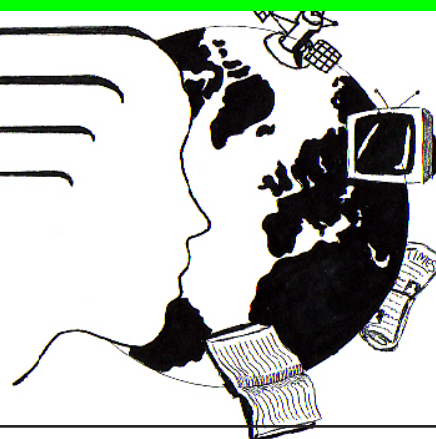
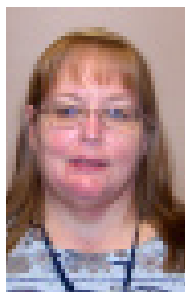


# Clio

among the media



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



## From the Chair *Book History* Meets *Journalism* History

By **Debbie van Tuyll**,  
*Head and Program Chair*

Just about 10 years ago, I walked into the first non-journalism-his-

tory history class I'd taken since 1976, when I finished the core requirements for my bachelor's degree. This was an 800-level class on "State and Local History." I was expecting a class about how to study state and local history by looking specifically at the antebellum period in South Carolina – that's what the catalog description led me to expect. Instead, I got a whole new world opened up for me.

Oh, we still read everything ever written about South Carolina in the antebellum period (I'm convinced of it! It seems like I never didn't have my nose in a history book in that semester. They were stacked, piles of them, five and six deep, all along my kitchen wall). But what I was expecting to be a course about sources and historical themes ended up being something very different. It was an introduction, for me, any-

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## Taking Notes: Teaching Journal- ism is More than Training Journalists

By **Traci Griffith**  
*St. Michael's College*

Teaching in a journalism and mass communication department requires an interdisciplinary approach. Luckily I'm an interdisciplinarian at heart. The intersection of media and law became clear to me while sitting in my Media Law and Ethics class in graduate school. Thanks to Professor Philip Keirstad, now retired from Florida A&M University, I realized that I could pursue both areas of interest.

After attending law school I found that I couldn't ignore the siren call of journalism and searched for a way to combine the interests. Memories of that graduate school media law class flooded back and I launched a new career as a journalism professor. I like to say "I'm a journalist

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# Write Well and Be Read

By Patrick S. Washburn  
*Ohio University*

I have frequently surprised colleagues, as well as graduate students, by saying: Isn't it interesting that we are in a communication field and about 80 percent of the faculty members can't communicate very well. Sure, they usually write in a grammatically correct fashion, but keeping readers interested in what they write is not something that they can do—or care about doing. Instead, they mainly pay attention to explaining their research method or the significance of what they have examined or talking about what they have found. While all of this is important, does communication really occur if readers are bored or lose interest? I don't think so, and I think that is a major mistake.

What I am suggesting is that it is important to spend just as much effort on the writing of history as the researching of history. Because most mass communication graduate programs ignore the value of good writing, this prompted me to put together a panel for AEJMC in Chicago in August on "The Art of Writing History." Joining me on it will be three widely published historians in our field: Maurine Beasley (University of Maryland), W. Joseph Campbell (American University), and Mike Sweeney (Utah State University). A similar panel will be held this spring at the AJHA-AEJMC Joint Journalism Historians conference at the

Roosevelt Hotel in New York or March 15, where I will be joined by Maurine Beasley and Jean Palmagiano (St. Peters College.) While the subject is broad, covering everything from how to get organized before you write to setting writing deadlines to how to make the best written arguments, one thing that will be touched upon (at least by me) will be the importance of writing in a way that furthers learning instead of merely adding to our knowledge.

I worked for more than 10 years as a reporter and columnist on daily newspapers, as well as another five years part time, and there was one maxim that I heard in every newsroom: Keep the reader turning the page. In other words, if people do not finish reading an article because you did not keep their interest, you have wasted your time writing it. Historians have been saying the same thing for a long time. Samuel Eliot Morison, who authored two books that won Pulitzer Prizes, said: "Journalists, novelists and free-lance writers are the ones that extract the gold, and they deserve every ounce they get because they are the ones who know how to write histories that people care to read. What I want to see is a few more Ph.D.'s in history writing book-of-the-month adoptions and reaping the harvest of dividends. They can do it, too, if they will only use the same industry at presenting history as they do in compiling it."

For those interested in writing history well, a good place to start

is the first 90 pages of *Practicing History* by two-time Pulitzer Prize winner Barbara Tuchman. She covers everything from the value of anecdotes to the importance of writing for a wide audience. Then, read her book, *The Guns of August*, which is about the start of World War I. Next, go to *Western Writing*, which was edited by Gerald W. Haslam, and read "On the Writing of History" by Wallace Stegner, which discusses the importance of playing up drama in historical writing. Follow that by reading his book, *Beyond the Hundredth Meridian*, which discusses John Wesley Powell's two explorations of the Grand Canyon. Finally, I would suggest reading Stephen Ambrose's *Undaunted Courage*, which is about the Lewis and Clark expedition.

In reading the three books that I have suggested, I am reminded of something that I tell our doctoral students: In every course you take, pay careful attention to not only what is being taught but how it is being taught. You can learn a lot about good and bad teaching by doing this, but you have to make an effort to watch someone teaching or you're likely to ignore it. The same applies to reading the three books above by master story tellers. Instead of reading them just for the knowledge they impart, pay careful attention to how each person mesmerizes the reader. Stegner's book may surprise you the most because it reads like a novel even though it is hard-core,

*continued on page 4*

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# Noteworthy BOOKS IN JOURNALISM HISTORY: BIOGRAPHIES

**Compiled by Donna Harrington-Lueker,**  
*Salve Regina University,*  
*Jhistory Book Review Editor*

A media maverick who spent four decades under FBI surveillance. A media mogul whose empire straddled two centuries. An on-air host from the days of early radio whose show took women beyond the domestic sphere. These personalities and others have been the subject of noteworthy biographies reviewed for Jhistory in 2007 and archived on HNET. Brief descriptions of five of these books follow; full reviews can be accessed at <http://www.h-net.msu.edu/~jhistory/>.

**Susan Ware. *It's One O'Clock and Here Is Mary Margaret McBride: A Radio Biography.* (New York University Press; reviewed by Maurine H. Beasley, University of Maryland)**

Little noted today, Mary Margaret McBride was a household word in the 1930s and 1940s, with her popular daytime radio show attracting millions of listeners and exerting enormous influence on her audience, most of whom were housewives. McBride was so popular that her fans filled Madison Square Garden for a broadcast that celebrated her tenth anniversary on air and one of the key note speakers for the event included Eleanor Roosevelt. Ware has based her biography on archival

materials at the Library of Congress, including 1,200 recordings of McBride's programs.

**Myra MacPherson. *All Governments Lie: The Life and Times of Rebel Journalist I.F. Stone* (Scribner; reviewed by Matthew Dallek, Alicia Patterson Foundation Fellow)**

A former reporter for the *Washington Post*, Myra MacPherson offers a detailed and deeply researched biography of media maverick I.F. Stone. The biography often reads like a paean to Stone, and at times lacks the nuance and balance found in other biographies of journalists of the period. But MacPherson successfully shows Stone as an influential media critic and strong progressive voice. The book covers Stone's work for such liberal publications as *The Nation* and New York's *PM* and for his own publication, *I.F. Stone's Weekly*.

**Samantha Barbas. *The First Lady of Hollywood: A Biography of Louella Parsons* (University of California Press; reviewed by Steven T. Sheehan, University of Wisconsin-Fox Valley)**

Samantha Barbas's book offers a comprehensive look of the infamous Hollywood gossip columnist who played a central role in the rise of America's contemporary celebrity coverage. Parsons' columns for William Randolph Hearst's

*Examiner* and his Hearst syndication service allowed her to reach more than six million readers a day, and for more than thirty years she ruled as "The First Lady of Hollywood." Barbas uses an impressive array of sources, including divorce records, oral histories, and archived private and professional correspondence.

**Ben Procter. *William Randolph Hearst: The Later Years, 1911-1951.* (Oxford University Press; reviewed by David R. Spencer, The University of Western Ontario)**

In beautifully written prose, author Ben Procter takes readers through one of the most productive and most turbulent periods in the life of media tycoon William Randolph Hearst—the years in which the media titan has to cope with the death of his mother and in which he meets and falls in love with actress Marion Davies. It is during these years as well that he becomes the subject of the drama-documentary *Citizen Kane*, which premiered in 1941. Procter's portrait of Hearst reveals the man's complexities.

**Ralph L. Crowder. *John Edward Bruce: Politician, Journalist, and Self-Trained Historian of the African Diaspora* (New York University Press; reviewed by Calvin L. Hall, Appalachian State University)**

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## Write Well and Be Read

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non-fiction history.

My final suggestion is to read Roger Kahn's *The Boys of Summer*. Half of the book discusses his years of covering the Brooklyn Dodgers in the 1950s, and the other half consists of individual, magazine-style articles of the famous players and what had happened to them after they left baseball. Again, pay careful attention to the writing. For example, at one point he discusses what it was like when Jackie Robinson became the first black in the modern major leagues in 1947. It is worth quoting the entire paragraph:

“Robinson was the cynosure of all eyes. For a long time he shocked people seeing him for the first time simply by the fact of his color: uncompromising ebony. All the baseball heroes had been white men. Ty Cobb and Christy Mathewson and John McGraw and Honus Wagner and Babe Ruth and Dizzy Dean were white. Kenesaw Mountain Landis and Bill Klem and Connie Mack were white. Every coach, every manager, every umpire, every batting practice pitcher, every human being one had ever seen in uniform on a major league field was white. Without realizing it, one had become conditioned. The grass was green, the dirt was brown and the

ball players were white. Suddenly in Ebbets Field, under a white home uniform, two muscled arms extended like black hawsers. Black. Like the arms of a janitor. The new color jolted the consciousness, in a profound and not quite definable way. Amid twenty snowy mountains, the only moving thing was the eye of a blackbird.”

That's great historical writing. That's something to aim for, and the way to start to get there is to read those who write well. The bottom line is that scholarly writing does not have to be dull—and if you write well, you will get a lot more of your writing published as well as read.

## Notes on Teaching

### Journalism

*continued from page 1*

with a law degree and I teach media law and ethics.”

In reality I teach much more than that. Teaching journalism is more than just training future journalists. In journalism schools and mass comm departments all over the country we are creating savvy media consumers, critics and creators. This isn't just journalism. It's history and science and math and economics and business and languages. This is the complexity of life with intersecting and competing themes and understandings. More than any other major, we are the ultimate in interdisciplinary study.

A good journalist is a generalist. She knows a little bit about everything and conducts research and interviews to gather additional information. She is able to think on

multiple platforms, textually, visually and with multimedia. She does the math, develops statistics and is able to interpret them for her audience. She appreciates the role advertising has on our business and on our economy. She understands the business of media, the role of the FCC, and the impact convergence and consolidation have on the industry. She knows her history and acknowledges the influence of the past on the future. She recognizes the enormous responsibility journalists have to the public (Katrina coverage, documentary films, presidential debates) and to maintaining a well functioning democracy. So our students study journalism, history, economics, science, business, education, law and many other disciplines in pursuit of their degrees..

Whether you teach journalism history or media law or advertising or documentary film or radio news production, you actually teach so

much more. Interdisciplinary pedagogy is aimed at developing multiple skills and providing our students with many different ways to think through and reason out problems. It gives them a sense of ownership.

Interdisciplinary teaching allows students to study and understand the interconnection between various disciplines. They use what they've learned from their studies to solve life's problems using the resources of all the disciplines. Who knew the study of journalism would give them tools for life?

*Traci Griffith is an assistant professor at St. Michael's College. She has worked as a national editor for The Associated Press broadcast division and is a 1999 graduate of Notre Dame Law School. She earned a master's degree in journalism from Florida A&M University in Tallahassee in 1995. Traci currently serves as a board member for Vermont Public Radio.*

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## **Book History Meets Journalism History**

*continued from page 1*

way, to a new way of thinking about history and historical research.

We had two research and writing assignments in the class. The first was to study what a particular diarist wrote about what she read during the Civil War in order to analyze the effect of the war on women. Lo! And Behold! She read newspapers! The second project asked students to look at evidence of how South Carolinians became secessionists. We were to do that, the professor told us, by reading newspapers from the period.

Essentially, what he was teaching us through these assignments was to borrow techniques from an interdisciplinary field known as “book history.” Book history is a relatively new field that emerged in France in the late 1950s as a study of how books have affected the progress of civilization up through the 18th century. Since then, the field has spread to Great Britain and North America, broadening as it moved to focus today on the social influence of the printed word in all its forms and through all times.

Most book historians are in English and history departments, which is unfortunate. The themes and research methods that characterize that field offer so many opportunities for richer, deeper analysis of the impact of printed texts – including journalism – that I have been astounded to find so few journalism historians represented in that literature. John Nerone, a name well known to scholars of 19th century

journalism history, and David Nord, well known not only for his scholarship but also as a former History Division chair, lead the pack of journalism historians who also work in book history.

Both Nerone and Nord have produced histories that deal with the cultural influence of news media, studies of newspaper readers, how media has been used to disseminate particular ideas, and business values of newspapers. They have, in their work, examined the influence of the press on American society, and of American society on the press. It is impressive work that really gets to the heart of why the press is an integral component of American society. That, I think, is why journalism historians need to be familiar with book history. So much of our work as journalism historians starts and stops with questions of “how the press covered this really important event.” Those are useful studies that can provide the historical basis for evaluating press performance in a particular time or place, but press performance is only a small part of the history of American journalism. Book historians go far beyond coverage and content questions in their efforts to understand how the printed work has changed and influenced society. In addition to issues of text, they examine questions of authorship, censorship, copyright, publishing, production, economics, design, typography, printing, criticism, reading, and literacy – virtually any of which offers fertile ground for journalism historians. Book history focuses on pathways that can lead to strong, vibrant explanations of why the history of

American media matters in the history of America.

As I thought about programming for the 2008 convention, it occurred to me that all members of the History Division might benefit from knowing a little more about book history, so I invited David Nord to do an introductory session. Nord is the ideal choice. He is a respected scholar in both journalism history and book history, so respected, in fact, that he (along with John Nerone) has been asked to lead a summer history-of-the-book seminar at the American Antiquarian Society on newspapers in the Early Republic. He is also editing the latest volume in an impressive series on book history from the University of North Carolina Press, *The History of the Book in America*, Volume 5. Each edition covers a particular time period and includes several chapters that deal with topics related to journalism history. Volume 5 includes several journalism-related chapters written by authors like David Abrahamson, another former History Division head, Jim Baughman of the University of Wisconsin-Madison, and Carol Polsgrove of Indiana University. So far, only volumes 1 and 4 are in print, but a read-through of those two volumes would provide a great foundation for Nord’s convention session.

If you’re intrigued, you might also check out the Web site for the Society for the History of Authorship, Reading and Publishing (SHARP), the scholarly organization for book historians: [www.sharpweb.org](http://www.sharpweb.org). Not only does the site tell about the organization, it has links to other sources of information.

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# Fresh Methodologies Could Invigorate Journalism History

*(This article is based on remarks made by W. Joseph Campbell of American University at the dinner session of the 2007 Symposium on the 19th Century Press, the Civil War, and Free Expression held in Chattanooga last fall. It was excerpted by Elliot King.)*

I was here once before—many years ago, in my undergraduate days at Ohio Wesleyan. A couple of buddies and I were passing through Chattanooga en route from Delaware, Ohio, to Ft. Lauderdale, and we had a flat tire. I remember picking up a copy of the local newspaper, the *Chattanooga Times* and thinking, “Gees, what a cheap ripoff.” This looks just like *The New York Times*. “That’s pretty cheap,” I thought. “A local paper trying to look like *The New York Times*.” Little did I know as a snotty, know-it-all undergraduate that t

*The New York Times* took its inspiration from the *Chattanooga Times*—that there was this short guy from Chattanooga who gambled big, who went from the *Chattanooga Times* to New York and ultimately turned *The New York Times* into the standard-bearer of American journalism.

Adolph Ochs, that short guy who gambled big, and succeeded, 110 years ago, will figure in my talk this evening which, more broadly, will poke at an issue that has been lurking in journalism history for years—namely, the imperative of bringing methodological freshness

to the field of journalism history. My talk will draw on my most recent book, a single-year study called *The Year That Defined American Journalism: 1897 and the Clash of Paradigms*. 1897 was the first full year in which Ochs was at the helm of the *New York Times*. And 1897 was the year in which he introduced the newspaper’s famous slogan, “ALL THE NEWS THAT’S FIT TO PRINT.”

In the spring of 1974, James Carey addressed what he called “The Problem of Journalism History.” Writing in the first issue of *Journalism History*, Carey wrote that the “study of journalism history remains something of an embarrassment” and he argued that scholars in the field “have defined our craft both too narrowly and too modestly and, therefore, constricted the range of problems we study and the claims we make for our knowledge.”

More recently, Peggy Blanchard of UNC-Chapel Hill addressed what she called “The Ossification of Journalism History.” Peggy criticized the field for its “restrictions on methodological approaches,” for being resistant to “new and better ways to study the past” in journalism history. Too often, research in journalism history strikes me as too predictable, too risk-adverse. Unimaginative, even. I submit that the field needs a tonic—for lots of reasons, for reasons that go beyond the critiques of Carey and Blanchard

and others.

It needs a tonic because journalism history too often is not seen as relevant or useful or pertinent in the curricula of the digital century. I find such claims misguided and short-sighted. But there are some troubling numbers that force one to wonder about relevance and pertinence of the field. The number of papers submitted to AJHA has fallen from a record of 79 papers in 2005 to 58 this year—a dropoff of more than 25 percent. Even more revealing and troubling, perhaps, is that membership in AEJMC’s History Division is down more than 20 percent over the past 10 years—despite periodic attempts to reverse the trend, and despite some of the lowest membership dues in all of AEJMC. In a much-remarked column published early this year in the newsletter of the Association of Schools of Journalism and Mass Communication, Loren Ghiglione addressed the “pressure” that many schools and departments face “to add courses on digital multimedia skills,” which sometimes are added at the expense of courses in journalism history. Fred Blevens, the immediate past president of AJHA, probably put it best in saying that journalism history courses are a risk of being eliminated “to make room for yet another tools and toys course”—a digital-based “tools and toys” course. And in her first column as chair of the AEJMC

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History Division, Debbie Van Tuyll referred to Ghiglione's essay and declared: "Journalism history has reached a tipping point."

So the need for a tonic—a bracing tonic—is there, and increasingly recognized. There is, of course, no single cure-all. But as Carey and Blanchard suggested years ago, there is considerable room for more imaginative ways to approach journalism history. I think the field must break out of what sometimes appears to be a methodological straitjacket. I mean not to be snide about this, but if you examine research papers presented at AEJMC and AJHA over the years, a good many of them are about bringing to light biographies of previously obscure local or regional journalists, or biographies of local and regional newspapers. Some of these journalists are truly fascinating characters. But I have to say that most of the long-ago journalists rediscovered by recent research are not all that fascinating, or intriguing, or pivotal. Their contributions to the field were modest at best. Their relevance to journalism historiography is likewise modest. And they aren't widely remembered.

I think we, as journalism historians, can be more ambitious, more intellectually creative, and more relevant in a digital century. We owe it to ourselves to seek freshness—methodological freshness—in the field. And we can borrow one approach that has proven quite popular, and effective, in popular history. And that approach is the single-year study—the in-depth study of a particularly

important or decisive moment in the field.

Year studies have been popular enough in other subfields of history. Recent year studies have focused the years 1000, 1215, 1759, 1776, 1777, 1912, 1919, and 1968. An important reason for their popularity is that year studies are very flexible and inclusive—"durational and punctual at the same time." They are narrow—yet inclusive. Yet to succeed, a year study must recognize and embrace multiple trends, and multiple issues.

The single-year study is additionally attractive in that it offers "a manageable way to narrow the scope, deal in specifics, yet still work with a beginning, middle, and end." Year studies, moreover, can clarify trends, issues, and developments that otherwise might be obscured in the sweep of historiography. Year studies can bring insight into what are regarded as familiar and mundane topics. Take that famous motto Ochs developed for *The New York Times*—"All the News That's Fit to Print." Most historical treatments of the *Times* and of Ochs ignore or overlook the fact that the slogan was, first, an advertising and marketing tool for the *Times*—an advertising and marketing tool before Ochs turned it into the most famous motto in American journalism. In February 1897, he assigned it to a prominent and permanent place on the front page. The in-depth quality of a year study can identify and bring depth and fresh understanding to what is often regarded as familiar and commonplace—such as the very familiar *New York Times* slogan.

Year studies are not without risks, of course—and the most acute of which is the reductive fallacy—that of claiming too much significance for a single year, while ignoring broader, evolutionary contexts. But the reductive fallacy need not impair year studies. It can be managed by recognizing, as good historians will, the broader evolutionary patterns that converged and combined to make a year, like 1897, so important and so memorable. 1897 was the year when American journalism came face-to-face with a choice among three rival and incompatible visions, or paradigms, for the profession's future. The emergence of these rival visions is central to understanding the exceptionality of 1897. The choices that materialized then were to set a course for American journalism in the twentieth century and beyond.

The most dramatic of the three paradigms was the self-activated, participatory model of Hearst's yellow journalism. Hearst called it the "journalism of action" or the "journalism that acts." It was a paradigm of agency and engagement that went beyond gathering and publishing the news. Hearst's *New York Journal*, the leading exemplar of the activist paradigm, argued that newspapers were obliged to inject themselves, conspicuously and vigorously, in righting the wrongs of public life, and in filling the void of government inaction and incompetence.

The antithesis of Hearst's "journalism of action" was the conservative, counter-activist paradigm represented by the *New York Times* and its commitment to

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## **Fresh Methodologies Could Invigorate Journalism History**

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“All the News That’s Fit to Print.” The Times model emphasized the detached, impartial, yet authoritative treatment of news. The most eccentric of the three paradigms was non-journalistic, even anti-journalistic: It was a literary approach pursued by Lincoln Steffens upon his becoming city editor of the in late 1897. Deliberately, and even demonstratively, Steffens shunned veteran newspapermen and instead recruited college-educated writers who had little or no experience in journalism. He then sent them out to write—to hone their talent by telling stories about the joys, hardships, and serendipity of life in New York City.

Resolution of this three-sided clash of paradigms would take years and result ultimately in the ascendancy of the Times’ detached, counteractivist model—which still is the normative standard that defines mainstream American journalism. Journalists are not to participate in the events and topics they cover; they are to treat the news impartially, in an even-handed manner. Those values are fundamental to the orthodoxy of American journalism—and they can be traced to the late 19th century Ochsian vision for the New York Times.

A year study very effectively can capture or freeze-frame these kinds of key developments amid the trajectory of long-term change, and then consider those moments

in detail. It seems to me that the candidates for year studies abound. And they may well include 1802, the year James Callender printed his infamous accusations about Thomas Jefferson and Jefferson’s supposed sexual liaison with a slave, Sally Hemings. No single allegation in journalism history has resonated through the decades as Callender’s mischievous and, quite probably, fabricated allegation against Jefferson. 1802 also was the first year after the expiration of the Alien and Sedition Acts—a year, therefore, that arguably represented a fresh start for American journalism.

Another candidate is 1833, and the emergence of the techniques associated with the penny press. Now, some historians have challenged whether those techniques were really so innovative. Civil War history is not my forté, but 1864 seems a strong potential candidate for a year study. Another candidate could be 1896. Dane Claussen of Point Park University has suggested that year was especially decisive in American journalism. It was, after all, the year when Ochs took control of The New York Times. It was Hearst’s first full year in New York City. It was an election year—and the Democratic candidate, William Jennings Bryan, barnstormed the country, signaling in a way the modern presidential campaign. And Bryan’s campaign was covered by correspondents who accompanied him as he stumped cross-country. In my view, 1896 isn’t quite as good as 1897—but it seems to be a year worthy of in-depth treatment by scholars of journalism history.

These studies would not only give

me a little company. More important, they would likely stir fresh interest in journalism history. They would bring a keen dose of methodological freshness to the field. They would be expected to offer useful and relevant lessons to contemporary journalists, in that year studies would likely identify patterns and challenges and issues reminiscent to those of today. And, I think, they would be a bit edgy, a bit controversial. It takes more than a little chutzpah to stake out a year a decisive, as a turning point. But being edgy may be just what the field needs today.

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## **Noteworthy Books in Journalism History: Biographies**

*continued from page 3*

Crowder’s biography of John Edward Bruce is an informative, engaging text about a dynamic—and too-long-ignored—figure in African-American journalism history. Bruce’s life intersected with the lives of some of the major figures involved in the struggle for equal rights in the first fifty years after the Civil War. These figures included Henry Highland Garnet and Martin Robinson Delany, spokesmen for Pan-Africanism, and Edward Wilmot Blyden, vice-president of the American Colonization Society and a leading proponent of Black emigration to Africa.

*Jhistory welcomes new reviewers. If you are interested, contact Donna Harrington-Lueker at [dhueker@cox.net](mailto:dhueker@cox.net)*



# Book Blurb

## Jennie Carter: A Black Journalist of the Early West

In June 1867, the *Elevator*—a black weekly newspaper based in San Francisco—began publishing articles by a woman who signed her work “Ann J. Trask” and later “Semper Fidelis.” Her real name was Jennie Carter (1830–1881), and the *Elevator* would print her essays, columns, and poems for the next seven years.

*Jennie Carter: A Black Journalist of the Early West* collects her prose and verse for the first time. The rich body of her work considers California and national politics, race and racism, women’s rights and suffrage, temperance, morality, education, and a host of other issues—all from the point of view of an unabashedly strong African American woman.

Edited by Eric Gardner, professor and chair of the Department of English at Saginaw State University, this volume provides an introduction that documents Carter’s life and places her work in historical and literary context. From the work of Jennie Carter, readers are able to gain a perspective that is often overlooked in discussions of the Reconstruction as well as of black writing and the history of black journalism.

Gardner informs readers in the introduction that “Carter’s letters not only offer a viewpoint generally silent in scholars’ discussions, but also challenge readers to see California, the West, and, ultimately, America, as a space inhabited by blackness, blackness centered on self-definition.”

*Jennie Carter: A Black Journalist of the Early West* (University Press of Mississippi, 2007; ISBN 978-1-934110-10-2) establishes Carter’s voice as one of the most significant contributions to African American women’s writing during the Reconstruction and especially to black writing in the West. Read more about *Jennie Carter: A Black Journalist of the Early West* at <http://www.upress.state.ms.us/books/1079>.

*Clio is interested in publishing book blurbs and excerpts of books written by journalism historians and of interest to journalism historians. Please send a blurb of your book to Elliot King at [eking@loyola.edu](mailto:eking@loyola.edu). Do you have a favorite archive, either online or a physical location? Let us know by sending a description to [eking@loyola.edu](mailto:eking@loyola.edu)*

# Clio

## Among the Media

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

Submissions to Clio are welcome. Please send them to: Elliot King, Department of Communication, Loyola College in Maryland, 4501. N. Charles Street, Baltimore, MD 21210.. Electronic copy, either disk or e-mail, is preferred. For information, contact King at 410-617-2819, or e-mail him at: [eking@loyola.edu](mailto:eking@loyola.edu). Recent issues of Clio may be accessed at: [www.utc.edu/Outreach/AEJMC-HistoryDivision/histpub.html](http://www.utc.edu/Outreach/AEJMC-HistoryDivision/histpub.html)

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# The National Women and Media Collection

By Kimberly Wilmot Voss  
*Southern Illinois University  
Edwardsville*

In 1977, Marion Marzolf published *Up From the Footnote*, the title a reference to the few mentions of women in journalism history. In recent years, women in journalism have continued to be overlooked especially if they were not on the front pages or covering war. In fact, women's page journalists don't even exist in the footnotes of their own newspaper's histories. Take, for example, the story of crusading women's page journalist Maggie Savoy Bellows. Dickson Hartwell, the publisher of *The Arizonian*, a weekly newspaper in Scottsdale, wrote a 1963 column illustrating the impact of Savoy and conclude "among all women in the Valley she is not just a figure. She is the key figure."

There are numerous stories that echo Hartwell's tale. A colleague of Savoy's once wrote: "Like some savor fine wine or opera, she savored people, fighting, sweating, swinging, action people." She may have been a stepchild of the profession, but she wielded significant power within her community – raising awareness and fighting for people without a voice.

While Savoy was well known in Phoenix, she has been overlooked in much of newspaper history. For example, she is not mentioned in the 406-page book *All The Time A Newspaper: The First 100 Years of The Arizona Republic*. This appears to be typical for many significant

women's page editors who are absent from their own newspaper's histories. Yet, Savoy's stories are told in letters and speeches in the Penney-Missouri Award Papers in the National Women and Media Collection at the University of Missouri. Her photos are found there, too.

The archive includes the papers of numerous women journalists and journalism organizations, focusing on original source material. It is in the process of encouraging more women to donate their papers. Recent acquisitions include the papers of Maurine Beasley and Tad Bartimus. Other strong holdings include the papers of Donna Allen and Fran Harris. A listing of holdings is available online, as well as several finding aids. The staff is helpful and the copy costs are reasonable.

The NWMC, established twenty years ago by women's page editor and later Gannett publisher Marjorie Paxson, allows women to be part of journalism history. For decades, the main area for women journalists at metropolitan newspapers was the women's pages. In this role, they often fought for the marginalized and helped communities develop in stories found amid recipes and fashion copy. Stories of more than a dozen women's page editors in the post-World War II years through the early 1970s can be pieced together from the material found at the NWMC.

Roberta Applegate, a member of the lauded *Miami Herald's* women's page in the 1950s, was the

first woman to be press secretary to a governor in 1940s Michigan. The nearly weekly letters that she wrote to her parents, located in this archive, reveal career struggles, an interest in sports and a love of food. These personal letters give us a way of looking at their entire lives – the frustrations and the victories of their personal lives and their careers. In another example, the Penney-Missouri Awards, which recognized top women's pages, often were greeted with congratulations by managing editors. Yet, these awards also caused some women to lose their jobs as management thought some of the women's page editors were becoming too empowered by the awards. Those stories are revealed in letters from the *Florida Sun-Sentinel's* Beverley Morales located in this archive.

These papers also reveal the complex feelings about feminism. Gloria Biggs was a women's page editor at the *St. Petersburg Times* when she was tapped to oversee the women's section of the new Gannett newspaper in Cocoa, Florida: TODAY, in 1966. Two years later, she gave a speech to Gannett editors on how to attract female readers. It was rather stereotypical advice and she concluded with: "I'd like to emphasize that I'm not a feminist. ... I'm happy to have men run the show." Years later, she wrote a note on that speech to a friend: "I weep when I read the lines about not being a feminist but then realize that in 1968 that's the way it was and the

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# Call For Papers

## History Division AEJMC

The History Division invites submissions of original research papers on the history of journalism and mass communication for the AEJMC 2008 convention. All research methodologies are welcome, as are papers on all aspects of media history. The division is especially interested in papers related to the conference theme, "Transforming the Field."

Papers will be evaluated on originality of importance of topic; literature review; clarity of research purpose; focus; use of original and primary sources and how they support the paper's purpose and conclusions; and the degree to which the paper contributes to the field of journalism and mass communication history.

Papers should be no more than 7,500 words, or about 25 double-spaced pages, not including notes. Multiple submissions to the Division are not allowed and only one paper per author will be accepted for presentation in the History Division's research sessions. Authors should also submit a 75-word abstract.

Following the process used last year, papers must be electronically submitted using the services of All Academic, Inc., whose website is [www.allacademic.com](http://www.allacademic.com). The deadline is midnight, April 1, 2008. Authors are encouraged to read the Uniform Paper Call for detailed

submission information. The organization's website is [www.aejmc.org](http://www.aejmc.org).

**Student Papers:** Undergraduate and graduate students enrolled during the 2007-08 academic year may enter the Warren Price Student Paper Competition. The Price Award recognizes the History Division's best student paper and is named for Warren Price, who was the Division's first chair. Student papers should include a separate cover sheet that indicates their student status but omits the author's name or other identifying information. Students who submit top papers are eligible for small travel grants from the Edwin Emery Fund. Only full-time students not receiving departmental travel grants are eligible for these grants.

**Demographic information:** For the History Division's annual report, the Division is asking all submitters to report their gender and ethnicity. This information should be sent in a separate e-mail to John Coward, research chair, at [john-coward@utulsa.edu](mailto:john-coward@utulsa.edu). This information will not be used in the paper competition.

**Contact information:** For more information about the History Division research process, contact Research Chair John Coward at The University of Tulsa. His e-mail is [john-coward@utulsa.edu](mailto:john-coward@utulsa.edu) and his telephone is 918-631-2542.

## History Division Officers

2007-2008

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# Calls And Conferences

## *Journalism and Mass Communications*

*Quarterly* (JMCQ), the AEJMC's flagship academic journal, is seeking to expand its roster of book reviewers. The publication reviews about 25 new titles in each issue of JMCQ, on topics ranging from biographies and histories to research methods to a wide range of topic areas that fit your division/interest group's member interests. Reviews are typically about 800 words in length, and deadlines range from a month or several months ahead. The journal publishes approximately 25

reviews per issue and is looking for reviewers with expertise in all areas.

If you are interested please contact Edward C. Pease, Book Review Editor, Journalism & Mass Communication Quarterly Department of Journalism & Communication Utah State University Logan, Utah 84322-4605 ted.pease@usu.edu www.usu.edu/journalism/faculty/pease

## **AEJMC History Division-AJHA Joint Journalism Historians Conference**

The Joint Journalism Historians Conference—the American Journalism Historians Association and the AEJMC History Division joint spring meeting—will be held on Saturday March 15 at the Roosevelt Hotel in New York City. Walk-on registration is invited for this one-day conference. There will be more than 50 presentations on various topics of journalism history. The cost is \$45 and includes morning

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## **The National Women and Media Collection**

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way I thought I was supposed to say I was!" That note is in the NWMC.

Studying women's page journalists also allows for a better understanding of how women negotiated change. On the first day of work as a publisher at the *Muskogee Phoenix* in the early 1980s, Paxson learned about one of the former owner's policies – women could not wear pants to work. Although Paxson had purchased several skirts, she decided to wear her lone pantsuit to the office on day two and she made sure to walk through the pressroom, the composing room and the news room. By noon, the publisher's secretary came upstairs and she asked, 'Everybody is asking if there's been a change – if they can

wear pants?' Paxson then announced a change in the dress code.

Paxson later learned that many of the women went shopping that evening. The next day, of the 45 women working at the paper, 29 were in pant suits. She recalled, "That story got around town very quickly." In fact, Paxson remembered shopping at Sears when the clerk looked down at the name on her credit card. She said to Paxson: "I'm so glad you let them wear pants." Her next move was to reverse the newspaper's editorial stance against the Equal Rights Amendment.

The previous anecdote is found in Paxson's oral history—the transcripts are housed in this archive. The previously mentioned Maggie Savoy Bellows died in 1970. If not for the papers of the Penney-Missouri Awards in the NWMC, her amazing

story – told in personal letters and professional clips – would be largely untold. These stories are part of the history of journalism – but ones that are left out of the historical record without the National Women and Media Collection. These papers allow women to come up from the footnote and have a voice. They show that these women were not simply reinforcers of an oppressive message or victims of male management, as is often the role of women's page editors in journalism history. Instead, these women's page journalists could be smart, funny, stylish women with an appreciation for homemaking and a hope for a liberated future.

*(This article was taken from a speech given at the 20th Anniversary celebration of the National Women and Media Collection, September 11, 2007.)*

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# AEJMC Considers Eight Strategic Directions

by John Coward

*Tulsa University*

*Vice Chair, History Division*

The future of AEJMC—its reputation, its name, finances, structure, and membership—was the topic of a strategic planning process at the organization’s mid-winter meeting in St. Louis, this December. The planning sessions produced a host of new ideas, including ways to increase AEJMC’s “brand awareness,” enhance its professional status, develop its financial resources, and expand its membership and services. As the History Division’s Vice Chair, I was your representative at these sessions. I came away impressed with the organization’s opportunities for development and growth in a rapidly changing media environment.

The planners tackled a number of substantive questions about the direction of AEJMC in the next five years. Do we want the organization to be more visible role in policy debates involving the journalism and the mass media? Should AEJMC move its headquarters to New York City or Washington, D.C.? Should we award grants to promote innovative scholarship and teaching? Can we promote our research expertise through a public database? Should we begin a full-scale publishing operation or move our journals entirely on-line? Should we restructure the organization to create more unity?

These and other questions formed the basis for eight “strategic

directions,” which are now being assembled into a five-year strategic plan. The plan will be completed this spring, distributed to the membership, and discussed at the Chicago convention, where members will be asked to ratify the document.

The eight “strategic directions” that came out of the St. Louis meeting are listed below in order of significance. In abbreviated form, the eight directions are to:

- 1 Create a brand awareness, including a revised mission for the organization, operationalized core values, a revised mission and a possible name change.
- 2 Build academy and industry prestige and influence, such as more outreach to professionals, a relocated national headquarters, and more effective external relations.
- 3 Develop financial strategies, including additional fund-raising staff, new revenue sources, for-profit publication opportunities, and cost savings through on-line journals.
- 4 Redefine AEJMC’s internal structure, including reconfigured division structure, new regional meetings, more affiliate involvement, and revised management structure.

- 5 Develop membership program, which involves ideas about the recruitment, retention and engagement of members, additional services and benefits, restructured membership levels and ways to attract new members to the organization.

- 6 Expand expertise, including a database and a hotline to highlight AEJMC’s research expertise.

- 7 Create an innovative scholarship center, a think tank or incubator to expand research and research training.

- 8 Engage globally and multi-culturally, seeking new funding for international exchanges and intensifying a global agenda.

Yes, some of these ideas may be unrealistic. Some of them may be wrong for the membership. But the planning process is continuing and History Division members are encouraged to participate in the planning process and make their own suggestions this spring.

After all, AEJMC is our organization and it should serve us and our interests. If you have ideas and suggestions about the future of AEJMC or planning process, contact me at [john-coward@tulsa.edu](mailto:john-coward@tulsa.edu). I will forward your responses to the planning team.

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# Call for Nominations—AJHA Awards

The Awards Committee of the American Journalism Historians Association (AJHA) seeks nominations for its three major awards--the Kobre Award, the Book of the Year Award for 2007, and the History Award to recognize a practicing journalist's contributions to the field.

- The Kobre Award, the organization's highest honor, recognizes individuals with an exemplary record of sustained achievement in journalism history through teaching, research, professional activities, or other contributions to the field of journalism history. Award winners need not be members of the AJHA. Nominations for the award are solicited annually, but the award need not be given every year. Those making nominations

for the award should present, at the minimum, a cover letter that explains the nominee's contributions to the field as well as a vita or brief biography of the nominee. Nominations are due by May 1, 2008, and should be submitted to David R. Davies, Honors College, University of Southern Mississippi, 118 College Drive #5162, Hattiesburg MS 39406. Email address: dave.davies@usm.edu

- The AJHA book award recognizes the best in journalism history or mass media history published during calendar year 2007. The book must have been granted a first-time copyright in 2007. Entrants should submit five copies of their books to the book award coordinator by March 31, 2008. Send materials to Prof.

Rich Kaplan, 1648 Loma St., Santa Barbara, CA 93103. Email address: kaplanr@soc.ucsb.edu .

- AJHA's History Award recognizes practical journalists who through their work have made a contribution in some way to journalism history. Nominations for the award are solicited annually, but the award need not be given every year. Nominating letters and supporting materials should be submitted by May 1, 2008, to Honors College, University of Southern Mississippi, 118 College Drive #5162, Hattiesburg MS 39406. Email address: dave.davies@usm.edu.

All three awards will be given at AJHA's 2008 annual convention to be held Oct. 1-4, 2008, in Seattle, Wash.

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## Calls and Conferences

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coffee and a light lunch. For more information, contact to Elliot King, Conference Organizer, at [eking@loyola.edu](mailto:eking@loyola.edu) or call 410-617-2819.

### Best Journalism And Mass Communication History Book Nominations

The History Division of the AEJMC is soliciting entries for its award for the best journalism and mass communication history book of 2007. The the winning author will

receive a plaque and a cash prize at the 2008 AEJMC conference. The competition is open to any author of a relevant history book regardless of

whether he/she belongs to AEJMC or the History Division. Only those books with a 2007 publication (copyright) date will be accepted. Compilations, anthologies, articles, and monographs are excluded and should be submitted for the Covert Award. Three copies of each book must be submitted, along with the author's mailing address, telephone number, and email address, to:

Dr. Carolyn Kitch  
AEJMC History Book Award Chair  
Journalism Dept., Temple University  
2020 N. 13th Street  
Philadelphia, PA 19122

Carolyn Kitch can be contacted at 215-204-5077 or [ckitch@temple.edu](mailto:ckitch@temple.edu) with any questions.

*Send your calls for papers, submissions for awards and other announcements of interest to journalism historians to Elliot King at [eking@loyola.edu](mailto:eking@loyola.edu)*