asked to learn more about why interviewees identify the way they do.

Survey Findings

On the path to answering research question 2 I considered the responses of the 25 complete surveys. When asked level of agreement to the statement "I find it easy to identify with my profession" 13 respondents strongly agreed with the statement. With regards to the organization, 5 respondents strongly agreed with the statement "I find it easy to identify with this organization. Nine respondents strongly agreed that they "identify with other members of my station.

Of the 17 respondents who completed the survey and interview follow-up questions were asked with regards to the same statements as above. Nine respondents strongly agreed that they "find it easy to identify with my profession". With regards to identifying with the organization, four respondents strongly agreed. As for the group/station, 7 members strongly agreed that they "identify with other members of my station". This tells us that participants identify with being a part of radio broadcasting (profession) and the group, or station, that they more directly work for, than they do with the organization. Respondents noted that radio was something they wanted to be a part of as a child or were involved with in college so the early socialization to the industry may influence their level of identification. Those that identify with the group/station noted that they felt more connected to their co-workers because they work with them the most.

Interview Findings

After completion of the survey, participants were asked to further explain their strongest identification. What was found was that it not all participants identify clearly with one specific style of identification. Some identify with multiple, and some identify with none. It also appeared that for some participants it was they discussed identifying with their co-workers, not necessarily related to the group.

Professional Identification

Of the three participants who showed a stronger identification with the profession of radio related it back to why they got in to radio in the first place. Notations of being enthralled with working in radio, being in radio since their teenage years, being a part of a college radio station, having a connection to the music, community, or storytelling aspects of radio were common. Jennifer stated, “Yeah, yeah, yeah, I feel like I base a lot of my identity with my job. And I feel like with radio, which is something that I’m so enthralled with So yeah, I just I mean, yeah, I just I just love doing radio.” Anthony explained “Because I've worked for a lot of different entities, I guess, is what I would. I guess that explains that because I've worked for a [national company] for a long last. Now it's going on 7 years. But I I've been with a lot of several different companies, including a long stick with the [redacted] public, radio and television and some other state agencies. So yeah, so my experience is more broadly based. Not just one company.”

A participant clearly noted that they somewhat identify with the profession because of a sense of “we are all in this together.” Others discussed how their jobs are not all of who they are. Charles stated “I identify with my work? Certainly. But you know with that I tend to not say that that's all I am, even though you know it. It is a lot of what I do. I like to be other things when I’m not here. So, I do identify myself by yeah. I'm a general sales manager at a group of radio stations. But I’m more identify with you know, I’m a I'm. A human that that loves to do things for the community for his family and music and also business.” Another common topic was working for multiple stations within the organization, so they felt connected to the profession a bit more than the rest. Jennifer explained “Yeah, I mean, I think probably because, like a lot of my work is through helping other stations. Right? So, I feel like in that sense. That's where I get

more of a connection is because I'm working with them. It's not even just like connecting it to the station or sending reports. It's about like what they want you to sound, how they want you to say certain things. So, I feel like that's where I feel like I have more of like a connection in that regard, just because I'm really working with other people outside of the company."

Organizational Identification

Of the approximately five participants who showed a stronger identification with the organization provided a broad array of responses. Mark noted they identified with the organization because "I own the station." Michael noted that they identify with the organization because "I do identify with that, because that's who makes the rules that I'm following that's the reason I identify with it. I don't necessarily. or haven't necessarily believed in everything that the radio stations proposed or did. I think that they make a valiant effort at, you know, enforcing rules," Similar to the profession there were participants that noted they identified with the organization because they worked with multiple stations with the same owner and because of a desire to be a community voice. Daniel explained that he sees radio currently having two types of people. "There's the people who believe a community connection and believe in local radio. And then there are the people that just believe it should be just one nationalized product per company, and they everything comes out of one spot, I side on the side of the local people." He goes on to discuss how the company he works for is family owned and how the company is focused on "community connection and we and give the community a voice on the radio stations." Daniel explains that he feels this connection is important so that radio does not become overly generic. He views generic radio as bothersome when you can travel across the country and get the same, or similar, content.

Interestingly, there were approximately three participants who discussed why they do not identify with the organization. The overarching theme was feeling disconnected from the corporate hierarchy. Mary noted "I mean, I think it goes back to why I love media and what I see media being on like a higher level, you know. I mean. the overarching organization. Very much has to be about the bottom line, you know, and the way that the economy is in the way that we sort of, you know. Capitalism without going on a long rant about that. you know it has to be about the bottom line. A lot of decisions are made that way. you know. The higher you go up the corporate ladder, the more out of touch everybody feels it doesn't, you know you." Also noted was a feeling that those in power did not care about the workers at individual stations, especially smaller stations. James stated, "I feel like a lot of the times, the wants and needs of the smaller markets kind of feel to the needs of the what the larger markets needs like right now." David adds "management doesn't seem like they have the best interest in mind of the workers." He went on to discuss how employees are an "unspoken union" and create a kinship.

Finally, Barbara discussed how "Our… Parent company is based out of [a different state] and I don't know anybody in our parent company… they own like 30 radio stations or so, and the corporate side of things they're tough to work with, and they don't have the best policies or the best, just like benefits. So, I often think about that with my job like the immediate people around me I really like, but the headquarters part of it I don't always agree with, or I struggle with." Overall, employees that stated not identifying with the organization discuss a feeling of being disconnected with the policy makers or that those higher up in the hierarchy lack care for the employees in the individual radio markets.

Group Identification

Of the approximately four respondents who identified with the group talked primarily about co-workers and a focus on listeners/the community where they broadcast. Co-workers were defined as employees from the "same team" or from other departments within the organization. A small number of participants used the term "subordinate" when discussing employees whom you can be harassed by. When discussing co-workers as a point of identification, participants discussed their peers as co-creators of the content, mentors, and being like-minded individuals. They connected more with their co-workers who were like them in beliefs and values. Linda discussed her connection to her co-workers in political terms:

> Well, first of all, I'm the only person of color at the radio station. Okay. and the demographic out in [my town]. Isn't: very diverse. Either. My radio station heavily leans It's Conservative. I'm. Not necessarily conservative or Liberal, but I'm not all the way on either side. and the radio station is very right. like very right… my coworkers are all pretty. I I'd say I don't want to say less conservative, but less dogmatic, and what they believe. You know, we're all pretty fluid.

Others noted that they felt connected to the listeners because of an interest in people, which was also a reason why individuals got in to radio broadcasting. Elizabeth responded by explaining "okay. Well, maybe to identify that. I'll probably go into a little bit further detail. So, I think the radio station, because our demographic with It's a commercial new country music station. Our demographic is women 25-54 and I fall within that demo. So, everything geared toward our demographic I'm. In line with so professional women married Mom, a lot of the buying power in the household. All those things check the boxes so as far as commercial radio, and then even the music itself, like I do. It's not my favorite, but I do enjoy country music, so

that's where I think it." Barbara noted how they wanted to provide content that "I like being able to kind of help get people informed, and I'm knowing what they're hearing every day and what they're learning about. And if there's a damn like, we really should talk about this. Then. Okay, let's talk about it. Let's make sure they're aware of the indictment or whatever's happening. So, I like that aspect of getting to help people become aware of what's going on in the current climate." David felt an "unspoken" union, community, and kinship with their co-workers, and the listeners.

Multiple Identifications

There were seven participants that clearly identified a connection to the profession and group; profession and organization; organization and group; and all three (profession, organization, group). For those who had a strong identification with the profession and group they noted they had a desire to help people and they strongly related to their co-workers "I really like people I work with" because of their common interests. Interestingly, Barbara contradicted herself by stating she identifies with both but when explaining why they discussed how they never wanted to do radio and how they felt it was a "dying industry." Identification with the group and organization was because of the participants excitement to work for ownership and a station that they view as "clean cut" and for having strong Christian values. Richard explained:

> The radio station in my life has been founded on Christian values and morals and ethics, and that's the way they run, you know, over the years. Yes, did I, you know, maybe throw something in that, maybe had a different kind of innuendo kind of a maybe a play on words that maybe was a little risqué. Yeah, I did that because I wanted to be like the other radio personalities. And I actually had somebody one day tell me that they were surprised that they heard me say something that was slightly suggestive, and it made me rethink

about what I originally got into radio to do, and that was just to be clean-cut, all-American boy just having fun and sharing, and the radio station that I'm working for.

For the participant that identified with all three, they noted identifying with the listeners because of their similar demographics and values, as well as a long-held desire to work in radio. Robert said he identifies with them all because his love of music allowed him an opportunity to meet an on-air personality that led to a part-time job at the radio station when he was a teenager. Robert's fascination with radio at a young age inspired him to seek a mentor and over the years became owner of his own company where employees have worked for him for several decades. The teamwork helps with his identification with the group.

No Identification

There were three participants who did not clearly identify with the profession, organization, or group. The explanations given were that they were new to the radio station and organization after having worked elsewhere for years. Others noted that they have been in radio for so many years that it is now "just a job" or that after Covid and working at home for several years they just don't care. Matthew encapsulated it all when he explained that he doesn't "…give a shit anymore." Matthew continues to explain that he moved across country for a career change but went back to radio for the paycheck. He has worked in the same position but for three different corporate owners which means "…half the time, I don't know who I work for like it's a different name on my paycheck almost year to year for the past 4 years, and, like I'm just doing this. I'm, I'm, I'm just doing this… I just don't care. I just don't care anymore." All of this shows that Matthew is doing the job for the paycheck with no identification to the group (because he works from home), the organization (because of changes in ownership over the years), or the profession (because he is doing the job because it is what he knows).

Most employees were socialized to radio broadcasting as children. Through their experiences listening to radio, with jobs as teenagers, as well as being involved with college radio. This early socialization sparked their interest in the profession, however the longer they were in the industry they began to identify more strongly with the organization or the group. However, when speaking about group identification, they did not just talk about the station as a group, they'd talk about the "building" for those with national ownership, or their co-workers.

RQ 3: Comparing Sexual Harassment to Identification

Research question 3 sought to compare identification and perception of sexually harassing communicative behaviors. To do this comparison, participants strongest response to the identification survey will be compared to responses to interview questions regarding how the profession, organization, and group treat sexual harassment in radio broadcasting. This comparison will provide insight into how employees identify with their work and how they see sexual harassment allegations handled in the workplace.

Differences in Profession Views of Sexual Harassment and Organization

Overwhelmingly, participants said they did not see differences in how the profession and organizations view sexual harassment. Several participants answered with an emphatic "No" explaining that they did not see differences, or experience differences. Among the ones that responded with a "no" the predominant feeling was it was too risky for an organization to not do something about sexual harassment. For examples, James, who most strongly identified with the profession and works for a regional company, noted that "No, I think it's pretty cut and dry. I mean we come from a very small-town ownership group that started in [redacted]. And then one thing that [redacted] and broadcasting does very, very well is its emphasis on family values and small-town family values, and if there is an instance it's taken care of right away." Other

participants discussed how the industry has changed with the MeToo Movement or the "state of the world" and how companies are, as Richard, an employee of a locally owned company put it "forced to by the law to make sure that these trainings are put out there, saving themselves from any liability, or at least, minimizing the risk."

There were participants who did not say a clear yes or no to the question. They explained how it is "not acceptable" or how organizations are "more conservative" in general. David, a part-time employee of a national organization, noted that:

> I have a hard time believing, you know, if we're talking about profession, and you're talking countrywide, worldwide. I have a hard time believing just knowing what I do, from all the years that I've been in it, that harassment does not exist. You know, in the that women or anybody are being treated unfairly in that way. I have a really hard time believing that at least underlying feeling isn't there where it's like, we can get away with this Excuse me, I don't believe. I don't believe this this station that I work for now and the building. I believe they've said they've set a standard, and you know kind of set the environment where that's pretty clear that wouldn't be acceptable, now.

Others echoed the sentiment that things have changed over the years and women are treated better and with more equality.

There were participants who answered "yes" or "probably. Interestingly, those who answered in this way were all women. Comments were made about radio being male-dominated or how small organizations did not make changes until an incident occurred. Mary, who works for a national organization, noted "In theory, yes. Because like the organization has like definitions, and like, you know, an actual logistical plan, whereas in the industry I don't know how many people really think about it that much, I guess, especially if they're not experiencing

it." Linda, who works for a local company, adds "It's probably a little more, and I don't mean this as though something is going on. I just think it's probably a little bit more loose at my radio station, simply because it's a family-owned radio station and very small. So, the definitions weren't as rigid until we had the incident." There were participants who discussed how sometimes the organization responded to sexual harassment based on image and financial concerns. David, who works for a national company, discussed on-air discussions as a means of considering the ability to make money "There might be times where you're expected to, you know, behave a certain way, or, you know, speak a certain way because it's going to get better content and that's going to make the owners happy because the numbers are better. I would say until the point where you know you go too far, and people are unhappy, and then you start losing money, and then they're not okay with any of it, you know, and I'm thinking of a specific examples where, you know, you see them kinda turn the other way really quickly when you know once money comes involved, I guess. But I could see a disconnect there."

Differences in Profession, Organization, and Group Treat Sexual Harassment

Most participants discussed how their organizations treated sexual harassment swiftly "due to legalities". Comments like "if there's an issue it's handled" and "it is taken care of fast" were common. Matthew, who works for a national organization, noted that when something happened "the hammer would come down" Anthony discussed how at religious based broadcasting companies' sexual harassment is met with "absolute, immediate dismissal of all employees involved, Both of them." These examples show how some organizations take reports of sexual harassment very seriously.

A few participants noted that there might be differences based on the size of an organization and policies in place for training and policy. Barbara, an employee of a national

organization, explained how "our corporate follows paper trails and protocols." David explained the priority of training has brought about change "I don't really know how they treat it on a higher level... they've made it more of a priority from the top to bottom to make sure you're educated and trained as best you know the best way possible. I would assume that goes [company] wide. I can't speak for any of the other clusters, but it at least seems like it's treated the same way just because we also take that training. So, it's like we're all on the same page at least. Excuse me, at least, we all have the same kind of tools to play with."

Also discussed was how the treatment was more about local management than the overarching organization. Mary, who works for a national company, discussed how.

> I guess it's kind of more of a luck of the draw in my experience, you know, station to station it totally depends on, or even department to department in my company. It really just depended on who my manager was, and whether or not I thought I could trust them. It's been kind of a dice role, in terms of which HR rep we had at the time. So, I don't know that the difference in my experience is necessarily between, you know, station, organization, company, then it is just kind of the dice roll of who the first point of contact is, and whether or not they care to do anything. I feel like that's more of the factor that matters.

Treatment of Sexual Harassment

"Zero tolerance" and "no tolerance" were common themes when participants answered this question. Patricia, who works for a local company, discussed how her ownership has "zero tolerance for employees and clients." Others explained the lack of tolerance by describing how the process works. Often the process was explained as "identify and investigate" or how after a report is made "legal" gets involved. Matthew, who works for a national organization, said that if

a report is being made that “someone is going to be in some shit” and how “I don’t have any reservations about bringing the subject up if it were to happen.” Mark, who is with a local organization, adds “Well, normally it results in terminations. It depends upon the severity of it. It depends upon, you know, the investigation of it.... when it became obvious that you know that this person was guilty of sexual harassment and that includes stalking, contacting after hours. You know that kind of stuff is just not tolerated.”

Two of the male participants discussed how sexual harassment, or what David called “gender degradation” were handled when advertisers pulled their advertisements, so it cost the organization money. David further explains “In the late nineties and early 2000 you’d get a slap on the wrist if you said something on air, did something that you know upset somebody in a sexual harassment avenue. You wouldn’t be in too much trouble they just take you aside and be like ‘okay, so net time we know not to do this’... I mean if it if it got to the point where they gained attention, and especially if you lost sponsors, you’re gone. That at least how I feel about its industry wide. I feel like that holds true in the building too that I work for. That’s kind of the feeling I get for the profession.”

Two of the female participants discussed how they don’t feel supported by corporate but do feel they could trust their local managers to “care” about them. Mary, who works for a national organization, discussed an experience she reported. Mary explained “Went to manager who says “well, I'm really sorry that happened like I will figure it out” I knew I could kind of trust him to be like [that].” After asking about going to HR Mary is told “HR’s first step is to talk it to this guy’s boss and this guy is a well-known in the industry for behaving this way so it might not matter. He was hired knowing he had been the center of a sexual harassment lawsuit at a previous station. He brings in high numbers and money.” Her manager went directly to the

perpetrator and his boss and warned them if he gets more complaints, he's "going to HR." She later discussed how the threat of lawsuit could affect how corporate management handles a claim of sexual harassment:

> I think if it's not just handled flat out by somebody in the building or just you know made clear like this is not how we behave here, then the formal processes, things kind of long convoluted thing that … I really think it's just kind of like "do they want to risk dealing with this person filing a lawsuit or just want to do some results to keep them on staff?" Which is disillusioning. … local management has been good about trying to make the best of the situation and protect us anyway. So okay, that's been good, you know, even if corporate really didn't, you know, fire him.

Barbara said that HR treats reports "like a task" and how she reported a co-worker and nothing was done, that she was aware of and so when another situation occurred she mentioned it to her direct supervisor and when he offered to speak with the co-worker she responded "No. I think I scared him, like, I think he's afraid of me now" and that she was just making him aware of the situation. Several participants discussed how sexual harassment can be "swept under the rug" because local stations do not have HR professionals in the building to handle the reports.

Comparison of Identification and Sexual Harassment

When comparing how employees identify and how they see sexual harassment treated in the profession, organization, and group you see no clear line between them. Most participants talked about the organization and group in their responses to questions of treatment. Profession was discussed more as a larger shift in culture, like the MeToo Movement and in a shift in laws. Very few participants identified solely with just the profession, organization, or group. Many identified with two or all. Their responses show this identification when they discuss how

organizations and managers in their group treat allegations of sexual harassment. Charles described this process as “Well, in a zero-tolerance kind of way, you know that it is. I would say it’s pretty swift. I mean, you know, if there is an incident. It’s reported immediately and there’s no stopping it from going... right to HR. Heart of the company. It just is. So, yeah, you know, it’s identify and investigate. Really, it all happens very quick. There’s an awareness, identify, report, and usually there’s some sort of investigation, behind HR to look into the matter and begin asking questions to the people that may have knowledge and then whatever is to happen and to come of it is, you know, usually dealt with within a couple of days.” Participants discussed how sexual harassment is treated in one of two ways, zero tolerance, where companies act swiftly on allegations, or with a lack of trust in the ownership to ask. The differences appear to be based on the level of transparency provided with regards to the outcome of investigations.

CHAPTER 5: DISCUSSION

This project explored how employees in radio broadcasting companies define sexual harassment, along with how they identify with their work, and how they communicate about issues involving harassment in the workplace. Just as in previous studies (e.g., Dougherty & McCormack, 2017; Keyton et al., 2001; Perry et al., 2009; Solomon & Williams, 1997) employees of radio broadcasting have varying perspective when identifying what communicative behaviors define sexual harassment. Also explored were their views of sexual harassment, which yielded interesting results. More was learned about how radio employees identify (profession, organization, or group). Also considered how identification may relate to definitions of sexually harassing behaviors. This chapter will provide an overview of the results of the study. These results will be discussed in terms of the perceptions revealed through the interviews. Next, practical implications will be discussed and followed by limitations and directions for future research. With research question 1, I will discuss how participants view communicative behaviors that constitute sexual harassment. With research question 2, I will discuss how radio broadcasting employees identify. With research question 3, I will discuss how participants perception of sexually harassing behaviors may align with their identification.

Employee Definition of Sexual Harassment

Previous research notes that there is a lack of clear behavioral definitions for sexual harassment (Dougherty & McCormack, 2017; Keyton, et al., 2001). In this study participants showed differing perspectives when asked to clearly define the communicative behaviors that constitute sexual harassment. Participants used vague terminology like “any” or “anything” that is “unwanted”, “unwelcome”, “unsolicited” or that makes another “uncomfortable”. Even when asked for clarification of meaning, participants struggled to be specific. As Charles, a stated: “It

is any harassing behavior… any unwanted discussion, action, feeling, surrounding sex or sexuality occurring within the workplace unwanted." When asked again how he defined sexual harassment, Charles, a 45-years old member of management, responded "Anything that has to do with sex or sexuality? Gender." He was asking me to tell him he was "right" in his response. I further asked, "what does it mean to be harassed?" Again, Charles responded "Anything that you know. I would say harassment is a repeated behavior, you know. I mean I can. I can think of one time as perhaps a mistake. But anything that is continued. Certainly, after someone expresses, you know this is not something that I that I appreciate or like, that's my view on it is, you know, something that is repeated. and against someone else's will or issues." Charles's comments are interesting because they reflect the struggle other interviewees had with answering the questions and are a clear representation of the overall lack of specificity seen in approximately ten of the interviewees. The lack of specificity, even after being asked several different ways is interesting. The lack of specificity is an interesting point of discussion with the demographic breakdown of the study participants. Interviewees were predominantly males who did not mention having direct experience with sexual harassment.

The male respondents were predominantly over 45, with the majority being over the age of 65. It is interesting that so many older generation employees, who have been in radio for over 35 years participated. Many of the male respondents either responded vaguely, or with comments about how "it shouldn't happen". Meaning that they do not believe that anyone should be harassed at work for any reason. This is a utopian viewpoint that the female respondents would disagree with based on their own experiences directly with harassment, and on witnessing harassment. Jennifer, a 26-year-old who has been in the industry for approximately 5 years,

stated “It's very male-dominated it's very like [a] boys club industry. And I feel like that's where I feel like a lot of people can get away with things.”

When discussing sexual harassment participants did identify it as being an issue for all gender identities. Many of the male participants noted that sexual harassment is not simply a male to female issue. Responses included discussions of how sexual harassment can be female to male and same sex (male to male and/or female to female). This shows an expansion beyond the stereotype of sexual harassment being a male-to-female issue. It is also interesting to consider that some participants discussed how sexual harassment includes gender discrimination. Responses included how women had to work harder than their male counterparts or that female employees were given different expectations solely due to their biological sex. One male participant did mention how his workplace was confronted with “pronoun usage” as a case of sexual discrimination. This participant noted that it was awkward and something he never thought about before. The use of preferred pronouns is a new area of consideration for organizations when discussing potential issues of sexual harassment. To date, the literature (e.g., Bingham, 1991; Booth-Butterfield, 1989; Clair, 1993; Dougherty, 2001; Keyton, Ferguson, & Rhodes, 2001; Ford & Ivancic, 2020) has been focused on sexual harassment as a cross-gender issue (male-to-female or female-to-male), so discussion of gendered language as a form of harassment in this dissertation is a new area of exploration in sexual harassment.

Dougherty (2017) noted that although organizational policies on sexual harassment may list behaviors, they fail to consider the perception basis of individuals when considering what communicative behaviors constitute sexual harassment. When asking interviewees to list the communicative behaviors they view as harassing is any behavior that is “unwanted”, and can include: joking, touching, requests for sexual favors, comments that include innuendo and/or

propositions, questions about personal life, and more. Listed topics align with policy from Entercom (2020). The interesting part of the list is that when asked about their personal line of acceptability, the list can change. For some male participants, they noted that "they know it when they see it" or they "just don't care" so nothing bothers them. This aligns with Dougherty (2017) noting a need for clearer understanding of perception. Results of this study show that perception is personal to everyone.

Another reason it may have been difficult for radio broadcasting employees to clearly identify sexual harassment is the nature of radio as a media industry. McQuail (2010a) noted that broadcasters provide content where the employees are also the product, which means employees, especially those on air are the product creators. This creates certain expectations that listeners, and employees, have with regards to content. As Barbara said, "It's just like a male-dominated field. And just like that the gross behavior is sometimes like in just like the Middle School boy. Humor is sometimes I think what they like, what radio stations think people want to hear like they want the stupid fart jokes or anti-women jokes." Dougherty (2001/2009) noted how it can be difficult to identify what she called "harassing behavior" in organizations where sexual behavior is a normal part of the culture. In radio, shock jocks, are expected to behave in ways that gain attention, although there is a line that cannot be crossed, such as Opie and Anthony and the listeners having sex in St. Patrick's Cathedral (Battaglio & Connor, 2002). David discussed being told by a manager that contests were selected with a female focus because "chicks equal clicks" to the website and that listeners do not want to see photographs of male listeners, despite the station he worked for at the time having a strong male following. This creates a culture where identifying sexual harassment could become difficult because your job depends on "pushing the envelope."

With regards to RQ 1, employees tended to answer in vague terms over specifics. This could be because of two things: 1. policy is often written in vague terms and 2. Sexual harassment is based on perception of what is acceptable to each individual. Radio organizations could define what is acceptable for their culture, on-air and in the office, in hypothetical terms so employees have a better understanding of what could be perceived as harassment.

Employee Identification

Radio broadcasting was an interesting industry to study with regards to employee identification and answers the call to explore identification in media organizations (Sherwood & O'Donnell, 2018) and multiple identifications (Ashforth & Mael, 1989). Findings align with previous studies (Ashforth & Mael, 1989; Haslam & Ellemers, 2005; Mael & Ashforth) with regards to identification with the profession, organization, and group.

Employees who related most with the profession discussed how working in radio was a childhood dream or a high school job. This early socialization aided in their desire to be a part of the radio broadcasting industry. This socialization varied amongst interviewees from calling in to radio contests as a child to a fascination with the on-air personalities. Like the journalists Russo (1998) studied, radio broadcasting employees in this study identified with the profession based on education. Several interviewees identified working in radio in high school or college as part of their education. Stories were also shared about how employees joined the radio broadcasting industry to make a difference in their community, which was common amongst the male participants over the age of 60. The community engagement is also why so many had not retired, and still work part-time. This aligns with Jenkins (2019) finding that journalists identified with their profession based on the impact of their stories on readers.

Organizational identification had two noteworthy findings. Two of the male interviewees noted they strongly identified with the organization most strongly because they owned the company. This was an interesting result as so many companies are regionally or nationally owned by corporations, I did not anticipate accessing local owners in my recruitment. Other employees identify with the organization based on two primary reasons: 1. Because the organization makes the rules; 2. The organization has a mission that aligns with the individuals' values.

Michael, a 71-year-old who has been in radio for about 55 years, noted that although he does not believe all that the organization believes or decides, the organization makes, and enforces the rules, so he connects with the organization on that level. This says that some employees identify with the organization because that's what they have to do with the rule maker. This aligns with Cheney's (1983) with regards to how employees make sense of the organization as decision maker.

Daniel noted that the company he works for has a community focus and cares about the local listener above all. This organizational focus aligns with Daniel's beliefs. This supports findings from previous studies that defined organizational identification as the shared belief, values, and mission of the organization (Daily et al., 2016; Gioia et al., 2013; Williams & Connaughton, 2012).

Interestingly, a few employees noted that they did not identify with the organization because of a lack of connection to the overarching organization, or a lack of perceived care for the smaller market stations. The lack of connection to the organization could be because of the distance between local affiliate and corporate offices. Physical distance between local employees and headquarters caused a decrease in organizational identification in a previous study (Wieseke

et al., 2012). In the United States there are three companies that dominate ownership of radio stations in large to small markets across the country. This means that many radio stations are owned by the same corporate owner.

Group identification, as described by the interviewees relates most to connection to co-workers, listeners, and the community. Like professional and organizational identification, some employees identified with listeners because of the community connection. This shows the multiple identities Ashforth and Mael (1989) called for further research regarding. The idea of "closeness" was discussed with regards to co-workers within the group. Having individuals, you relate to help some employees. Linda noted that being a person of color in a town with little diversity meant finding co-workers she could align with based on political values. Elizabeth noted that she was not a "fan" of the music content of the station she works for but feels connected to the group through the listeners. She felt connected to the listeners most because they are of the same demographic and place in life (women 25-54, married with children). Having a point of connection aids with a feeling of closeness (Bartels et al., 2019; Riordan & Weatherly, 1999; Stewart & Garcia-Prieto, 2008).

Answering the call of Ashforth and Mael (1989), this study yielded results that show some participants hold multiple identities, and this has implications for their views on harassment. For example, Richard discussed how he identifies with the organization's "Christian values" and co-workers who do not rely on risqué content to get attention. Richard also explained that the organization creates a family atmosphere that aligns the listener expectations. Interestingly, several interviewees identified with all three (professional, organization, and group) because of an early goal to work in radio and the shared values with co-workers and

listeners. Employees that have multiple identities also tended to discuss sexual harassment as being unacceptable or working for an organization with a "zero tolerance" policy.

An unexpected finding was with employees who claimed to not identify, or only somewhat identify, with the profession, organization, and/or group. Barbara noted that she likes most of co-workers (somewhat identifies with group) but never wanted to work in radio broadcasting. The Covid-19 pandemic shifted identification for some because they now work predominantly from home, so they have little regular contact with co-workers or the organizational culture. For one other, radio has simply become a paycheck. Matthew, a part-time employee for a national company, explained that it is simply a job now. Something that he's good at and can earn money for doing. The lack of connection relates to a lessened attachment that can lead to a member feeling depersonalized from the group (Lammers et al., 2013). A feeling of closeness is needed to increase identification (Lammers et al., 2013).

With regards to RQ 2, employee identification is complex, and perception based. Employees who fall in love with the radio broadcasting industry early in life, through listening or work, tend to identify more closely with the profession. Those that identify with the organization do so based on the values on the company and their connection to the community at large. When discussing group identification, employees credit their co-workers and listeners as their primary reason for identifying with the group.

Comparing Identification and Sexual Harassment Definition

Participants noted that companies are taking sexual harassment more seriously, or that they appear to have become more conservative in their views of what is acceptable, especially since the MeToo Movement. Christopher noted how content on public companies, for the most part, do not allow too much craziness on-air any longer. He went on to say that those with the

"shtick", like Howard Stern, are now on satellite radio, or Joe Rogan, who has his own podcast. Not being on the public airwaves allow a certain amount of freedom, for the most part.

Three male participants discussed the case of the "Morning Bull" on-air staff and program director being fired after comments comparing the skin tones of Black, female celebrities to the darkness of toast (Ross, 2021) went viral. The station had no choice but to react strongly after clients pulled their advertisements from air resulting in a large loss of revenue, according to Michael. Participant David noted that this may not have happened twenty years ago, because it may have been seen as acceptable because radio back then was "dirty old man" radio where men felt free to "take advantage of women". Charles discussed how his company added, what he referred to as "sensitivity" training to teach employees more about issues of diversity in the workplace. Although Charles did note that had the story of the comments not gone viral, little, to no action may have been taken by the parent company. This aligns with the concerns raised about identifying sexually harassing behaviors within creative industries (Dougherty, 2001, 2007). Had members of the public, and advertisers, not taken issue with the on-air comments, the organization may not have acted.

I would have assumed that since the level of awareness surrounding sexual harassment/assault had increased with the MeToo Movement, and the firing of high-profile media professionals, that organizations would shift how they treat sexual harassment. The MeToo Movement was created to bring awareness to the experiences women have had with sexual harassment, sexual assault, and sexual abuse throughout their lives. In this research it appears that some organizations adopted a strict "zero tolerance" policy with regards to sexual harassment of employees. Patricia noted specifically that her managers would not accept poor behavior of clients. Two male interviewees who own their companies, and are both in their 70s,

noted how things have changed over the years and that they now find any behaviors that are perceived as sexually harassing unacceptable. They also stated that sexual harassment should never happen. This perspective is a shift I hoped to find when designing this study. However, there were female interviewees who noted a continued lack of trust in the organization to "do the right thing".

Radio is a business with local affiliates in individual markets (cities) and, commonly, a larger owner. Employees working for regional or national owners noted that they lack trust in the larger organization to handle accusations of sexual harassment less than they do local managers, whom they see daily. I noticed that some interviewees took a "seeing is believing" approach to management. They trust local managers more when they see, or hear, them acting on accusations in a positive way. When reports of harassment are taken to the parent organization and an investigation is not clearly conducted, or results are not shared in a transparent way, employees see this as a lack of care. Barbara discussed how she would go to her local manager with a concern because "I think the people that I work with directly. They would care more about how people are doing, and the corporate side would just kind of treat it like a task bar of like, what's the next step on the list, how to handle it?" In this quote you see concern with a lack of perceived care for the local employees by employees at the corporate level because of a perceived level of transparency.

With regards to RQ 3, employees discussed identification in terms of how the ownership (organization) treats sexual harassment. Employees who think the organization privileges money over victims' rights to a safe workplace do not appear to trust the parent company, which may affect identification with the organization. For national and/or regional owned stations, employees appeared more willing to discuss perceptions of sexual harassment with local

managers (group) rather than reporting to the parent company because they perceive those managers reactions to reports of perceived harassment as more transparent.

Practical Implications

In this study three practical implications emerged that can be helpful to organizations within the radio broadcasting industry. First, I will discuss the need for policy that identifies sexual harassment as an issue of individual perception. Second, I will discuss the need for industry specific, and consistent, training. Finally, I will cover the need for organizations to build trust with their employees, so they are comfortable reporting issues, especially in regionally and nationally owned organizations.

The first implication for HR professionals within radio broadcasting is regarding the writing of policies regarding sexual harassment that honor individual perception. With stronger understanding of how employees define, and therefore understand, sexual harassment, HR professionals can clarify policy in a meaningful way (Dougherty & Goldstein Hode, 2016). Sexual harassment is very clearly a perspective-based issue that could be explained in a broad manner within policy. The EEOC (2021) policies are vague, and this is necessary because what is considered sexual harassment by one employee, may not be considered harassment by another. As seen in the data, respondents have a different level of what they considered to be acceptable behaviors. Therefore, it would be helpful for radio broadcasting companies to write policies that list possible communicative behaviors (e.g., requests for sexual favors, touching, jokes, requests for dates, sexual comments, etc.) and provide hypothetical situation to increase perceptions in context. Employees may also better identify sexual harassment if on-air behavior is addressed as well. Several respondents discuss joking as both on and off-air activities as being potentially

harassing. HR professionals can include when on-air content can cross the line of acceptability without inhibiting creativity expected by listeners.

Organizations can also provide training that is created specifically for the industry of radio broadcasting and is provided on a consistent basis for all employees. Results of this study show that for some employees training was described as generic. This study confirms Keyton and Menzie's (2007) call for training to define more clearly what constitutes sexual harassment within a specific organization by showing specific scenarios to aid employee understanding. In 2018, the EEOC suggested using trainings focused on organizational culture, so providing training that is specific to the needs of radio broadcasting employees HR departments would meet the EEOC guidelines (2018), and the need of their employees. Several participants in this study also noted that they did not receive consistent training on harassment. Two participants noted that once an issue occurred on-air, they received "sensitivity" training. Consistent, industry specific training, that includes cultural issues like on-air "jokes" and discussions may have reduced the need for a reactionary training session.

Finally, managers, and HR professionals, in regional and national organizations could do more to build trust with the local affiliate stations. Several interviewees noted a distrust of those working directly for the home company because they do not know them. Employees trust the managers they work with daily because they see the results of their communication directly. When employees do not feel a connection with management working in the corporate office, they see those employees as caring only about the bottom line and policy than caring about the local employees as people. Shifting this perception with more transparency of how investigations are conducted, and in the results of an investigation, could help local employees feel like they

matter. Some participants also noted that distrust comes from seeing perpetrators shifted to other offices, or are allowed to work from home, while remaining employed as problematic.

Limitations and Future Directions

In this section I will discuss what I saw as limitations to the research. These limitations include recruitment issues, demographics of sample, reluctance to participate, and difficulty in defining sexual harassment in specific terms. I will also explain possibilities for future research including a new industry and expanding on this research by comparing television to radio employee responses, as well as a closer look at training done in radio broadcasting.

This first limitation to this study was with recruitment. Given the topics, even personal contacts were reluctant to participant. Recruitment had to expand beyond Facebook and LinkedIn. Upon IRB approval, recruitment was expanded to emails and Twitter (now known as "X"). The first limitation within my personal network was that many of my connections had left radio for other industries and were no longer eligible to participate. I also faced a high rate of individuals who were reluctant to be a part of the research. One issue with using all forms of social media that I did not anticipate was that posting status updates does not guarantee that the individuals who qualify to participate will see the message. As soon as I realized this limitation, I sent direct messages through Messenger, LinkedIn, and Twitter direct messaging to members of my personal network. This did not result in a high number of responses, as I'd hoped. Snowball sampling and recruiting through radio groups on social media helped. Future projects may yield larger samples by gaining permission to research within an organization.

A limitation to consider is the demographic breakdown of the sample. The differences in how sexual harassment is perceived based on gender, may be clearer in a participant pool that is more even male to female. Another reason why some participants did not perceive sexual

harassment as not being an issue for them could be the age differences. Many of the male participants were 45+ and with age comes a certain level of privilege due to experience. The male participants may not see sexual harassment as an issue because they have not experienced harassment directly, versus their female colleagues who did discuss experience, by themselves and others, as a means of learning about sexual harassment.

As noted by participant "Charles", sexual harassment is a difficult topic to discuss and that could be a reason why the sample was so small. Because of this I think it could be interesting to talk to individuals who left radio in the past year or two for their experiences. Learning about employee's views upon their exit from the occupation of radio could yield interesting results as those ex-employees may be more willing to open up because possible fears of retribution by employers is no longer present. I think exited employees may be more direct when discussing experience with harassment, both sexual and bullying, as well as possible gender discrimination. Although, researchers that go this route need to consider that if the separation from their job was not mutual, participants may be intentionally negative about their experiences.

Another limitation was that interviewees struggled to define sexual harassment. As seen in the results, many participants could only discuss definitions in vague and general terms. This could be because of a lack of training, or because the law is written in general terms (EEOC, 2021). I would like to do a content analysis of company handbooks to see how they are written with regards policies of harassment in comparison to the laws presented by the EEOC (2021). Learning more about current policies can be a step in answering the call by Dougherty and Goldstein Hode (2016) to aid organizations in creating meaningful policies regarding sexual harassment.

A future direction to consider would be to do the same study with television (TV) employees. Many TV employees are like radio employees for the types of jobs they do, promotions, sales, business office, and production. On-air staff are journalists working for news broadcasts, which would be an interesting counterpoint to Russo (1998) where journalists at a newspaper were studied for employee identification. Due to the similarity between job duties with television and radio, a comparison of radio and television employees could yield interesting results as well.

Conclusion

In the end, this study examined how employees perceive, and define, sexual harassment and the communicative behaviors that constitute sexual harassment and to learn more about how employees identify with their work. To do this, current employees of radio broadcasting were asked to complete an online survey and participate in an interview (N=17). This project found that definitions of sexual harassment, as well as naming communicative behaviors that constitute sexual harassment, are based on personal perception. Definitions are determined by education, socialization, training, and experience with sexual harassment and/or sexual abuse. I also found that employees of radio broadcasting identify in multiple ways with their profession, organization and/or group. The multiple ways they identify with their group also may affect how they view sexual harassment treatment in their workplaces. There was a mix of seeing the organization handling a situation swiftly and a distrust of the organization to "do the right thing", but they trust their group managers to address a sexually harassing situation. This tells us that employees identify most strongly with co-workers within their local markets likely because they see them daily.

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APPENDIX A. PARTICIPANT DEMOGRAPHIC INFORMATION

A1. Participant Demographics Table

Pseudonym	Years in radio	Role in radio	Hours worked	Length of interview
Mary	5	On-air	30.5	42:02
Patricia	10	Management	40	24:46
Jennifer	5	On-air	40	24:50
James	9	Multiple	40	33:18
Robert	50	On-air	3	44:04
Christopher	55	Management	75-80	20:49
Michael	51	Multiple	20	55:41
David	18	On-air	9	34:19
Richard	48	On-air	8	34:21
Charles	34	Manager	40	28:06
Daniel	25	Manager	50	21:57
Matthew	20	On-air	40	27:12
Anthony	40	Engineer	60	31:05
Mark	53	Manager	65	17:20
Linda	7	On-air	10.5	21:29
Elizabeth	23	On-air	40	24:23
Barbara	2	On-air	48	42:21

APPENDIX B. SURVEY INFORMATION

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Department of Communication
PO Box 6050; Fargo, ND 58108-6050
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Title of Research Study:
Sexual harassment and employee identification in radio broadcasting companies.

This study is being conducted by:
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Why am I being asked to take part in this research study?
You are invited to take part in this research study because you work for a radio broadcasting company.

What is the reason for doing the study?
This study will explore sexual harassment and identification (organizational, group, professional) within the radio broadcasting industry. First, this exploration will attempt to learn how employees of radio broadcasting companies define the communicative behaviors that constitute sexual harassment. Second, this study will explore radio broadcasting employees' forms of identification (organization, workgroup, profession). Finally, employee definitions of sexual harassment will be compared to how you identify with your work.

What will I be asked to do?
If you agree to participate in this study, you will be asked to complete an online survey and participate in a virtual interview via Zoom. You will be asked:

- In the survey: how you identify with your work
- In the Zoom interview: how you define sexual harassment, and the communicative behaviors that you view as potentially harassing. You may also be asked follow-up questions regarding your responses to the identification online survey.

Your survey responses will be analyzed. Your interview will be recorded. Your responses will be transcribed, analyzed for common themes, and written about in papers and articles. Your name will be changed in the presentation of results to keep your responses confidential.

Where is the study going to take place, and how long will it take?
You can complete the online survey at any location of your choosing. You can participate in the Zoom interview from a private location of your choosing. The online survey should take 5-15 minutes to complete. The virtual interview will take 30-60 minutes.

What are the risks and discomforts?

Some of the questions regarding sexual harassment may cause some psychological or emotional distress. You may choose not to answer any question, for any reason. You can stop the survey and/or interview at any point if you are uncomfortable or for any other reason.

What are the benefits to me?
There are no individual benefits resulting from taking part in this study.

What are the benefits to other people?
Generally, it may inform scholars about how employees view sexual harassment and how they identify with their work. By learning how employees perceive sexual harassment, companies can provide policy and training that better identifies harassing behaviors in radio broadcasting.

Do I have to take part in the study?
Your participation in the research is voluntary. If you decide to participate in the study, you may change your mind and stop participating at any time.

Who will have access to the information that I give?

- The researchers will keep private all research records that identify you, to the extent allowed by law.
- Survey data will be stored in a password-protected file accessible only to the research team.
- Interview recordings will be stored in a password-protected file accessible only to the research team. Electronic copies of the interview transcripts will be saved and protected in the same fashion.
- Data and records created by this project are owned by NDSU and the researchers. You may view information collected from you by making a written request to the researchers. You may only view the information collected from you, not information collected about others participating in the project.

Will I receive any compensation for taking part in this study?
No compensation will be provided. Participation is completely voluntary.

What are my rights as a research participant?
You have rights as a participant in research. If you have questions about your rights or complaints about this research, you may contact the researchers or the NDSU Human Research Protection Program.

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- NDSU HRPP; 1735 NDSU Research Park Dr., NDSU Dept. 4000 PO Box 6050, Fargo, ND 58108-6050

The role of the Human Research Protection Program is to see that your rights are protected in this research; more information about your rights can be found at: https://www.ndsu.edu/research/for_researchers/research_integrity_and_compliance/institutional_review_board_irb/

Documentation of Consent:
I have read this form, been given the chance to ask questions and have my questions answered. If I have more questions, I have been told who to contact. I understand that I am agreeing to be in this study. I can keep a copy of this consent information for future reference. If I do not want to be in this study, I do not need to do anything else.

I have read the above and wish to continue:

1. Yes
2. No

1. What is your current age? (please use numbers)
2. What is your gender?
    a. Male
    b. Female
    c. Non-binary/Third Gender
    d. Prefer not to answer
3. What is your sexual orientation?
    a. Heterosexual
    b. Homosexual
    c. Bisexual
    d. Other
    e. Prefer not to answer
4. What is the highest level of education you have completed?
    a. Less than high school
    b. High school
    c. Some college
    d. 2-year degree
    e. 4-year degree
    f. Masters
    g. Doctorate
    h. Professional degree
5. What is your primary job title?
6. How long have you worked in the radio broadcasting industry? (Years and months)
7. What is the name of the parent company you are employed by currently?
    a. If you prefer not to provide the name of the parent company you currently work for, please let us know what type of parent company you for…

i. National corporation (owns radio groups across the U.S.)
ii. Regional company (owns radio groups in a regional of the U.S. – such as 2-3 states)
iii. State company (owns radio groups in a single state of the U.S.)
iv. Local company (owns radio stations in a single city/county of the U.S.)

8. How many hours did you work in the previous 7 days?

Please select the response that most closely relates to your level of agreement with each statement. [5-point Likert scale: strongly agree, somewhat agree, neutral, somewhat disagree, strongly disagree]

9. I feel I have a lot in common with others in my profession or occupation.
10. I find it easy to identify with my profession/occupation.
11. I view the problems of my profession as my problems.
12. My values and the values of my profession are very similar.
13. I identify with other members of my group.
14. I am like other members of my group.
15. My group is an important reflection of who I am.
16. I dislike being a member of my group.
17. This organization's image in the community represents me well.
18. I often describe myself to others by saying, "I work for this organization" or "I am from this organization."
19. In general, I view this organization's problems as my problems.
20. I find that my values and the values of this organization are very similar.
21. I would describe this organization as a large "family" in which most members feel a sense of belonging.
22. I find it easy to identify myself with this organization.

Please enter your personal email address to be contacted for a follow-up interview via Zoom.

Thank you!

APPENDIX C. INTERVIEW PROTOCOL

Thank you for agreeing to participate in this research. Do you consent to continue with this research? I will now begin the recording via Zoom. Do you have any questions before we begin?

1. Let's start, can you tell me what you do professionally? Where do you work?
    a. Why did you get in to radio?
2. As follow-up to survey responses:
    a. It seems like you identify with _____. Can you tell me more about that?
    b. What prompts you to identify more with _____?

That's all I have to follow-up on the identification portion of the interview. Let's talk about sexual harassment now…

3. What does the phrase "sexual harassment" mean to you?
    a. How do you define sexual harassment?
    b. What does it mean to be harassed?
    c. To whom can you be harassed by?
4. What kind of things would you label sexual harassment?
5. Where is your "line" of acceptable behavior?
    a. Where does your "line" of come from?
6. What are some of the things that have influenced your view of sexual harassment?
    a. (Policy? Media? Religion? Family? Friends? Co-workers? Experience? Training? Something else?)
7. Tell me about how you learned about sexual harassment.
    a. Tell me about the training you've received about sexual harassment.
    b. Where were you trained? (Work, school, somewhere else?)
8. How wide is the range of acceptable behaviors in radio? How does that compare to other industries?
    a. Does it differ based on the genre of the radio station? (Type of station format)
9. Do you see any differences in how your profession views sexual harassment versus your stations?
10. Are there differences in how your profession views sexual harassment versus your station?
11. Are there differences in how stations, organizations and the profession treat sexual harassment?
12. What ways do they treat sexual harassment?
13. If participants mention experiencing or witnessing sexual harassment, I would like to ask the following questions:
        i. You mentioned experiencing (or witnessing) sexual harassment. Can you explain what happened?
        ii. Why do you consider this situation to be sexual harassment?
        iii. Was the experience reported?
        iv. How did management treat the report of sexual harassment?
14. Is there anything you'd like to add about sexual harassment in radio?

APPENDIX D. RESEARCH QUESTION SUMMARY TABLE

D1. Research Question Summary Table

Research Question	Summary	Representative Quote
RQ1: How do employees of radio broadcasting companies define the communicative behaviors that constitute sexual harassment?	Vague/Non-Specific: words or phrases that are not clear or specific. These are words like "any" or phrases like "surrounding sexuality".	"It is any harassing behavior...any unwanted discussion, action, feeling, surrounding sexual or sexuality occurring with the workplace unwanted."
	Specific Terms/List: words that are specific in nature or providing a list of topics without explanation. These can include "flirting, touching, sending emails" as a list example or rather than saying "jokes" they specifically say "dirty jokes" (which are commonly known as potentially offensive.	"Unwarranted, unwanted, unsolicited" and started by saying sexual harassment is "anything" but then listed communicative behaviors such as flirting, touching, sending emails, telling "dirty" jokes, or anything that is intimate or sexual in nature that makes another uncomfortable. He goes on to explain that it includes "
RQ2: How do employees of radio broadcasting companies identify (organization, workgroup, profession)?	Profession: this has to do with an individual being part of the radio broadcasting industry.	"I feel like I base a lot of my identity with my job. And I feel like with radio, which is something that I'm so enthralled with So yeah, I just I mean, yeah, I just I just love doing radio."
	Organization: this is also known as the owner or corporate entity that creates policy.	"I do identify with that, because that's who makes the rules that I'm following that's the reason I identify with it."
	Group: can be described as the radio station one works for most often, co-workers closest too, or department employee works within.	"Well, first of all, I'm the only person of color at the radio station. Okay. and the demographic out in [my town]. Isn't: very diverse. Either. My radio station heavily leans It's Conservative. I'm. Not necessarily conservative or Liberal, but I'm not all the way on either side. and the radio station is very right. like

		very right… my coworkers are all pretty. I I'd say I don't want to say less conservative, but less dogmatic, and what they believe. You know, we're all pretty fluid."
	No Identification: employee does not have a strong connection to the profession, organization, or group.	"…half the time, I don't know who I work for like it's a different name on my paycheck almost year to year for the past 4 years, and, like I'm just doing this. I'm, I'm, I'm just doing this… I just don't care. I just don't care anymore."
RQ3: How do employee identification compare to their perception of sexually harassing communicative behaviors?	Organizational Treatment of Sexual harassment: this describes how the organization reacts to reports of sexual harassment. The reaction can be seen in policy and in the results of a sexual harassment investigation.	"Well, in a zero-tolerance kind of way, you know that it is. I would say it's pretty swift. I mean, you know, if there is an incident. It's reported immediately and there's no stopping it from going... right to human resources. Heart of the company. It just is. So, yeah, you know, it's identify and investigate. Really, it all happens very quick. There's an awareness, identify, report, and usually there's some sort of investigation, behind human resources to look into the matter and begin asking questions to the people that may have knowledge and then whatever is to happen and to come of it is, you know, usually dealt with within a couple of days."
	Group Treatment of Sexual Harassment: this is seen in how members of a local affiliate handle reports of sexual harassment.	"I think if it's not just handled flat out by somebody in the building or just you know made clear like this is not how we behave here, then the formal processes, things kind of long convoluted thing

		that, I guess, ends up kind of coming down to whether or not they're all afraid they're gonna have to deal with the lawsuit is really what it comes down to. … I really think it's just kind of like "do they want to risk dealing with this person filing a lawsuit or just want to do some results to keep them on staff?" Which is disillusioning. But again, like our management's been pretty good about like local management has been good about trying to make the best of the situation and protect us anyway. So okay, that's been good, you know, even if corporate really didn't, you know, fire him. Local management has been pretty good about trying to do their best to enforce it as strictly as possible."