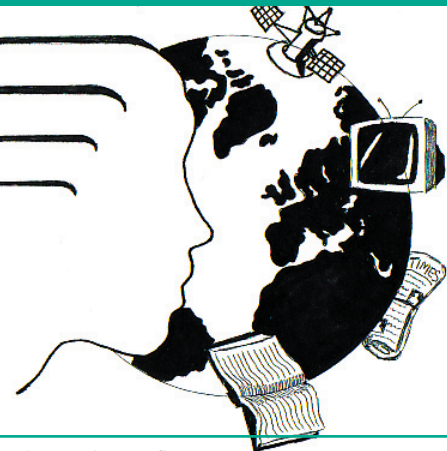


Clio

among the media



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



notes from the head



Otis did not found L.A. Times, and Taylor did not found Globe

BY DANE S. CLAUSSEN,
Head & Program Chair

When Otis Chandler, former publisher of the Los Angeles Times, died recently, the Associated Press reported that his ancestor, Harrison Gray Otis, had founded the Los Angeles Times while The New York Times reported that Otis had taken it over.

Which is it? Well, The Los Angeles Times was founded in 1881, and Otis

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On the inside

- Northwestern offers new journalism history monograph series
- Where eneology and history Flash! Medill did not found

History Division turns 40

BY RONALD T. FARRAR
History Division Chair 1971

Back in the 'Sixties, when the AEJ (as it was known then) decided to abandon its one-size-fits-all convention program in favor of special-interest divisions, journalism historians scurried to band together, mostly in the interest of self-preservation. There was plenty of excitement in teaching and research emerging at that time—but most of it was coming from scholars in Theory and Methodology, not history.

Journalism schools were morphing into Schools of Mass Communications, hiring bright young scholars energetically bent on quantifying everything in sight.

Around the country, the old curriculum, which was created around newspapers and hadn't changed much since, suddenly gave way to new courses dealing with broader concerns, with the processes and effects of mass communications. Something had to give—and a yellowing, tired, newspaper-focused course in the history of journalism appeared especially vulnerable.

The academic train, some of us feared, would soon be leaving the

station and the subject matter we loved, journalism history, might well not be on board. There had been some giants in our field—Frank Luther Mott and a few others—but not many, only a handful still writing and teaching journalism history.

Thus was the History Division created, with the underlying agenda that we who taught that course had better improve our performance—engage more colleagues into our field, product abler scholarship, teach our students more enthusiastically—or else.

Our History Division meetings at the conventions each summer provided much-needed opportunities for fellowship and, let's face it, for mutual encouragement. Joe Morrison of North Carolina was the first to make a "state of the division" address. He entitled it "On Irrelevant History," and it was an eloquent appeal for more meaningful research and for sharper writing. (Both of which he exemplified.)

The following year, I waded in with a stern (and, in retrospect, presumptuous) warning to my

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Distinguished historian remembers history division's beginning in 1966

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colleagues. The talk was later reprinted in the *Journalism Educator* (April, 1972). I quote from it here, not because the comments deserve remembering, but because they reflect the defensiveness (paranoia?) some journalism historians felt back then: “. . . We . . . are, in our own small ways, temporary custodians of the journalist's heritage. We like to think our work is of the very first importance. But—to put it bluntly—quite a few persons simply don't agree that it is.

“I know that many of our colleagues in other disciplines. . . have some rather harsh things to say about us. Some of the indictments, as I understand them, accuse us of:

“1. Having little or no interest in basic research, or in new techniques or research methodology.

“2. Confusing with useful investigation such non-projects as ‘A History of the First Newspaper in Flat Rock County, Tennessee,’ or

something equally immaterial.

“3. Wanting to live in the past and to glorify old newspapers, though nobody quite knows why.

“4. Being, for the most part, not well educated, nor recently educated.

“5. Refusing, even, to pull our weight on the university faculty; of owing our primary allegiance to a specific craft rather than to scholarship; of being nonscholars in a community of scholars, of being nonteachers in a community of teachers.

“6. Being, in short, a conservative, even reactionary class – the Goldwaters of academic journalism — determined to preserve the *status quo*, despite the fact that the *status quo remains something less than satisfactory*”

Well, the reference to Barry Goldwater is ridiculously out of date. So, too, I hope, is my defensive tone. Things seem better now.

Don't get me wrong. There were some fine journalism historians back then – Ed Emery at Minnesota, Dwight Teeter at Wisconsin, Cathy

Covert at Syracuse, Bill Taft at Missouri, Don Shaw at North Carolina, John Stevens at Michigan, and several others whose research would be adjudged top-of-the-line in any era. There just weren't many of them.

Now, however, the passing years have brought quantity as well as quality. Lots of younger people have come along, doing fine work—much of it effectively incorporating quantitative methods to augment and reinforce traditional historical analysis.

Anybody who has visited colleagues on other campuses is likely to feel, as I do, that the media history course is being well taught at many institutions around the country. Graduate student and faculty research in the field has increased enormously, and there are more publication outlets for it. In other words, today's History Division is a going concern and, I would think, a source of pride and considerable satisfaction to its members on the occasion of the organization's Fortieth Anniversary.

Web sites examine media history and future

Dozens of outstanding websites are available to help research and teach the history of mass media.

Below, you'll find a listing of several that range from a movie of the New York Herald being delivered to a bunch of anxious newsboys to a pessimistic suggestion of what the future of mass media might hold.

If you have a favorite media history web site, please send it to the Clio

editor for inclusion in a future issue.

New York World being delivered: <http://memory.loc.gov/mbrs/lcmp002/m2a31757.mpg>

History of Hearst Corp.: http://www.hearstcorp.com/about/timeline/hearst_timelineB3a.swf

Media History timeline: <http://www.mediahistory.umn.edu/index2.html>

Future of mass media: <http://www.idorosen.com/mirrors/robinsloan.com/epic/>

[idorosen.com/mirrors/robinsloan.com/epic/](http://www.idorosen.com/mirrors/robinsloan.com/epic/)

Internet history: <http://www.isoc.org/internet/history/>

The first 75 years of television history: <http://www.tvhistory.tv/>

History of business reporting: <http://www.bizjournalismhistory.org/>

Telegraph history: <http://www.2020site.org/telegraphy/index.htm>

Division heads have been distinguished scholars

The roster of History Divisions chairs reads like an honors list of distinguished scholars. These men and women have authored the books, edited the journals, and discovered the methodologies we use to teach our students, and that guide our own research projects. Many were mentors to the current generations of journalism historians. We list them in this issue of *Clio* to honor their contributions to our field.

1966 and 1967

WARREN C. PRICE, OREGON

1968 and 1969

WILLIAM E. AMES, WASHINGTON

1970

JOSEPH L. MORRISON,
NORTH CAROLINA

1971

RONALD T. FARRAR,
SOUTHERN METHODIST

1972

RICHARD A. SCHWARZLOSE,
NORTHWESTERN

1973

CATHERINE COVERT, SYRACUSE

1974

JOHN D. STEVENS, MICHIGAN

1975

DONALD L. SHAW,
NORTH CAROLINA

1976

MARY ANN YODELIS SMITH,
WISCONSIN-MADISON

1977

THOMAS H. HEUTERMAN,
WASHINGTON STATE

1978

PAUL V. PETERSON, OHIO STATE

1979

ROBERT KAHAN, IOWA STATE

1980

SAM KUCZUN, COLORADO

1981

TERRY M. HYNES,
CAL STATE FULLERTON

1982

JERILYN McINTYRE, UTAH

1983

DAVID NORD, INDIANA

1984

WARREN T. FRANSKE,
NEBRASKA-OMAHA

1985

MARION MARZOLF, MICHIGAN

1986

OWEN JOHNSON, INDIANA

1987

JEAN FOLKERTS, MOUNT VERNON

1988

JEFFREY SMITH, IOWA

1989

MAURINE BEASLEY, MARYLAND

1990

BETTY WINFIELD,
WASHINGTON STATE

1991

ROY ATWOOD, IDAHO

1992

NICKIEANN FLEENER, UTAH

1993

LOUISE BENJAMIN, GEORGIA

1994

PAT WASHBURN, OHIO

1995

NANCY ROBERTS, MINNESOTA

1996

BARBARA REED, RUTGERS

1997

DAVID SPENCER, WESTERN ONTARIO

1998

DAVID T.Z. MINDICH,
ST. MICHAEL'S

1999

KATHLEEN ENDRES, AKRON

2000

CAROLINE KITCH, TEMPLE

2001

DAVID DAVIES,
SOUTHERN MISSISSIPPI

2002

DAVID ABRAHAMSON,
NORTHWESTERN

2003

JANICE HUME, GEORGIA

2004

PAT McNEELEY, SOUTH CAROLINA

2005

DANE CLAUSSEN, POINT PARK



History Division calls for 2006 convention papers

The History Division invites submissions of original research papers on the history of journalism and mass communication. All research methodologies are welcome, as are papers on all periods and aspects of media history. For full details of the uniform AEJMC paper call, see the web site at <http://www.aejmc.org/convention/06convention/06papercallinfo/hardcopycall1.htm>.

Papers will be evaluated on originality and importance of topic; literature review; clarity of purpose and significance; focus; use of original and primary source material and how they support the paper's purpose and conclusions; writing quality and organization, and the extent to which the paper contributes to and deepens the understanding of journalism and mass communication history.

Papers must not exceed 7,500 words, or about 25 double-spaced pages, including notes. Authors may submit more than one research paper to the History Division, but only one paper per author will be accepted by the Division for presentation at the AEJMC convention. Authors should

include with their papers six 75-word abstracts and one 150-word abstract. Abstracts should include the paper's title—but must exclude the author's name and affiliation.

Authors otherwise should follow the AEJMC uniform paper call in preparing their papers. They are invited to submit with their papers a self-addressed, stamped postcard which will be used to acknowledge that the papers were received by the Division's Research Chair.

Student papers: Graduate and undergraduate students enrolled the 2005–06 academic year are invited to 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 head. To enter this competition, students must place "Price Competition" in the upper-right corner of the title page of their papers. Judges will not be told whether they are reviewing student or faculty papers.

Students who submit the Division's top papers are eligible for small travel grants from the Edwin Emery Fund.

Only full-time students not receiving departmental travel support are eligible for these grants.

Send papers to: W. Joseph Campbell, AEJMC History Division Research Chair, School of Communication, MGC #300, American University, 4400 Massachusetts Ave. NW, Washington, DC 20016–8017.

Clio

Among the Media

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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: Debbie van Tuyl, Department of Languages, Literature and Communications, Augusta State University, Augusta, GA 30904. Electronic copy, either disk or e-mail, is preferred. For information, contact Van Tuyl at 706/737-1500, or e-mail her at: dvantuyl@aug.edu.

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

History Division checklist for convention paper submissions

You know your paper is ready for submission if it is:

- ◇ in hardcopy form
- ◇ in an envelope addressed to the history division research chair
- ◇ includes a 75-word abstract is included (six copies)
- ◇ includes a 150-word abstract (one copy)
- ◇ does not exceed 7500 words
- ◇ six copies are made
- ◇ included on a disk with paper in low-level ASCII, or Microsoft Word, WordPerfect, MacWrite, or RTF
- ◇ typed in non-proportional font (Courier)
- ◇ is accompanied by the signed reproduction form
- ◇ not under consideration elsewhere
- ◇ to be presented at the conference by at least one author

The Genealogist and the Historian:

Borrowed methodology works for scholarship, too

By WALLY EBERHARDT

University of Georgia (Emeritus)

Talk about historians having an image problem. Consider genealogists. They are often portrayed as a dotty bunch of souls, usually female, puttering about the census records and court records, trying to find the odd factoid that establishes Grandfather Wilfred or Grandmother Felicity as the lineal descendent of nobility, preferably British. And if they can't find a document that supports family lore, they'll write the family history to fit the unsupported myth.

At least that's the way they're often seen by outsiders, perhaps even a few two man within the academic historical trade.

Banish the image. Consider how serious family historians go about their research.

Truth is, family historians - those with integrity, curiosity and persistence -- aren't that much different than those who "do" history of any other kind.

In retirement, this writer has been dragged, better, shamed into putting order to the names on his family tree. It has been a gentle shaming, trying to live up to the example set by a wife who is a dogged, honest detective when it comes to genealogy. Nothing raises her eyebrows more than to hear someone prattle on about their connection to, say, Joseph of Arimathea or a British Lord without being able to show more proof than they heard it on good authority from Aunt Frieda every Thanksgiving.

In reality, genealogy has become

an important and engaging enterprise in recent decades. It has spawned a lively publishing business, numerous societies from the local to international level, innovative approaches to tracking migration, support of manuscript acquisition and preservation, conferences galore, growing online research resources, degree programs at reputable colleges and universities, and, perhaps most important, a rigorous set of standards for carrying out the work of family history.

About standards: Those who wish certification in the field have to know as much or more than historians about standards of proof. Consider the following excerpts from the Genealogical Proof Standard, cited in a recent article in the *National Genealogical Society Quarterly*(1):

"We conduct a reasonably exhaustive search for all information that is or may be pertinent to the identity, relationship, event, or situation in question.

"We collect and include in our compilation a complete, accurate citation to the source or sources of each item of information we use.

"We analyze and correlate the collected information to assess its quality as evidence.

"We arrive at a soundly reasoned, coherently written conclusion."

And, you'll also hear family historians chatting about the work of historians like David Hackett Fischer, who has written extensively on migration (Bound away: Virginia and the Westward Movement, Albion's Seed, The Great Wave).

Let me tell you about Great Uncle Gotthilf Eberhard just to bring this home to the media history crowd. After copying his Civil War record at the National Archives I began tracking details of his life when hilt on ancestry.com and some Googling led me to the Hayes Presidential Center in Fremont, Ohio. The archivist told me Gotthilf was the historian for the 72nd Ohio Volunteer Infantry (though he never wrote that history) and that he was part of a movement after the war to challenge a general whose abysmal leadership in Mississippi led 1,400 soldiers off to Andersonville and other Confederate prisons. By now I'd gone from the family tree to a story with implications related to newspapers and public communication in 19th century America. (Copies of the resulting conference paper available, should you care to have one (2)).

I'd even suggest we invite a few of the better known family historians to gatherings of media historians. We might learn a thing or two about how to go about our mutual interest in understanding the past.

1. John Philip Colletta, "Tracking a Loner on the Move: J. W. Parberry Exposed by the Genealogical Proof Standard," Vol. 93 (June 2005): 94-95.

2. "Old Soldiers Never Forget: Brice's Cross Roads, Andersonville and Dr. Gessner's Campaign to Unseat General Sturgis," research paper presented at a Symposium on the 19th Century Press, the Civil War and Free Expression, University of Tennessee-Chattanooga, Nov. 11, 2005.

Journalists need to know more about journalism history

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joined the staff in 1882. He didn't have ownership control until 1887. This information is readily available in almost every major history of journalism or the newspaper industry, and--most notably--in *Privileged Son*, by Dennis McDougal, the biography of Otis Chandler.

The Associated Press was not the only news organization that got it wrong. So did the *St. Louis Post-Dispatch* (the Chandler obituary in which may or may not have been based on the AP one), and so have a lot of other newspapers and magazines: the *San Diego Union-Tribune* on Nov. 2, 2003; *The Economist* on April 15, 2000; *Agence France Presse* wire service, March 19, 2000; *American Journalism Review*, January/February 2000; *San Jose Mercury News*, Nov. 29, 1999; *Editor & Publisher* magazine, Oct. 3, 1998; *California Journal*, July 1, 1997; the *New York Daily News* on July 18, 1995; the *Chicago Sun-Times*, May 10, 1992; *The New York Times*, Nov. 11, 1990; and many others.

But Otis is not the only famous newspaper publisher who often gets credit for something that he did not do.

For example, Joseph Medill, contrary to assumptions and rumors, did not found the *Chicago Tribune*. It was founded in 1847, he and his business partners did not buy it until 1855, and he did not have majority control until 1874. So while perhaps it is an easy mistake to call Otis the founder of the *L.A. Times*, when he became a part-owner of the paper in its second year, to call Medill the founder of the *Chicago Tribune* is

a whopper. But this also happens relatively frequently. Check the *Chicago Sun-Times*, Oct. 26, 2003; *The Washington Post*, June 9, 2000; *Columbia Journalism Review*, May-June 2000; *The London Independent*, May 18, 1999; *The New York Times*, April 4, 1999 and July 12, 1998; *American Lawyer*, July/August 1987; and many others.

Here's the real whopper: the January 18, 1996, *New York Times* reported that Joseph Medill Patterson, who was Joseph Medill's grandson, "help found *The Chicago Tribune*." That was quite an accomplishment for someone who wasn't born until Jan. 6, 1879.

The *Boston Globe* was founded March 4, 1972 by six investors. Charles H. Taylor was hired to help run the paper in August 1873. Yet Taylor has been posthumously made the sole founder of the newspaper by *Editor & Publisher* magazine, Feb. 25, 2002; *The New York Times*, Feb. 21, 2002; *The Boston Globe* itself, Feb. 20, 2002, Nov. 28, 2001, June 6, 2001, Jan. 19, 1996; Jan. 4, 5 and 8, 1996, Nov. 19, 1993, Aug. 1, 1992, Aug. 16, 1991, and Aug. 1, 1990 (despite what it says on the *Globe's* own Web site about the newspaper's history); and the *Associated Press*, Feb. 20, 2002, June 9, 1987 (a story in which the AP couldn't decide whether Taylor had founded the paper or not), and June 28, 1979; and many others.

In 1896, Alden J. Blethen bought *The Seattle Times*, after success as an owner of the *Kansas City Journal* and then the *Minneapolis Tribune*. The *Seattle Times* was founded in 1883.

But again, numerous news articles credit Blethen with having founded

the newspaper, include *Seattle Weekly*, Sept. 17, 2003; *Business Wire*, Feb. 23, 2001, Jan. 5, 2000, and *The Seattle Times* itself, May 30, 2000, Oct. 19, 1997, and April 8, 1990 (an article that also cannot decide whether Blethen founded the paper or not).

Even the *Seattle Times's* own Web site is more than a bit disingenuous about its roots. It says that Blethen founded *The Seattle Times Company*, not that he founded the *Seattle Times* newspaper. I wonder, however, how the average reader interprets that line.

Amon G. Carter is said to put together the merger of the *Fort Worth Star* and the *Fort Worth Telegram* in 1909, although he wasn't named publisher and president of the *Star-Telegram* until 1923. But that doesn't stop journalists from calling him the founder of the *Fort Worth Star-Telegram*. See the Sept. 27, 1987, *St. Petersburg Times*.

And how about Joseph Pulitzer? Well, one could say that he founded the *St. Louis Post-Dispatch* because he famously bought the *St. Louis Dispatch* out of bankruptcy in 1878, and engineered its merger with the *Post*. But Pulitzer didn't found either the *Post* or the *Dispatch*, and calling him the founder of the *Post-Dispatch* is a rather loose usage of the term "founder" in my book. I suspect many will assume that he founded the *Post*, or the *Dispatch* or both of them, none of which is true. But, by now, you know what I find. News articles crediting Pulitzer with having founded the *Post-Dispatch* appeared

continued on next page

Factual errors result from lack of historical knowledge

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in that paper, Nov. 27, 2005; Aug. 28, 2005; June 3, 2005; May 14, 2005; Jan. 31, 2005. And those are just the 2005 dates. Very few articles in the Post-Dispatch make it clear that Pulitzer didn't found the Post or Dispatch, one of those articles being a Jan. 31, 2005 sidebar, on the history of the company, to go along with the main news article about its sale to Lee Enterprises (the story that calls Pulitzer the paper's founder).

Journalism historians know that The New York Times was founded in 1851 by Henry Raymond, and that the current family, the Ochs/Sulzbergers, didn't get involved in it until Adolph Ochs bought part of it in 1896—45 years later. However, news

articles that credit Ochs with being the newspaper's founder appeared in the New Yorker, Dec. 19, 2005 (by media reporter Ken Auletta, no less!); New Orleans Times-Picayune, Nov. 16, 2003; London Sunday Telegraph, May 18, 2003; Rocky Mountain News, Oct. 12, 2002; The Weekly Standard, Oct. 11, 1999; Jerusalem Post, Oct. 8, 1999; Atlanta Journal-Constitution, July 20, 1999; Editor & Publisher magazine, Dec. 14, 1996

The American Journalism Review, October 2002, calls Ochs the "founder" of the Times Company, a legal technicality that is easy to misinterpret. Oddly, the Pittsburgh Post-Gazette, May 7, 1994, credited Ochs with being the "founder" of

the family who owns The New York Times, as if Ochs himself had no ancestors.

This litany of silly factual errors by news reporters writing about the history of their own profession and own industry could go on and on, but I think I've made my point. From my own experience working as a reporter, editor, publisher, and professor, I can say that a lot of journalists out there don't seem to know very much about the history of mass communication—and most of them also don't seem to care. This would not be any big deal if it simply meant that they weren't sitting at home reading biographies of E.W. Scripps on Saturday nights, but easily corrected factual errors appearing in print....

Northwestern Press offers new series

An ambitious new book series from Northwestern University Press offers a comprehensive examination of the press in American history.

Early offerings in the 40-plus-volume series include two books that examine questions of media coverage and gender as well as the reprint of a classic work, according to a press release from the press. Later books will analyze a variety of topics. The series' general editor is David Abrahamson, a former History Division chair. He and Medill professor Dick Schwarzlose, who died in 2003, conceived the idea for the series.

Medill Dean Loren Ghigliione said of the series, "I just think it's a great series with important writers coming out at a time when people are thinking and rethinking the role

of the press in America."

Abrahamson is proud of the new series, which he describes as "magisterial," and he says the new books will be pertinent to everyone—not just journalism scholars.

According to Abrahamson, about half the books deal with a specific historical period. The others deal with special themes such as race, gender, and the military. Many of the authors are well-known journalism historians such as David Copeland, a professor at Elon University and the author of the upcoming "The Development of a Free Press: The Enlightenment and Its Unruly Legacy."

"I was attending a conference of media historians, talking with David Abrahamson," Copeland says. "I took a look at his list of tentative

titles and subjects. Having studied religion and its relation to the press in seventeenth century England and spent years researching the press of colonial America, I asked if I could work on the proposed book that dealt closest with those areas."

In addition to the original volumes, some important earlier works will be reprinted as part of the series. One of those works will be sociologist Herbert J. Gans' 25-year-old classic, *Deciding What's News*. Two other volumes published in 2005 include *The Unfinished Partnership of the Media Age* by Maurine H. Beasley and *Women and the Press: The Struggle for Equality* by Patricia Bradley.

Abrahamson said he expects to establish a regular publishing schedule of six books a year.

Calls for papers and conferences

AMERICAN JOURNALISM

HISTORIANS ASSOCIATION

The AJHA invites submissions for its 25th annual convention, Oct. 11-14 in Wichita, Kansas. Papers, panels, and abstracts of research in progress may deal with any aspect of journalism history. Deadline for submission is May 15, 2006. For full details regarding submission, see the AJHA web site at <http://www.berry.edu/ajha/>

WHO IS A JOURNALIST?

MEDIA ETHICS COLLOQUIUM at the University of St. Thomas

As part of a decade-long series aimed at enhancing scholarship in applied media ethics, the University of St. Thomas will host the 2006 colloquium October 14-17 in Minneapolis/St. Paul, Minnesota. The colloquium - the seventh of the series - will feature 12 fellows working in teams of two to explore the moral dimensions of the question: Who is a journalist? Selected fellows will receive an honorarium and travel expenses. During the colloquium, fellows will present their work to each other and solicit feedback. A group of fellows will also speak at a public symposium at the colloquium's end. Papers that result from the colloquium will be published in the Journal of Mass Media Ethics in 2007.

The deadline for proposals is April 1, 2006. For details, or to send paper or electronic submissions, contact: Wendy N. Wyatt
Department of Journalism and Mass Communication

University of St. Thomas

Mail #4372

2115 Summit Avenue

St. Paul, MN 55105

Phone inquiries: 651-962-5253

E-Mail: wnwyatt@stthomas.edu

CANADIAN MEDIA HISTORY

Ryerson University will host a conference on the history of Canadian media May 31 to June 1.

Keynote speaker is Michele Hilmes, professor of media and culture at the University of Wisconsin-Madison. Her lecture is titled, "Soap Opera, National Culture, and Transnational Migrations."

Session topics include considerations of media and war, media history in French, audiences/publics, what media history is and what it is good for, theory and media history, and nationality and media history.

For more information on the conference, visit Ryerson's web site at: <http://www.ryerson.ca/journal/conference.html>.



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2005-2006

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