

Clio

among the media



Newsletter of the History Division of the Association for Education in Journalism and Mass Communication - www.aejmchistory.org



Notes from the Chair

Ann Thorne
Chair
Missouri Western
State University

Several weeks ago I was reading through old copies of Clio and came across Wally Eberhard's 2005 article titled "Why We Do What We Do." It included a content analysis of the titles of papers presented at three national media history conferences. I thought it would

be interesting to do a content analysis of three national conferences in 2011 to see what differences I might find. The results, at the end of this article, show considerable differences from the 2005 survey.

I chose three national conferences to analyze: the AEJMC national convention, the AJHA/AEJMC New York convention, and Southeastern Colloquium. Of course, there are all sorts of weaknesses and limitations to my method, including comparing my results with Wally Eberhard's, since as different people we no doubt judged the content differently. But I thought this would serve as a quick survey of what it is that we do as media historians.

Overall, I analyzed 108 paper titles that were presented at the three conventions. The 2005 survey included 84 paper titles. I know the number of papers changes from year to year, so although this suggests that the number of papers presented has grown, it may be reflective only of these particular years.

More significant, though, is the change in the periods studied. In the 2005 survey, 60 papers, or more than 70%, of the papers were on 19th century subjects. In 2011, only 25 papers, or 23.1% were from that period. Instead,

the dominant area of research was on the 20th century, with slightly over 48% of the papers focused on that period.

Newspapers were the favorite medium in the 2005 survey, as they were in 2011. In 2005, 25.7% of the articles used newspapers as the medium examined, whereas in 2011, a full 50% used newspapers. In the 2011 survey three papers focused on wire services, while none of the 2005 papers did. Both surveys showed a high number of papers that examined multimedia or multiple media.

In 2005, only one paper was
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History Division Research Sessions

Tim P. Vos
Vice Head and Research Chair
University of Missouri

The History Division saw a drop in submissions for the St. Louis conference compared to previous years. Scholars submitted 64 papers, down from 80 last year. The division accepted 38 papers, for an acceptance rate of 59 percent.

That rate is higher than most recent years, but also within the range of some other AEJMC divisions. The relatively high acceptance rate reflected the low number of submissions, the high number of slots the division secured at the December Council of Divisions meeting in Albuquerque, and the high quality of submissions. The division did not fill all the slots that had been secured for 2011 (those slots were redistributed to

other divisions).

Each paper was reviewed by three reviewers, and the papers were selected based on the reviewers' evaluations. Seventy-two reviewers completed reviews for the division this year. The paper research competition owes much to the academic rigor and thoughtful evaluation of its reviewers.

The papers represent a broad range of historical periods, media, theoretical perspectives, and methodologies. Division officers have promoted a broad definition of history in recent years and that appears to be reflected in the diversity of topics and approaches in 2011.

Sessions are scheduled for Wednesday, Thursday, and Friday of the conference week. The division's poster session is scheduled for 3:15 p.m. to 4:45 p.m. on Wednesday, August 10. A research session on the media and civil rights is also set for Wednesday, from 5:00 p.m. to 6:30 p.m. The

division's high density session will include fewer papers than in recent years. Eight papers will be presented in the session from 11:45 a.m. to 1:15 p.m. on Thursday, August 11.

A research session on strategic communication history is scheduled for 12:15 p.m. to 1:30 p.m. on Friday, August 12. A session with the top faculty paper and the top three student papers is set for 5:15 p.m. to 6:45 p.m. on Friday, immediately before the division's business meeting on Friday evening.

Aside from the session for the division's top papers, papers are assigned to panel sessions based on thematic unity, not by quality or other criteria. In fact, two award winning papers will be presented in the High Density session, rather than at panel sessions this year.

2011 History Division Book Award Winner Announced

The 2011 AEJMC History Division Book Award, honoring the best journalism and mass communication history book published in 2010, has been won by Richard R. John, author of *Network Nation: Inventing American Telecommunications* (Harvard University Press). A Professor of Journalism in the Graduate School of Journalism at Columbia University, Dr. John is also author of *Spreading the News: The American Postal System from Franklin to Morse* (Harvard University Press, 1995) as well as two other edited volumes.

Network Nation was chosen from 22 entries this year by a panel of three distinguished media historians. The judges admired both the breadth and depth of this history of telecommunications: "Supported by meticulous archival research and exceptional writing, the author shows the power of discrete political economies to determine how telephone and telegraph networks would develop and who would have access to their services."

Dr. John, who will receive a plaque and a cash prize, has been invited to speak about his work during the History Division business meeting on Friday, August 12 (7:00 - 8:30 p.m.) at the Association for Education in Journalism and Mass Communication convention in St. Louis.

HISTORY DIVISION LINE-UP FOR ST. LOUIS



Wednesday, August 10 **1:30 p.m. – 3 p.m.**

Teaching Panel: We Blog About Journalism History – Why, and Why Bother?

Moderator: W. Joseph Campbell, American University

Panelists: Karen Russell, Georgia
 Chris Daly, Boston University
 James McPherson, Whitworth
 W. Joseph Campbell, American

Wednesday, August 10 **3:15 p.m. – 4:45 p.m.**

History Division Poster Session

Google Books Ngram Viewer and Text-Mining for Culture: Corpora and Digital Data-Mining's Place in Journalism History • Robert Krueger, George Mason University

Made by TV: The American Football League and Broadcast Networks • Thomas Corrigan, Penn State; Melanie Formentin, Penn State

Embed vs. Unilateral, 1904: Risks and Rewards in Coverage of the Russo-Japanese War • Michael Sweeney, Ohio University

Partisan Rhetoric and the Rise of the Nullification Party in 1831 South Carolina • Erika Pribanic-Smith, University of Texas at Arlington

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Clio

Among the Media

Editor:

Lisa M. Burns
Quinnipiac University

Design:

Dana Sinerate
Quinnipiac University

Webmaster:

Kittrell Rushing
University of Tennessee-
Chattanooga

Clio Logo:

Nat Newsome
Augusta State University

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Submissions to *Clio* are welcome. Please send them to: Lisa M. Burns, <lisa.burns@quinnipiac.edu>. Electronic copy by e-mail is preferred. Submissions may also be mailed to Lisa M. Burns, Quinnipiac University, 275 Mount Carmel Ave. SB-MCM Hamden, CT 06518.

For information, contact Burns at (203) 582. 8548., or the e-mail address above.

Recent issues of *Clio* may be accessed at:
www.utc.edu/Outreach/AEJMC-HistoryDivision/histpub.html

Line-up *Continued from page 3* Poster Sessions (Cont.)

"'Woman at the Wheel'" Column Challenges Detroit's Notion of the Female Car Buyer, 1965-1982 • Ellen Gerl, Ohio University; Craig Davis, Ohio University

Kicking Off the Hype: Newspaper Coverage of Super Bowl I • Brian Moritz, Syracuse University

They Came to Toil: U.S. News Coverage of Mexicans on the Eve of the Great Depression • Melita M. Garza, University of North Carolina at Chapel Hill

"If I've Lost Cronkite ...": Myth and Memory of Walter Cronkite, Lyndon Johnson, and the Vietnam War • Lisa Burns, Quinnipiac University

From Clanking Chains to Clashing Arms: A Black Newspaper and its Coverage of the Black Soldier in the Civil War • Thomas Terry, Idaho State University

Sic Juvat Transcendere Liberi: How Newspapers Built the Case for West Virginia Statehood • Matthew Haught, University of South Carolina

Intellectual Heft: A.J. Liebling as an Opponent of Anti-Intellectualism in American Journalism • Kevin Lerner, Rutgers University/Marist College

The Tale of Two Legends and Philanthropy in Rock and Roll • Ji Hoon Lee, University of Florida

"Mexicans, Indians and the Worst Kind of White Men": Bayard Taylor's Construction of Mexican Identity • Michael Fuhlhage, Auburn University

From Outsider to Martyr: The Advocate's Coverage of Harvey Milk from 1977 to 1979 • Robert Byrd, University of South Alabama

Assessing the Dream: The March on Washington and American Collective Memory • Meagan Manning, University of Minnesota-Twin Cities

Marshall "Major" Taylor and the Summer of 1910: Salt Lake City Newspapers Cover the Bicycle Racer's Final Season • Kim Mangun, The University of Utah

A 'Pestilent, Factional Quarrel': Letters Reveal Lincoln's Obsession with Censorship • Stephen Banning, Bradley University

What Journalism Textbooks Teach Us About Newsroom Ethos • Raymond McCaffrey, University of Maryland

Discussants: Jon Marshall, Northwestern University; Maurine Beasley, University of Maryland; Ronald Rodgers, University of Florida; Keith Greenwood, University of Missouri; Ross Collins, North Dakota State University; and Gwyn Mellinger, Baker University

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Line-up *Continued from page 4*

Wednesday, August 10 **5:00 p.m. – 6:30 p.m.**

Research Session: The Media and Civil Rights from the 1930s to the 1960s

Moderator: Joe Hayden, University of Memphis

The Conflict over Jim Crow Censorship of Movie Scenes in Greensboro, North Carolina, 1937-38 • Lorraine Ahearn, University of North Carolina at Chapel Hill

A Pulitzer up North, a Libel Suit down South: Southern Editors' Civil Rights Writings, 1954-1968 • Aimee Edmondson, Ohio University

Insults for Sale: The 1957 Memphis Newspaper Boycott • Thomas J. Hrach, University of Memphis

"The Problem Cuts a Dozen Different Ways": Marquis W. Childs and Civil Rights, 1950s-60s • Robert Rabe, Marshall University School of Journalism

Discussant: Caryl Cooper, University of Alabama

Thursday, August 11 **8:15 a.m. – 9:45 p.m.**

Teaching Panel: Handwritten Newspapers, Blogging, and Unusual Forms of Journalism

Moderator: Michael Ray Smith, Campbell University

Handwritten Newspapers of the West, Canada, Prisons and Onboard Ships • Roy Alden Atwood, New Saint Andrews College

A Free Press, Freehand, The Spirit of American Blogging in the Handwritten Newspapers of John McLean Harrington, 1856 – 1869 • Michael Ray Smith, Campbell University

Giving Voice to Ordinary People in Faith and Politics • Jeremy Littau and Jack Lule, Lehigh University

Thursday, August 11 **11:45 a.m. – 1:15 p.m.**

High Density Session

Moderator: Tim Vos, University of Missouri

New Views of Investigative Reporting in the Twentieth Century • Gerry Lanosga, Ball State University *

Writer by Trade: Journalistic Identity in the Early Eighteenth Century • William Mari, University of Washington

Gathering The "Inside Dope": The Practice of Sports Journalism, 1900-1930 • Amber Roessner, University of Tennessee

Trouble on the Right, Trouble on the Left: The Early History of the American Newspaper Guild • Philip Glende, North Central College

Framing White Hopes: The Press, Social Drama, and the Era of Jack Johnson, 1908-1915 • Phillip Hutchison, University of Kentucky

The Conflict and Balance of History and Drama in 20th Century-Fox's The Longest Day • Peter Shooner, Ohio University

A Path Made of Words: The Journalistic Construction of the Appalachian Trail • James Kates, University of Wisconsin-Whitewater **

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Line-up *Continued from page 5*

High Density (Cont.)

Partisan Journalist: William D. Workman and the Rise of the Republican Party in South Carolina • Sid Bedingfield, University of South Carolina

Discussants: Fred Blevens, Florida International; Carolyn Kitch, Temple University

* Second Place Faculty Paper

** Third Place Faculty Paper

Friday, August 12 8:15 a.m. – 9:45 a.m.

PF&R Panel: The Journalism of Deception: The Dark Art of Undercover Reporting

Moderator: Brooke Kroeger, New York University

"A Brief History of Truth: Journalism's Beacon, The Digital Age's Ember"

David Abrahamson, Northwestern University

"The Brief Against: Why Deception in Reporting is Wrong"

Tom Goldstein, California at Berkeley

"The Brief For: The Most Purposeful and Valuable Journalism"

Neil Henry, California at Berkeley

"The Truth About Deception: Why Surreptitiousness Works"

Brooke Kroeger, New York University

"The Enduring Problem of Journalism: Telling the Truth"

Kathy Roberts Forde, University of South Carolina

Friday, August 12 12:15 p.m. – 1:30 p.m.

Research Session: Strategic Communication in the 20th Century

Moderator: Diana Martinelli, West Virginia University

"Our TV show": Legitimacy, Public Relations and J. Edgar Hoover's "The F.B.I." on ABC-TV • Matthew Cecil, South Dakota State University

"Race Conference Meets In Atlanta": Public Relations for the NAACP's First Conference in the South, 1920 • Denise Hill, UNC-Chapel Hill

"A Keg of Dynamite and You're Sitting On It": An Analysis of the Ad Council's Atomic Energy Campaign • Wendy Melillo, American University

The National Association of Manufacturers' Short Film "Your Town": Parable, Propaganda, and Big Individualism • Burton St. John, Old Dominion University; Robert Arnett, Old Dominion University

Discussant: Meg Lamme, University of Alabama

Friday, August 12 1:45 p.m. – 3:15 pm

PF&R Panel: New York Times vs. United States: Pentagon Papers Case 40 Years After

Moderator: Tim Gleason, University of Oregon

Panelists: Jeffrey Smith, University of Wisconsin-Milwaukee
Christina Wells, University of Missouri-Columbia
Arnie Robins, editor, St. Louis Post-Dispatch
Chuck Tobin, media law attorney, Holland & Knight

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Line-up *Continued from page 6*

Friday, August 12 3:30 p.m. – 5 pm

Teaching Panel: How to Teach Students to Mine Media History Archives

Moderator: Berkley Hudson, University of Missouri

Panelists: Barbara Friedman, University of North Carolina
Carolyn Kitch, Temple University
David E. Sumner, Ball State University
Kim Voss, University of Central Florida

Friday, August 12 5:15 p.m. – 6:45 p.m.

Research Panel: Award Winning Historical Research

Moderator: Ann Thorne, Missouri Western State University

"The gathering mists of time:" American magazines and revolutionary memory, 1787-1860 • Janice Hume, University of Georgia *

Press Coverage of Indira Gandhi • Adrienne Atterberry, Syracuse University **

The Precious Ingredient of War: The WPB Used Cooking Fat Advertising Campaign of 1943 • Geah Pressgrove, University of South Carolina ***

Community Journalism in a Secret City: The Oak Ridge Journal, 1943-1948 • Michael Clay Carey, Ohio University ****

Discussant: John Ferre, University of Louisville

* Top Faculty Paper

** Top Student Paper

*** Second Place Student Paper

**** Third Place Student Paper

Friday, August 12 7 p.m. – 8:30 pm

Business Session: Member's Meeting

Presiding: Ann Thorne, Missouri Western State University

Saturday, August 13 10 a.m. – 11:30 a.m.

Research Session: The Significance of Radical, Ethnic, Foreign-Language, and Labor Newspapers in the Media Ecology of their Times

Moderator: Clint Wilson III, Howard University

Panelists: Jon Bekken, Albright University
Andris Strausmanis, University of Wisconsin – River Falls
Felix Gutierrez, University of Southern California
Colette Gaiter, Columbia College
Ilia Rodriguez, University of New Mexico

Going Global



Berkley Hudson
Teaching Chair
University of Missouri

St. Louis, the site of this year's AEJMC convention, presents an opportunity to consider how we teach media history and how we might "go global." That is: How might we pay more attention to the history of media beyond the confines of the United States? Here I offer a brief brainstorm to stir your own brainstorms about how you do what you do in the classroom.

Billing itself as the Gateway to the West, St. Louis long has been a global crossroads, "waterwise" and otherwise, in music, literature, journalism, history and culture.

For example, a man born in Hungary, Joseph Pulitzer, made his way to the United States from Germany. He became a mercenary fighting for the Union troops. Later, when the Civil War battles had subsided, he wound up jobless in New York City. Then he traveled to St. Louis, with its burgeoning German-speaking population, because he believed jobs abounded there. In Pulitzer's case, after he worked with Carl Schurz on a German-

language newspaper, the rest is indeed journalism history.

To the west a bit more, a "printer's devil" in Boonville developed a bigger vision than what one might suspect would have happened in a tiny Missouri River town in the late nineteenth century. Eventually, Walter Williams went global, too. By 1904, as he envisioned the need for a university curriculum for "the profession of journalism," he invited 5,000 journalists from 37 countries to St. Louis for the World's Fair and Louisiana Purchase Exposition. Thus the World Press Parliament was created.

Then, years later, there was a man born in Finland, Eero Saarinen, who migrated with his parents to Michigan. By the late 1940s and into 1950s he would create the design for an exquisite silver arch above the Mississippi River. I wonder how the Finnish press covered Saarinen and his St. Louis arch?

Even if you take inspiration from William Faulkner's strategy of examining your own postage stamp of soil, that can propel you to wondrous international places and points of view in media history. What global media history personalities and patterns emanated from the geographic place where you and your students are today? From what countries did those people in the past emigrate? What were their journeys? How were those recorded in the media and how might we interpret that? Where are the homelands of your ancestors and those of your students? How do those ancestral stories connect with the media history of those places?

When I started researching and looking closely at a small-town, jack-of-all-trades photographer in the Mississippi where I was born, I followed what I thought would be a modest strand connected with photojournalism and Southern history and culture. It was modest, yet compelling in dramatic ways I had not imagined. Those visual,

cultural and historical strands led me to discover the Mississippi photographer's commonalities, among others, with photographers from Germany, Peru, South Africa, Mali, Arkansas, South Carolina, and Kentucky—and that was just the beginning. And I regularly share those connections, including visual ones, with my students.

What are new ways that you and your students can identify concepts and patterns of media history? How can you circle the globe to add context, meaning and understanding?

As Betty Winfield of Missouri pointed out to me recently in an email, she incorporated a global focus by considering "topics and themes for comparative discussions; revolutions, war, technological changes, freedom of expression." She used British journals to provide alternate viewpoints.

Nonetheless, she said: "However you approach teaching history internationally as either an upper division course or graduate seminar, the major problem would be finding primary sources for original research for end of the semester projects/papers."

Yet there are ways to circle the globe for those primary sources, regardless of where you teach. David Sloan, a Johnny Appleseed of media history based at the University of Alabama, offers a global gateway via an emailed "Internet site of the day." This represents an e-extension of his sites listed in *Historical Methods in Mass Communication*.

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Virtual archives of primary sources do abound. We along with our students can tap into the media history of essentially any country. Yet inside a bricks-and-mortar archive, the tactile experience of holding an archival object, a letter, a diary, a photograph—even the act of putting on the white cotton gloves provided by an archivist—can electrify.

I was electrified when Donald Shaw of the University of North Carolina took my media history seminar to the Southern Historical Collection, where we read the letters of newspaper publisher Josephus Daniels during his tenure as the Secretary of Navy in World War One and later as U.S. ambassador to Mexico under

President Franklin D. Roosevelt. I was electrified when I read other nineteenth century diaries and letters at UNC's library.

And I was electrified when I went to Germany to the newspaper archives of the Saatsbibliothek zu Berlin and read through 1930s German newspapers' accounts of racial violence and lynching in the American South. Even with my barely basic skill of reading in German, it was riveting. And today I share with my students that experience and share the physical hard copies I made of those newspaper stories. Talk about global perspectives.

This August at AEJMC, a Friday afternoon panel co-sponsored by the History and Magazine divisions will address how to use archives to teach students media history. As the program

says, "Panelists will address the question of how to get students who are attached to text messaging devices and laptops to see and experience the relevance of archival research with primary documents."

Invited panelists include Carolyn Kitch of Temple, Barbara Friedman of University of North Carolina, Kim Voss of University of Central Florida, and David Sumner of Ball State. I will serve as moderator.

Hope to see you there, from 3:30 p.m. to 5 p.m. In the process, maybe we can go global, too.

Professor Sheila Webb is the Annual Covert Award Recipient

The 27th annual Covert Award in Mass Communication History has been won by Sheila Webb, assistant professor in the Department of Journalism at Western Washington University. Professor Webb won the award for "Art Commentary for the Middlebrow: Promoting Modernism & Modern Art through Popular Culture—How Life Magazine Brought 'The New' into Middle-Class Homes," *American Journalism*, Vol. 27, No. 3 (Summer 2010), 115-150.. The piece was selected from 10 articles nominated.

The award, endowed by the late Catherine Covert, a professor of public communications at Syracuse University and former head of the AEJMC History Division, goes to the article or chapter in an edited collection that represents the year's best essay in mass communication history. The article by Prof. Webb was selected from 10 nominations.

The Covert Committee includes some long-time members, several of them Cathy's students and colleagues, as well as the current and immediate past heads of the History Division. Committee members this year were: Terry Hynes, Nebraska at Omaha; Susan Henry, Cal State-Northridge; Elliot King, Loyola; Ann Thorne, Missouri Western; and Nancy Roberts, Chair, State University of New York at Albany.

The History Division will present the award to Professor Webb at its business meeting at the annual convention in August.

PF&R Panel Sheds Light on the “Dark Art of Undercover Reporting”



Jane Marcellus
PF&R Chair
Middle Tennessee
State University

At the convention in St. Louis, the History Division will team up with the Magazine Division to present “The Journalism of Deception: The Dark Art of Undercover Reporting,” a Professional Freedom and Responsibility panel that explores the role that deception plays in the practice of journalism.

The panel is the brainchild of Brooke Kroeger, director of the Arthur L. Carter Journalism Institute at New York University, where she is also a professor. As Kroeger said in her original pitch for the panel, “As a journalistic practice, it is clear that undercover reporting has as active a life today as it did in the preceding two centuries, and still incites as much controversy. Moreover, as Janet Malcolm so famously observed, many interactions with sources, particularly in long-form journalism, involve an implied form of misrepresentation.” She added that she hopes the panel will encourage a conversation from a variety of perspectives, “historically, ethically, legally, and against its new digital age

backdrop - in the hope that we can illuminate its place in both journalism and journalism education.”

In a follow-up e-mail, Kroeger said the topic was on her mind because of a book she’s been writing, *Visions of Undercover Reporting: The Truth about Deception*, for the American Press series of Northwestern University Press. The book explores the undercover reporting from the perspective of 180 years of significant projects in all media. “I thought it would be interesting to organize a panel with others who’ve engaged with the subject of deception in journalism, either as researchers, critics or as reporters who have gone undercover,” she said.

The panel will take place on Friday, August 12, from 8:15 am to 9:45 am. Here is the list of panelists, with the title of their individual talks and contact information:

“A Brief History of Truth: Journalism’s Beacon, The Digital Age’s Ember”

David Abrahamson, Northwestern
(d-abrahamson@northwestern.edu)

“The Brief Against: Why Deception in Reporting is Wrong”

Tom Goldstein, California at Berkeley (Mass Comm; tomgoldstein@berkeley.edu)

“The Brief For: The Most Purposeful and Valuable Journalism”

Neil Henry, California at Berkeley (Journalism; nhenry@berkeley.edu)

“The Truth About Deception: Why Surreptitiousness Works”

Brooke Kroeger, New York University (brooke.kroeger@nyu.edu)

“The Enduring Problem of Journalism: Telling the Truth”

Kathy Roberts Forde, University of South Carolina (fordekr@sc.edu)

Division to Consider Supporting Media History Exchange

The Media History Exchange (MHX) is a social network and archive that provides an innovative new forum for scholarly communication and collaboration for media and journalism historians. In development for the past 18 months, over the past year the MHX has been used to manage the blind peer-review process and to archive abstracts and the conference program for the Joint Journalism Historians Conference and to varying degrees by the Research Society for Victorian Periodicals, the International Association for Literary Journalism Studies, the Symposium on the Civil War and 19th Century Press, and the AHRC Research Network exploring the long popularization of the press. Currently, 112 researchers are members of the MHX, which is closed to the public at large.

For the past several years, the History Division has considered launching a new research journal for journalism historians. At this year’s Business Meeting, Division members will be asked to consider supporting the MHX as its venture into scholarly communication. The MHX is still in alpha development but the beta should be ready to demonstrate at the AEJMC convention. In the meantime, feel free to join the MHX by going to www.mediahistoryexchange.org and requesting an invitation. Once you are approved, you can begin to explore its functionality and monitor its development between now and August.

Call for Papers

Symposium on the 19th Century Press, the Civil War, and Free Expression

November 10 - November 12, 2011

The University of Tennessee at Chattanooga

The steering committee of the nineteenth 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, the Civil War in fiction and history, freedom of expression in the 19th century, images of race and gender in the 19th century press, presidents and the 19th century press, and sensationalism and crime in 19th century newspapers. Selected papers will be presented during the three-day conference in Chattanooga, Tennessee, Thursday, Friday, and Saturday, November 10-12, 2011. The top three papers and the top three student papers will be honored accordingly. Due to the generosity of the Walter and Leona Schmitt Family Foundation Research Fund, the winners of the student awards will receive \$250 honoraria for delivering their papers at the conference.

The purpose of the November conference is to share current research and to develop a series of monographs. This year the steering committee will pay special attention to papers on 19th century concepts of free expression, presidents and the 19th century press, and sensationalism and crime in 19th century newspapers. 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*. More recently, Purdue University Press published papers from past conferences in three distinctly different books titled *Memory and Myth: The Civil War in Fiction and Film from Uncle Tom's Cabin to Cold Mountain* (2007), *Words at War: The Civil War and American Journalism* (2008), and *Seeking a Voice: Images of Race and Gender in the 19th Century Press* (2009).

The symposium is sponsored by the West Chair of Excellence in Communication and Public Affairs, the UT-Chattanooga Department of Communication, the UT-Chattanooga Department of History, the Hazel Dicken-Garcia Fund for the Symposium, the Walter and Leona Schmitt Family Foundation Research Fund, and Alexander Street Press and because of this sponsorship, no registration fee will be charged.

Papers should be able to be presented within 20 minutes, at least 10 to 15 pages long. Send your paper (including a 200-300 word abstract) as an MS Word e-mail attachment to West-Chair-Office@utc.edu or mail four copies of your paper and abstract to:

Dr. David Sachsman
West Chair of Excellence in Communication
and Public Affairs, Dept. 3003
The University of Tennessee at Chattanooga
615 McCallie Ave.
Chattanooga, Tennessee 37403-2598
(423) 425-4219, FAX (423) 425-2199
david-sachsman@utc.edu
www.utc.edu/Academic/SymposiumOnThe19thCenturyPress/

Deadline
August 31, 2011



Notes from the Chair

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presented using television as the medium, whereas in 2011, television was the topic for 10 papers.

In the area of topic or subject, the two years had nearly the same number of paper titles dealing with gender, race, politics, legal issues, war and editorials, although as percentage of the whole, the number was considerably smaller in 2011. However, in 2011 there was drop in the number of papers in biography, public relations and sports. Instead, in 2011 we

saw a greater diversity of topics. These included collective memory (7), religion (3), literary journalism (4), blogging (3), and 10 other diverse topics with only one entry, ranging from Herodotus to social networking. In 2005 single entries included historiography, press criticism, medical technology, as well as two papers each about religion, reporting, literary journalism, labor and photography.

In the 2011 survey of article titles, there was clearly greater focus on 20th century media than 19th century media that prevailed in 2005. Furthermore, while there was still a heavy reliance on newspapers as a research medium, there was nonetheless

an increase in research on non-print media and mixed media. As a result, there was greater diversity of both specific subjects and approaches in 2011 than in 2005. Thus, as media have changed, so have we as media historians. We are a diverse group of scholars who find meaning in analyzing historical media documents, whatever form they take. As we come into yet another year of conferences, it will be interesting to see the range of topics, time periods, and media, since as media change, so do we.

2005 Survey

By Period	N	By Medium	N	By Topic or subject	N
1700 - 1750	3	Newspaper	30	Gender	9
1751 - 1800	7	Magazines	13	Race	21
1801 - 1850	25	Television	1	Biography	15
1851 - 1900	35	Radio	2	Politics	21
1901 - 1950	2	Books	1	Legal	7
1951 - 2000	12	Multimedia	25	War	12
2001 - +		Other	0	Sports	4
Not Determined	12	Not Determined	6	Opinion/Editorial	9
Total	81			Public Relations	7

N= 1 for these topics: historiography, press criticism, medical technology, and undetermined

N= 2 for these topics: religion, reporting, literary journalism, labor, photography

Continued on page 13

2011 Survey

By Period	N	By Medium	N	By Topic or subject	N
1700 - 1750	1	Newspaper	54	Gender	7
1751 - 1800	3	Magazines	13	Race	17
1801 - 1850	7	Television	10	Biography	10
1851 - 1900	18	Radio	4	Politics	17
1901 - 1950	27	Books	0	Legal	10
1951 - 2000	25	Multimedia	15	War	12
2001 - +	17	Wire services	3	Sports	1
Not Determined	10	Not Determined	9	Opinion/Editorial	8
Total	108		108	Public Relations	3

Other topics included: Collective Memory (7), Religion (3), Blogging (2), and ten additional topics ranging from Herodotus to online journalism

Reviewers for the 2010 History Division Paper Competition

The History Division wishes to recognize the 72 colleagues listed below for reading and evaluating the research papers submitted for possible presentation at the 2011 AEJMC convention in St. Louis.

Many thanks to everyone for their support of research in the History Division.

Ed Alwood	Keith Greenwood	Katrina Quinn
James Aucoin	Donna Halper	Aleen Ratzlaff
Tamara Baldwin	Joseph Hayden	Nancy Roberts
Maurine Beasley	Carol Sue Humphrey	Ronald Rodgers
Jon Bekken	Bill Huntzicker	Ken Sexton
Fred Blevens	Cathy Jackson	Michael Ray Smith
Kathy Bradshaw	Elliot King	Jeff Smith
Jack Breslin	Carolyn Kitch	Andris Straumanis
Carl Burrowes	Meg Lamme	Randall Sumpter
Kenneth Campbell	Linda Lumsden	Wendy Swanberg
Catherine Cassara	Carmen Manning-Miller	Leonard Teel
Ross Collins	Jane Marcellus	Ann Thorne
Mike Conway	Jon Marshall	Brian Thornton
John Coward	Diana Martinelli	Bernell Tripp
Raluca Cozma	Melissa Meade	Debbie Van Tuyll
Douglas Cumming	Gwyneth Mellinger	Yong Volz
Chris Daly	Tim Meyer	Kim Voss
Dale Edwards	Joe Mirando	Doug Ward
Jim Eggenesperger	Lisa Parcell	Pat Washburn
Lillie Fears	Randy Patnode	Julie Williams
John Ferre	John Pauly	Dale Zacher
Jim Foustt	Steve Ponder	
Karla Gower	Ricck Popp	

AEJMC Southeast Colloquium, Media & Civil Rights History Symposium Draw International Crowd

Erika J. Pribanic-Smith
*University of Texas
at Arlington*

An international group of historians converged on Columbia, South Carolina, March 17-19 to participate in the 2011 AEJMC Southeast Colloquium and concurrent Media & Civil Rights History Symposium.

Hosted by the University of South Carolina's School of Journalism and Mass Communications, the Southeast Colloquium at the Hilton Columbia Center provided members of AEJMC's History Division with an opportunity to network and share their research as well as enjoy the setting of South Carolina's historic state capital.

The convention hotel was a few minutes' walk down streets lined with palm trees and historic site markers to the South Carolina State House, its statues and monuments. Just beyond the State House sits the 210-year-old campus of the Colloquium's host university. Some of AEJMC's historians took advantage of the location and conducted research for future projects at USC's archives.

Harlen Makemson, History Division research chair for the Colloquium, said he constantly is impressed by the caliber of historical research that AEJMC members conduct, and the work submitted to the Southeast Colloquium paper competition was no exception.

Makemson added that the Colloquium serves as an excellent venue for historians to share their ideas. Young scholars in particular benefit from the event's smaller size and scope. "It's a welcoming and supportive atmosphere for graduate students, where they can

University), second-place faculty paper for "New Views of Investigative Reporting in the Twentieth Century."

- Robert D. Byrd Jr. (University of South Alabama), top student paper award for "From Outsider to Martyr: The Advocate's Coverage of Harvey Milk from 1977 to 1979."

- Melita M. Garza (University of North Carolina), second-place student paper award for "They Came to Toil:

U.S. News Coverage of Mexicans on the Eve of the Great Depression."

The History Division also co-sponsored two panels on the Southeast Colloquium program with the International Association of Literary Journalism Studies, a group founded in 2006 to promote and improve scholarly

research and education in the field of literary reportage. AEJMC member David Abrahamson, who holds several positions within IALJS, said that in addition to the group's own annual convention, it is developing a tradition of having sessions at other conferences.

One of the History Division/IALJS panels in Columbia discussed Literary Journalism and the Politics of Reform;



Pulitzer Prize-winning author Isabel Wilkerson discusses her book *The Warmth of Other Suns: The Epic Story of America's Great Migration* at the joint keynote luncheon.

get valuable feedback on the work that they're doing from established scholars in the history field," Makemson said.

Nine historians presented original research papers in two sessions. Among the scholars who presented were the following four award-winners:

- Sid Bedingfield (University of South Carolina), top faculty paper award for "Partisan Journalism: William D. Workman and the Rise of the Republican Party in South Carolina."
- Gerry Lanosga (Ball State

the other explored Global Perspectives on Literary Journalism and Social Justice. Abrahamson noted that the eight presenters slated for the two panels hail from four countries. “The international aspect of our organization and the research we present offers a much richer understanding of the field of literary journalism,” Abrahamson said.

Participants in the AEJMC Southeast Colloquium had a unique opportunity to attend the USC School of Journalism and Mass Communications’ inaugural Media & Civil Rights History Symposium as well. The Symposium took place March 18-19 at the Columbia Convention Center, adjacent to the Hilton. The two events shared a keynote lunch featuring Pulitzer Prize-winning author Isabel Wilkerson.

Kathy Roberts Forde, coordinator of both events, said that faculty in USC’s School of Journalism and Mass Communication decided during the spring of 2010 to host a recurring symposium that highlights the school’s strengths in the areas of media history and civil rights and brings together an international group of scholars working in that area.

Carol Pardun, past AEJMC president and director of the USC School of Journalism and Mass Communications, suggested hosting the events together to capitalize on the Colloquium’s strong tradition in mass communication history when launching the Symposium.

AEJMC member Barbara



Josh Roland, Davis Abrahamson and Aryn Bartley field questions during the History Division/International Association of Literary Journalism Studies panel “Observe and Interpret: Literary Journalism and the Politics of Reform.”

Friedman attended both events and said they were so well-organized, it seemed like they’d always been paired. She noted that Wilkerson was the perfect keynote speaker for both audiences.

Forde said she was delighted with the quality and fit of the keynote address. “[Wilkerson] spoke not only to those interested in the history of civil rights and media but also to those interested in the role of long-form journalism in contemporary public discourse,” Forde said.

Wilkerson’s talk focused on the challenges she faced compiling oral histories for her book about millions of African Americans escaping the South’s Jim Crow laws—*The Warmth of Other Suns: The Epic Story of America’s Great Migration*. She noted that the interviews she conducted mimicked journalists’ daily reporting tactics. “We couldn’t do our jobs if we didn’t depend upon people’s memory,” Wilkerson said.

The keynote luncheon also included the presentation of USC’s Ronald T. and Gayla D. Farrar Media & Civil Rights History Award. Named for a retired USC professor and his wife, the award recognizes the best journal article or chapter in an edited collection about the historical relationship between the media and civil rights published in the previous two years.

Gordon Mantler received the

inaugural award for his article “‘The Press Did You In’: The Poor People’s Campaign and the Mass Media,” published in *The Sixties: A Journal of History, Politics and Culture* (Spring 2010). He presented a lecture on his work as part of the Symposium program on March 19. Jane Marcellus received second place in the Farrar Award contest, and David Greenberg won third place.

Marcellus, AEJMC History Division’s PF&R Committee Chair, said that she appreciated the broad perspective those organizing the Symposium had on the topic of civil rights in that they included women’s voting rights in the scope of research. “It’s so easy to think of civil rights as applying only to race,” she said.

Twenty-five scholars, some traveling from as far as South Africa and the U.K., presented research papers on media and civil rights topics at the Symposium. The program also included two discussion panels, one of which followed a preview screening of PBS’s documentary “Freedom Riders.”

Preface to *The Publisher: Henry Luce and His American Century* by Alan Brinkley.

(Knopf: New York, NY, 2010. 560 pgs.) Reprinted with permission.

In May of 1966, Henry R. Luce - co-founder of what became the largest and most influential magazine empire in America - agreed to participate in an exclusive television interview for the first time in his life. Luce was then 68 years old and had retired as editor-in-chief of Time Inc. two years earlier. But he remained a figure of fascination to many Americans- all the more so because he was so seldom seen by the many people who were influenced, fascinated, and sometimes outraged by the contents of his magazines.

His interviewer was Eric Goldman, a Princeton historian who had recently worked in the Johnson White House and who now hosted an austere NBC program called "Open Mind." Goldman was a courteous and respectful interviewer, but not a tame one; and he pressed Luce on a number of controversial issues that had swirled around him through much of his life. Were the magazines Luce had launched - *Time*, *Fortune*, *Life*, and *Sports Illustrated* - "Republican magazines?" Was there an inherent "conservative outlook" in them? Did his own attitudes and convictions shape the contents of his magazines? Had he "stepped over the line" in supporting Republican candidates he had particularly admired and had openly supported - Wendell Willkie, Dwight Eisenhower? And most of all, did Luce's many interventions in the debate over America's international policies represent a kind of modern-day American imperialism?

Luce sat slouched in his chair through most of the hour,

his clothes ruffled, his tie askew, his pants pulled up over his crossed legs. He looked gaunt, and he had an alert, slightly restless demeanor. He rambled in conversation, stopping often in mid-sentence and starting over again, circling around questions before actually answering them, sometimes speaking so fast that he seemed to be trying to outrace the stammer that had troubled him in childhood and that occasionally revived in moments of stress. But he responded to Goldman's prodding without rancor. "One gets the feeling," Goldman said, "that you have a view of a kind of American mission in the world... to go out and to bring these nations into a type of civilization much like our own." Luce - whose famous 1941 essay, "The American Century," had said exactly that - noted that his 1941 views had been shaped by the circumstances of World War II. But he did not refute Goldman's claim. Europe "would not be able to lead the world in the sense it had for a couple of centuries," he said. "The burden of leadership would fall more and more on the United States . . . and this burden of leadership necessarily would want to be in the direction of those ideal which we presume to acknowledge."

As the conversation moved to Asia, Luce's preoccupation through much of his life, his longstanding grievances became more visible. He refuted Goldman's suggestion that other nations should "pursue their own, different paths" and that America should not be troubled by a communist China. He admitted that there was little the United States could do in 1966 to topple the communist regime, but he continued to lament America's earlier failure to save China when, he insisted, it was still possible to do so. "I think we [had] an obligation to restore Chiang Kai-shek to the position he had before the war," he said of the 1940s. "It was by no means inevitable that China had to go communist." He still could not "excuse

the American government."

One could have imagined a very different interview with Henry Luce -one that would have focused on the extraordinary success of his magazines, the great power he had wielded as a result, the enormous wealth he had accumulated, the remarkable network of powerful people who became part of his world, even his marriage to one of the most famous women in America. For decades, he had been among the most influential men in America - courted by Presidents, feared by rivals, capable of raising some people to prominence and pulling others down. But Luce was not content with fame, material success, and power even - perhaps particularly - as he neared the end of his life. He sought, as always, to make a difference in history - to save China, to spread democracy, to embrace a mission that would somehow justify his life and his work. For Luce was the product of a very special world. He was the son of a Presbyterian missionary in China, where he absorbed a deep sense of mission himself. He never abandoned his childhood belief that any society could be transformed by Christianity and western ideas of progress.

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Like many Americans of my generation, I grew up with the Luce magazines without knowing very much about the man who had founded them. My parents read *Time* with consistent interest and frequent irritation. The first magazine to which I subscribed was *Life*.

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A bit later, like many boys of my time, I was infatuated for a while with *Sports Illustrated*. Early in my life as a historian, I encountered Luce's "The American Century." I did not agree with it, but I still consider it an important document of its era. It influenced how I thought about the contours of the postwar era, and it was also the origin of my interest in Luce himself - his power, his ideas, his biases, his intimidating idealism, and his role in the world of journalism that had been my own family's milieu during my youth.

Luce was an ambitious man a striver from his earliest years, always aware of his own formidable intelligence, never satisfied with his enormous achievements. He was a lonely man - constantly surrounded by colleagues and admirers and sycophants, but uneasy in his marriages, unskilled in developing real friendships, without sustained intimacy. And he was a restless man - rarely comfortable in his many, oft-changing homes, always searching vaguely for something beyond what he had, and never entirely certain of the source of his discontents.

One of the first major biographies of Luce, W. A. Swanberg's *Luce and His Empire* - published in 1972 five years after Luce's death - reflected the strong opinions many of Luce's contemporaries had developed about him. It portrayed Luce as a reckless polemicist, whose magazines were more vehicles of propaganda and opinion than of reporting and journalism. In my copy of Swanberg's book - a used one I picked up years ago at the Strand in New York - some earlier reader had written in pencil on the flyleaf: "A great hatchet job, and 99 percent true."

To Swanberg, to that

anonymous defacer, and to many others who came to distrust and even despise Luce over the years, what seemed important about his career was his arrogance, his dogmatism, and his reactionary, highly opinionated politics - all of which found reflection in the contents of his magazines. Henry Luce was indeed arrogant. He was often dogmatic, particularly on issues he cared deeply about and thought he understood. He was famously opinionated, and he showed no hesitation about insisting that his opinions be reflected in the editorial content of his magazines. And on some issues - China, the Cold War, communism, capitalism, the Republican party - he developed deep and largely unshakeable opinions that sometimes blinded him to the realities around him.

But Luce was other things as well. Those who worked for him often bridled at his interference and his orders; some left the company in frustration. But almost all of them considered him brilliant, creative. On many issues other than those that were his personal obsessions, he was tolerant and inquisitive, eager for new information and new ideas, even receptive to challenges and contradictions. Like Luce himself, his magazines had many dimensions. They were both polemical and fair-minded; both reactionary and progressive; both dogmatic and tolerant; both rigidly formulaic and highly creative. They were the great American magazines of the middle years of the twentieth century - great in their flaws, but also great in their breadth and originality and creativity.

The construction of Luce's publishing empire is part of a much larger phenomenon of the middle third of the twentieth century: the birth of a national mass culture designed primarily to serve a new

and rapidly expanding middle class. That new culture had many vehicles - newspaper chains, movies, radio, and eventually television. But those years were also the heyday of national magazines, and the Luce magazines were the most successful and influential of them all. More than most figures in American publishing, Luce gave his magazines a distinctive and reasonably consistent voice - to some degree, his own voice. They were in many ways very different from one another; but they all reflected a set of values and assumptions in which Luce believed and that he assumed were (or at least should be) universal. Part of his considerable, if sometimes dubious, achievements - through good times and bad - was his ability to provide an image of American life that helped readers believe in an alluring, consensual image of the nation's culture.

By the time of Luce's death, although he himself may not have realized it, his magazines were already on their way either to obsolescence or to a very different future. *Life* died in 1971. *Time*, *Fortune*, and even *Sports Illustrated* gradually ceased to be the assured voices of a common culture. They became, by necessity, the chroniclers of a much more fragmented and visibly conflicted world - a role that left them with much less influence and coherence (and with much less profitability) than they had once enjoyed. But in the four decades of Luce's dominance, he never stopped believing that he could understand the changing world in which he lived, and that he could use his magazines to shape a better future.

Joint Journalism Historians Conference Enjoys Record Attendance

Elliot King
Loyola University Maryland

The Joint Journalism Historians Conference (JJHC) held on March 12 at the Arthur L. Carter Journalism Institute at New York University had a record number of attendees this year. Under the leadership of Lisa Burns (Quinnipiac University and this year's editor of *Clio*) and Kevin Lerner (Marist College and Rutgers University), the conference attracted more than 90 media and journalism history scholars from across the United States and Europe, making it arguably the biggest interdisciplinary one-day gathering of journalism and media historians.

Conference participants could choose from 19 scholar-to-scholar panels and roundtables and listen to research that ranged from exploring colonial and frontier journalism to the Victorian press to the development collective memory of the Iraq war. Brooke Kroeger, the inaugural director of the Arthur L. Clark Institute who graciously hosted the event, presented a database about undercover reporting that she developed as part of her latest book project, *Undercover Reporting: The Truth About Deception*.

The keynote speech was delivered by Mitchell Stephens of New York University, who discussed his latest project in which he tries to disentangle the concept of news from the practice of journalism. While the current practice of journalism

faces serious challenges, he argued, the pursuit of news is a fixed feature of social life. The conference closed with what is now becoming an annual tradition—the Meet the Authors panel. Eleven authors spoke briefly about the books they had published in the past year. Demonstrating the vitality and range of the scholarship produced by this community, the subjects of the books ranged from an exploration of literature and journalism in the antebellum South to the legacy of Watergate on the press. The Meet the Authors panel, which is open to everybody who has published an appropriate book in the previous year, is particularly lively. After the authors conclude their remarks, the audience generally chimes in with other notable books and articles worthy of attention.

This year's conference had several other notable features as well. There were two invited panels showcasing the work of graduate students at Temple University and the University of Maryland. Other graduate programs are invited to organize panels for next year's conference.

Moreover, there was a panel presenting the research being produced through the auspices of an international collaboration and research network sponsored by the British Arts and Humanities Research Council (AHRC) and organized by Martin Conboy of the Sheffield University in England. Called "Exploring the Language of the Popular in Anglo-American Newspapers 1833-1988," the purpose of the network is to bring leading scholars in the field together to discuss how their research interrelates and how it can be enhanced by broader disciplinary dialogue drawing on the traditions and methodologies

of history, language studies, literary studies, and journalism studies, particularly in light by the growing number of digitally available archives of newspapers from the 19th and 20th centuries from the United States and the United Kingdom. The Joint Journalism Historians Conference serves as the U.S. venue for this collaboration.

The JJHC is also on the leading edge of using new communication technologies in conjunction with academic conferences. Like last year, students from St. John Fisher College, under the leadership of Todd Sodano, videotaped conference highlights including the keynote address and organized a live Twitter feed. The videos can be found at <http://journalismhistorians.org/> a blog for the conference established by Kevin Lerner.

Moreover, the conference was organized through the Media History Exchange, an archive and social network funded by the National Endowment of the Humanities and administered by Elliot King of Loyola University Maryland. The conference program, paper abstracts and selected papers, videos, and easy ways to contact presenters can be found on the Media History Exchange at www.mediahistoryexchange.org. The Media History Exchanges also contains conference programs, abstracts and contact information for participants in the conferences of the International Association for Literary

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Journalism Studies, the Research Society for Victorian Periodicals and the AHRC Research Network. The JJHC sponsors the Media History Exchange.

Given the scope of the conference and the diversity of research presented, the JJHC's currently organizing committee (Lisa Burns, Kevin Lerner and Elliot King) has decided to add the word "media" to the conference title, renaming the conference the Joint Journalism and Media History Conference (JJMHC).

Next year's conference is tentatively scheduled for March 10, 2011. We are still working on securing a site in New York City. If you can help us gain access to a campus in Manhattan to host the conference, please contact Kevin (kevinmlerner@gmail.com), Lisa (lisa.burns@quinnipiac.edu) or Elliot (eking212@gmail.com)

Key URLs:

Media History Exchange

www.mediahistoryexchange.org

JJMHC Web Site

www.journalismhistorians.org



Jane Chapman of University of Lincoln (UK) discusses her book *Journalism Today: A Themed History* as a part of the "Meet the Authors" panel.

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