

Title: Roller Derby Creates Acceptance
Client/Sponsor: Oklahoma State University Research
Length: 2 minutes
Air Dates: Friday, Nov. 23

Music: First 15 seconds fo “Hit Me With Your Best Shot” Pat Benatar (Establish then fade)

Announcer:

SFX: Sounds of people skating

Announcer:

Music: 10 seconds of “Boys Wanna be Her” Peaches
1:07-1:22 (Establish then Fade)

Announcer:

We are now embracing their identity through the new sport of Roller Derby.

Social scientist Rebecca Sheehan, a professor at Oklahoma State University, is researching on roller derby and how it affects gender and sexuality in the Bible belt. Roller Derby provide an opportunity to understand how gender identities and sexuality manifest through this component of popular culture in particular contexts.

Roller derby creates spaces of social tolerance and acceptance of alternative gender and sexuality embodiments in the region; how ideas and perceptions of play, competition, gender, and sexuality interest in roller derby; and how these intersections shape participants’ and spectators; cultural perceptions of place, region and self.

Music: 10 seconds of “Boys Wanna be Her”
Peaches 1:07-1:22 (Establish then Fade)

Announcer:

Woman are promoting sexual identity tolerance
through roller derby. We can see this in the 2009
movie “Whip It.” To learn more about Sheehan’s
research visit Geography-Dot-O-K-Dot-E-D-U.

Music: “Hit me with your best shot” Pat Benatar
(Fade out at 1:59)