

AMONG THE MEDIA

Newsletter of the History Division of the Association for Education in Journalism and Mass Communication

# Toronto AEJMC Convention: Papers, members' meeting

Wednesday, Aug. 4; 5 p.m. – 6:30 p.m.

Magazines as History and Teaching Tools (co-sponsored by the History Division and Magazine Division) Moderator: Jan Knight – Hawaii Pacific U.

Ronald R. Rodgers – Ohio U.: "Tainting the Stream of Pure News: Colliers' Criticism of the Newspaper Press During the Norman Hapgood Years, 1902 to 1913" (Second Place, Student Paper, Magazine Division)

Jane Marcellus – Middle Tennessee State U.: "These Working Wives: The 'Two Job' Woman in Interwar Magazines" (Second Place: Faculty Paper, History Division)

William Gillis – Ohio U. "How to Infuriate a Bank, an Airline, Unions, Printing Companies, Immigration Authorities, Canadian Police, Vice President Agnew, and President Nixon in Ten Months: The Scanlan's Monthly Story"

Edward Jay Friedlander – U. of South Florida: "Teaching Magazine and Feature Writing by Example: Using Pulitzer Prize-Winning Stories in the Classroom"

Discussant: Joe Bernt – Ohio U. Thursday, Aug. 5; 8:15 a.m. – 9:45 a.m.

Courageous Acts in History Moderator: Ford Risley – Pennsylvania State U.

Kevin Kemper – Missouri-Columbia: "'WE SHALL NOT SUB-MIT!' How the Twenty-Fourth Congress and the Jackson Administration Attempted and Failed to Stop the Circulation of Abolitionist Publications through the U.S. Post Office during the late 1830s" (Third Place: Student Paper, History Division)

Chris Lamb – College of Charleston: "The Day Jackie Robinson Changed Baseball and Society: The Press Coverage was as Striking as Black and White"

John Kirch– U. of Maryland: "Raymond Bonner and the Salvadoran Civil War: 1980 to 1983" (First Place: Student Paper, History Division)

Kimberly Mangun – U. of Oregon: "The (Oregon) Advocate: Boosting the

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### from the head

#### By Janice Hume University of Georgia

It's end-of-semester bedlam. Classes come to a screeching halt, and I wonder: "Did I teach them anything?" Grades are due, and thesis and dissertation defenses scheduled. My own research projects need attention, and so I snatch scant minutes to work on revisions and analysis in between committee and faculty meetings.

Sound familiar?

I write this not to elicit sympathy but as a way to say thank you -- because it's end-of-semester bedlam for you too. And because in the midst of all this, forty-six of you took time to review competitive papers for the History Division. And the work has to be done quickly so that deadlines are met for the Toronto conference.

Frankly, serving as a reviewer is a thankless task. It doesn't help you

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Race and Portland, Too" (Second Place: Student Paper, History Division)

Discussant: Joe Campbell – American U.

Friday, Aug. 6: 11:45 a.m. -1:15 p.m. **Poster Session** 

Jon S. Arakaki – State University of New York – Oneonta: "'We See Beyond Tomorrow Now:'

Progress and Press Promotion of Bonneville Dam" Beth Fantaskey Kaszuba – Penn State U.: "Media

History Pedagogy" Answering Carey's 'Problem of Journalism History' 30 Years Later"

Stephen Vaughn – U. of Wisconsin – Madison: "The Devil's Advocate: Will H. Hays and the Campaign to Make Movies Respectable"

Tim P. Vos-Syracuse U.: "The Federal Election Campaign Act: A Historical Explanation"

Ronald Rogers—Ohio U.: "The Genteel Magazines' Criticism of the Daily Newspaper Press from 1890-1910

Mary M. Cronin (Lamonica) – Bridgewater State U.: "The Courage of His Convictions": C.F. Richardson, the Houston Informer and the Fight for Racial Equality in the 1920s"

Steve Hallock – Ohio U.: "Battles of Opinion: Editorials through History Reveal Diversity of Opinion in Competing Daily Newspapers"

Friday, Aug. 6; 3:15 p.m.-4:45 p.m.

Women as Fighters: Yesterday and Today (co-sponsored by the History Division and the Commission on the Status of Women)

Moderator: Dru Riley Evarts - Ohio U.

Laura Resnick, - Ohio U.: "Shot Down: The Women Air Force Service Pilots and the U.S. Media" (Fourth Place: Student Paper, History Division)

Linda J. Lumsden. - Western Kentucky U.: "Woman's Angle in War: World War II Reporter Ruth Cowan Nash's Tightrope Act Across the Separate Spheres" (Third Place: Faculty Paper, History Division)

Lisa Joy Lyon and Keisha Hoerrner -Kennesaw State U.: "Progress at a Snail's Pace: An Exploration of Women Communication Faculty's Sex-Specific Professional Concerns"

Cindy Elmore – East Carolina U.: "Moving

Beyond Job Satisfaction: A Qualitative Analysis of Women Journalists' Turnover Decisions"

Discussant: Katherine A. Bradshaw --Bowling Green State U.

Friday, Aug 6; 6:45-8:15 p.m.

History Division Members Meeting

Presiding: Janice Hume – U. of Georgia

Saturday, Aug 7; 8:15 a.m. – 9:45 a.m.

War and Terrorism

Moderator: David Abrahamson – Northwestern U. Eric Freedman and Ann-Marie Murphy – U. of Michigan: "After 25 years: U.S. v. the Progressive Inc. and Prior restraint in the Era of the War on Terrorism"

Dale L. Edwards- U. of UNC-Chapel Hill: "Mythical Hero American-Style: An Examination of the Presence of Myth in the Coverage of General Norman Schwarzkopf and the Persian Gulf."

Carol B. Schwalbe-Arizona State U.: "Images of Brutality: The Portrayal of U.S. Racial Violence in overseas News Photographs (1955-1965)"

James E. Mueller- U. of North Texas: "Eating the Zombies: George W. Bush Feeds on Reporters at a Pre-War Press Conference"

Discussant: Joe Mirando – Southeastern Louisiana U.

Saturday, Aug 7; 11:45 a.m. – 1:15 p.m. Legacies of World War II

Moderator: Brad Hamm – Elon U.

Jinx C. Broussard and John Maxwell Hamilton – Louisiana StateU.: "Covering a Two-Front War: African American Correspondents during World War П"

Takeya Mizuno – Bunkyo U. (Japan): "To Suppress or Not to Suppress, That is the Question: Pros and cons over the Suppression of the Japanese-Language Press from Pearl Harbor to Mass Evacuation"

Stacey Cone – U. of Iowa: "Of Intellectual Leadership and Legacies: How J. W. Fulbright Sustained America's AntiPropaganda Movement in Congress, 1945-1980"

Earnest L. Perry, Jr.—U. of Missouri-Columbia: "The Other Double V: The Chicago Defender's Duel Victory Campaign During 1942"

Discussant: Barbara Reed – Rutgers U.

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## Schedule, from page 2

Saturday, Aug 7; 1:30 p.m. – 3 p.m.

Historical Conflicts and Issues

Moderator: Mike Sweeney- Utah State

Elizabeth V. Burt – U. of Hartford: "Not in

Mexico but in Colorado!" Newspapers' Responses to the Ludlow Massacre" (First Place: Faculty

Paper, History Division)

Naeemah Clark –U. of Tennessee: "Dear Kent State: Letters to the Editor from May 1970" Frederick R. Blevins – U. of Oklahoma: "Moral Duty Trumps Legal Rights on the Other Hutchins Commission"

Anthony Moretti – Texas Tech. U.: "The Olympics during the Cold War: Coverage of U.S. and Soviet Athletes in Two Leading American Newspapers" Discussant: Pat Washburn- Ohio U.

Saturday, Aug 7; 5 p.m. – 6:30 p.m.

Images , Criticism and Reporting from the 19th Century

Moderator: David Copeland- Elon U.

Harlen Makemson – Elon U.: "The Weapons of Character Assassination:" Scandal Intertextuality in Anti-Blaine Political Cartoons during the 1884 Presidential Campaign"

John M. Coward— U. of Tulsa: "Visualizing Race: Native American and African American Imagery in Frank Leslie's Illustrated Newspaper, 1888-1891"

Jack Breslin- Iona U.: "Social Questions Treated in the Catholic World Magazine: During the 1884-1897 Transition period of the American Catholic Press"

Gene Allen– Ryerson U.: "News Across the Border: Associated Press in Canada, 1894-1917" Discussant: David Spencer- U. of Western Ontario



#### AMONG THE MEDIA

**Editor: Dane S. Claussen (Point Park University)** 

Layout & Design: Michael J. Burke (Point Park University) Webmaster: Kittrell Rushing (Tennessee- Chattanooga)

Clio Among the Media is published quarterly by the History Division of the Association for Education in Journalism and Mass Communication.

During the 2003-2004 year, it was produced in the Department of Journalism and Mass Communication, Point Park University, Pittsburgh, Pa.

Articles for Clio are welcome. Send them to Dane S. Claussen, graduate program director, Department of Journalism and Mass Communication, Point Park University, 201 Wood St., Pittsburgh, PA 15222. Electronic copy, via either disk or e-mail is preferred. For information, call Dr. Claussen at 412-392-3412 or e-mail him at dclaussen@ppc.edu

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get your grades in, or finish that data analysis. It won't get you tenured or promoted. But it does promote scholarship.

It does help the History Division sponsor excellent, interesting research panels every year. I'm always impressed by the thoughtful job our reviewers do, and by the fact that they meet a tight deadline during such a critical time of the academic year. We wouldn't have such high quality programs without your expertise and hard work.

Special thanks this year goes to Pat McNeely who, as vice head of the Division, was in charge of the research competition. The process has thus far run seamlessly, and that is due to Pat's great organizational skills and effort.

I'd also like to thank Dane S. Claussen for doing such a terrific job with CLIO Among the Media, Pat Washburn for handling the book award, and Karen List for her work not only in running the Covert Award, but in planning the panel that will celebrate the award's 20th anniversary (scheduled for 3:15 p.m., Thursday, August 5). Thanks, too, to Ford Risley and Earnest Perry who are teaching and professional freedom and responsibility chairs, respectively.

I'd also especially like to express my gratitude to David Abrahamson, who headed the Division last year and who has ALWAYS been available to answer my questions and guide me through the maze of Division duties. The History Division functions because scholars volunteer their time and effort to make it work. If you would like to get involved, be sure to attend the Division Members' Meeting, which will begin at 6:45 p.m., Friday, August 6.

And when Dane calls for judges next year, if you aren't sending one of your own papers to the competition, please volunteer to review a few.

You'll get to read some brand new research, and help the History Division at the same time.

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I'm particularly excited about our slate of panels for the Toronto conference. Pay particular attention to two that are merging history with new technologies. The History and Magazine Divisions are sponsoring "From The Many to the Many: The Evolution of Web Logs and their Journalistic Promise." A stellar panel of scholars and journalists, including Elizabeth Spiers

of New York Magazine and thekicker.nymetro.com, Mickey Kaus of Kausfiles.com, Jay Rosen of New York University, and David Abrahamson of Northwestern University will cover such topics as "Blogs that Work: A National Audience for a Personal Perspective" and "The Blog of Politics, the Politics of Blogs." As Abrahamson noted in his proposal for this session: "With all the current emphasis on media 'convergence' and erosion of the traditional boundaries of media forms, this may be the appropriate time to examine the Web Log (or "Blog") phenomenon: its historical antecedents and the ways in mirrors similar forms from the past; its controversial status as a journalistic genre; its power as both a political and social (read: pop cultural) force; and its future prospects. The panel hopes to foster a conversation, from a variety of perspectives, about how and why this phenomenon has occurred, as well as how such personal long-form journalism has shaped both the past and perhaps the future of journalism." This one is scheduled for 3:15 p.m. Saturday, August 7. "Referencing the Past in Documentaries" is another not-to-be-missed panel,

sponsored by the History and Radio-Television Journalism Divisions.

The panel will explore whether visual media can convey history with the necessary depth and detail. Denise Matthews an award-winning documentarian and associate professor at Eastern Connecticut State University, wrote in her panel proposal: "By bringing together traditional communication historians and visual documentarians from a variety of mass communication disciplines, this panel will address important aspects of this controversy including: Do the visual media omit historical depth and detail to the point of distortion?

When do the strengths of the visual media outweigh its deficiencies in conveyinghistorical narrative?

What criteria should be considered in making the choice between print and visual media to convey history?

How are audiences differently served by print and visual historical narrative?"

This session will begin at 1:30 p.m. Wednesday August 4. I look forward to seeing you in Toronto!

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# Cathy Covert's legacy to be celebrated in Toronto

#### By Karen K. List University of Massachusetts

"I'm right here with you."

Cathy Covert sent those words to her doctoral advisee Susan Henry 28 years ago when Susan was working on her dissertation in Syracuse, New York, and Cathy was on sabbatical in London.

"You must think I'm very remote and far away from you," Cathy says on an audio tape, "but I really am not at all. I'm right here with you."

Those words have inspired me time and again in my years as chair of the Covert Award Committee, which inaugurated its first award in Cathy's memory 20 years ago this spring. The award has since been given annually to the best article or chapter in an edited collection published the previous year.

The History Division this year at the AEJMC convention in Toronto will sponsor a special session to recognize and honor Cathy's contributions to the field of journalism history and her continuing and inspirational legacy. The session, at 3:15 Thursday, Aug. 5, is co-sponsored by the graduate students' caucus and entitled "The Covert Award 20th Anniversary: Celebrating Cathy Covert's Legacy of Excellence in Media History Scholarship."

Those who knew Cathy, those who remember her work and those who will come to know her for the first time will be treated to a session in which three distinguished professors will talk about Cathy and her influence on the field.

Prof. David Paul Nord, Indiana University, the winner of both the first Covert Award given 20 years ago and this year's award, will speak on "A Sense of Discovery and Surprise': Cathy Covert and the Ideas of Journalism History." Dean Terry Hynes, University of Florida at Gainesville, will speak on "Cathy Covert: A Personal Remembrance." Prof. Carl Burrowes, Howard University, will speak on "But for Cathy.

.': Cathy Covert as Teacher." Carl's title comes from a note he wrote me in February when I asked him to be on the panel. "But for Cathy," he wrote, "I would not be doing media history. I have this vivid image of her discussing 'history from the bottom up' while peering through those thick glasses . . . Interested in being on the panel? I would be honored."

Carl's words, I think, set the tone for a session that

will be informative and inspiring. In addition to the speakers, I will have the honor of presenting the 20<sup>th</sup> annual award to Prof. Nord, distributing Prof. Henry's tribute to Cathy and introducing the dedicated members of the Covert Committee: Nancy Roberts (Minnesota), Dean Hynes (Florida), Bill Solomon (Rutgers), Prof. Henry (Cal State-Northridge) and Prof. Burrowes (Howard).

Chairing the award committee for so many years has been an honor as well. I never had the privilege of meeting Cathy, but I know and love many of those who have, and I have always tried to allow Cathy's spirit, which I've come to know through them, guide me in this work.

Yes, there are many queries to answer. Yes, there are many articles to copy and mail. And yes, there are many frustrations around coordinating the work of five esteemed and overworked committee members who sometimes travel, go the hospital, or otherwise disappear when deadlines loom. But each year, Cathy somehow guides me through the process. Take my word for it. She's right there with me.

#### Nord wins 2003 Covert Award

David Paul Nord, a professor at Indiana University School of Journalism, has won the 20<sup>th</sup> annual Covert Award in Mass Communication History for the best article or chapter in an edited book published in 2003.

Prof. Nord's winning chapter, "The Practice of Historical Research," was published in *Mass Communication Research and Theory*, edited by Guido H. Stempel III, David H. Weaver and G. Cleveland Wilhoit. Prof. Nord also won the first Covert Award, which was given in 1984.

The \$500 award, presented by the History Divison, was endowed by the late Catherine L. Covert, who was a professor of public communications at Syracuse University and head of the Division. Prof. Nord is one of several panelists who will speak on Prof. Covert's contributions to journalism history and her continuing legacy at a special session marking the award's 20th anniversary on Aug. 5 at the AEJMC convention in Toronto.

# **CALL FOR PAPERS**

Symposium on the 19th Century Press, the Civil War, and Free Expression November 11 – November 13, 2004 The University of Tennessee at Chattanooga

The steering committee of the twelfth annual Symposium on the 19th Century Press, the Civil War, and Free Expression solicits papers dealing with U.S. mass media of the 19th century and the Civil War in fiction and history.

Selected papers will be presented during the threeday conference in Chattanooga, Tennessee, Thursday, Friday, and Saturday, November 11-13, 2004.

Starting this year the top three papers and the top three student papers will be honored accordingly.

The purpose of the November conference is to share current research and to develop a series of monographs on the 19th century press, the Civil War and the press, the Civil War in fiction and history, and 19th century concepts of free expression. Papers from the first five conferences were published by Transaction Publishers in 2000 as a book of readings called *The Civil War and the Press*.

The steering committee is selecting from past conferences a number of papers to be published in two distinctly different books titled *The Civil War and American Journalism* and *The Civil War in Fiction and History: From Uncle Tom's Cabin to Scarlet O'Hara and Cold Mountain.* 

The committee hopes to select as many as eight more papers to complete these volumes, and is partic-

ularly eager to receive symposium papers on such topics as *The Birth of a Nation, Gone With the Wind,* and *Roots*.

The symposium is sponsored by the George R. West, Jr. Chair of Excellence in Communication and Public Affairs, the UT-Chattanooga Department of Communication, the UT-Chattanooga Department of History, the Chattanooga Times Free Press, and WRCB-TV Channel 3, and because of this sponsorship, no registration fee will be charged.

#### Deadline August 31, 2004

Papers should be able to be presented within 20 minutes, at least 10 to 15 pages long.

Send four copies of your paper and a 200-300 word abstract (sending the abstract and paper on computer disk will indicate willingness to be published in a future volume) to:

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see

http://www.utc.edu/commdept/conference/index.html

# AJHA Book Award entries due June 1

The Awards Committee of the American Journalism Historians Association seeks nominations for the AJHA book award to recognize the best volume in journalism history or mass media history published during calendar year 2003.

Qualifying books must have been granted a first-time copyright in 2003. Edited works are not eligible. Entrants should submit five copies of their books to the book award coordinator by June 1, 2004.

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Send materials to David R. Davies, AJHA Book Award Coordinator, University of Southern Mississippi, 118 College Drive #5121, Hattiesburg, MS 39406-0001.

E-mail: dave.davies@usm.edu Telephone: 601-266-4258.

The award will be given at AJHA's 2004 annual convention to be held in Oct. 20-23, 2004, in Cleveland, Ohio. The winner will be asked to make a presentation at the conference.

# When does mass communication social science become media history?

By Dane S. Claussen Point Park University

History as an intellectual pursuit and academic discipline is said to straddle the fence between the social sciences and humanities. Karl Marx thought he was developing a science of history, although he wasn't particularly successful except in understanding that economics is a motivating factor in human behavior — both in the past and in the future. History, which often is written about and studied as a series of case studies (on countries, cultures, corporations, other organizations, individuals, technologies, ideologies, and so on), is supposed to have predictive power, like sciences and social sciences, although, strangely, only to the extent that people do not understand it well enough to benefit from that understanding. (George Santayana said, "Those who fail to learn from history are condemned to repeat it," a sentiment that has been echoed by Winston Churchill and other notables.) After all, those who have tried to predict the future have a terrible track record, from books long before the late 19th century's Looking Backward, 2000-1887 by Edward Bellamy, to books published since Future Shock and Megatrends.

A less resolved and potentially more useful endeavor is to essentially reverse the original question (how is history like social science?) and ask: when does social science essentially become history?

I don't mean to suggest that social scientists are historians and just don't know it, or even that social science findings can easily be used by historians, who—after all—prize primary sources—which has rarely included scientific, let alone social scientific, data or conclusions unless one's goal is to write a history of science or social science and use research findings to illustrate a narrative. I also don't mean to suggest that history has never had any character-

istics of social science. One can easily argue that books such as *Time on the cross: The economics of American Negro slavery* (1974), by Robert W. Fogel and Stanley L. Engerman, are interdisciplinary, in this case part economics and part history. The highly controversial book, Arming America: The Origins of National Gun Culture (2000), by Michael Bellesiles, had to be part history, part economics, part cultural anthropology, and part sociology. We all can name numerous books that are historical, but not pure histories.

What I am more interested in here is when social science, through no intent nor fault of its own, becomes useful to historians writing social, cultural, political, technological, economic or other histories, but not histories of social science or science. (To be sure, I also like histories of science; for example, The Structure of Scientific Revolutions, by Thomas Kuhn [1962] is powerful, despite its flaws.) I also am interested in the issue of when the validity of social scientific research begins to fade, and when it is close to nonexistent, because of the passage of time. In other words, we must remember that the first word in the term "social science" is "social," not "science," and society changes, hence social scientific data and conclusions also sure change. The more they change, the less valuable scientific data and conclusions are to social scientists and the potentially more interesting they are to historians.

I was reminded of all of this again in the last few months, as I taught a research methods in mass communication course to graduate students and advised one of those students who also was pursuing Directed Readings credits. That student, who was reading *Milestones in Mass Communication Research*, by Shearon A. Lowery and Melvin L. DeFleur (a book that I have required in mass com-

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munication theory courses but not in research methods courses), sent me an e-mail one day advising me that if the various studies detailed in the Lowery and DeFleur book were replicated today, surely researchers would obtain substantially different results. I emailed him back to the effect that the Lowery and DeFleur book is about the history of mass communication research, rather than a book of current mass communication theory. (For that, my student is reading five different theory books by Denis McQuail and other authors.)

This spring semester, in teaching the research methods course, I recounted—as usual—an instance a few years ago when a conference paper I was refereeing cited Morris Janowitz's 1952 book, *The community press in an urban setting: The social elements of urbanism* (The University of Chicago Press), not as a foundation for much more recent studies on the relationship between the mass media and the idea and reality of "community," but as still valid social science theory if not also data/evi-

dence.

In my own writings about newspaper management and economics, I have been painfully aware of how social science ages, which is usually not gracefully. Several foundational important studies on the pricing of newspaper advertising pricing and/or newspaper circulation pricing were conducted by William B. Blankenburg between 1980 and 1987, most of them even before nearly all of Stephen Lacy's articles about newspaper competition, which started in 1984. If I write an article, paper, book chapter, or book now about newspapers' pricing strategies, do I ignore Blankenburg's work by simply assuming that so much has changed in the newspaper industry since 1987 that his articles are no longer relevant/valid? Or do I cite them all as if they still

have predictive and explanatory power today, as if the newspaper industry has changed little or none since 1987? (An amazing number, at least to me, of mass communication scholars casually cite social science articles that are anywhere from 15 to 40 years old as if those studies were conducted last week.) Or do I cite them all but hedge my bets, by including a parenthetical expression after each summary or paraphrasing, to the effect, "if replicated today, results of such a study might vary"? Or I do I pick and choose sources for my

The way I put this to my students, in terms that they can immediately understand, is framed by suggesting that one should know in advance that social science findings are not "good" indefinitely.

literature review, based on which ones would still seem to have explanatory and predictive power today, a judgment which is in turn based knowledge that I possess about today's newspaper industry that is largely not found in refereed scholarly journals and refereed papers? This last tactic strikes me, logically and intuitively, as the most intellectually honest, but also the riskiest in terms

of the goals of not skewing a literature review, hypotheses, or conclusions because of my perceptions and knowledge alone.

All I know for sure is that somewhere between what is often considered the first article on newspaper management in a mass communication journal, "Survey of Country Correspondence in Iowa Community Weeklies," by Frank Luther Mott (*Journalism Quarterly*, June 1928) and the articles in the latest issue of *Newspaper Research Journal*, are lines—which will vary from subject to subject and from theory to theory—between theory-driven research that has little to no applicability to today's hypotheses and conclusions, and theory-driven research that does.

The way I put this to my students, in terms that they can immediately understand, is framed

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by suggesting that one should know in advance that social science findings are not "good" indefinitely. While reminding them that one cannot predict the future, I still ask the rhetorical question, "should social science have an expiration date, like milk or meat, and if so, what should it be?"

And social science research that has "expired," and even some that hasn't, has been greatly overlooked as sources of data and contemporary analysis by historians. I look forward to the day when the author (in this case, William B. Friedricks) of a book such as, *Covering Iowa: The History of* 

the Des Moines Register and Tribune Company, 1849-1985 (Iowa State University Press, 2000) appropriately utilizes and cites, rather than ignores or doesn't even try to find, an article such as that one by Mott in a 1928 JQ.

Dane S. Claussen is associate professor and graduate program director in the Department of Journalism and Mass Communication, Point Park University, Pittsburgh, where he teaches mass communication history, and newspaper and magazine management, in addition to social science research methods.