“The Photographer as Cultural Outsider: Russell Lee’s 1949 ‘Spanish-Speaking People of Texas’ Photo Documentary Project”
Bruce Berman and Mary M. Cronin, New Mexico State University
Between April to July 1949, former Farm Security Administration (FSA) photographer Russell Lee took more than 900 photographs in four Texas cities: El Paso, San Antonio, Corpus Christi, and San Angelo to help illustrate a nationally-funded, two-year scholarly study aimed at documenting Mexican American residents’ separate, and often unequal, living and working conditions in a racially-segregated state. Lee had previously documented all of these communities for the FSA a decade earlier. Although the study was published, the photographs were not used. This research takes a critical-historical approach to examine Lee’s 1949 photographic work. The researchers sought to answer the following questions: 1. Can the project be truly be considered documentary photography, or, was his project just a “shoot,” no more than a snapshot of four cities at a certain time in 1949? 2. How and in what ways were Mexican-Americans represented in Lee’s photographs? 3. And, finally, how did Lee’s status as a cultural outsider—an Anglo photographing Mexican Americans—affect the finished body of work?
This research argues that Lee did credible work in all four communities he photographed, however, he worked in the “survey” style of the previous decade, guided by either a local representative or Saunders in each of the cities he photographed. Lee’s photographs were a solid body of work that clearly asked questions about social justice, civil rights, assimilation, and what it meant to be an American in post-World War II America.

Ulf Jonas Bjork, Indiana University-Purdue University Indianapolis
Focusing on the way immigrants from Italy were portrayed in the Swedish-language press in Jamestown, N.Y., in the 1910-1930 period, this paper discusses an aspect of the U.S. foreign-language press that has tended to be overlooked by historians: how different ethnic groups viewed one another. In Jamestown, the Swedes were an established ethnic community that had made inroads into local government and business by the time Italian immigrants began arriving in significant numbers around 1910. Skilled workers who were Protestant and literate, the Swedish immigrants were more easily assimilated than the newcomers, who were Catholic, illiterate and unskilled. Although Jamestown’s Swedish-American editors did not mount outright editorial campaigns against Italian, the news they published about them conveyed an impression that Southern Europeans were inclined toward criminality and generally ill suited to life in America. A review of one of the city’s English-language dailies showed that perception was similar to that of editors in the “American” press.

“‘We Knew Them As People’: Local Media Coverage And The National Commemoration Of The New Orleans Up Stairs Lounge Fire Victims Since 1973”
Robert D. Byrd, University Of Southern Mississippi
On June 25, 1973, twenty-nine people died as a result of a fire that broke out at a New Orleans gay and lesbian bar. The deaths and the reaction by the city’s media, officials, and churches is often credited with the emergence of a viable gay and lesbian rights movement in New Orleans. This essay explores the local newspaper coverage of the fire as well as the role the local coverage played in the national gay community’s commemoration, via the national gay press, of the fire victims. Examining how gay activists used such a memorial to propel their movement through use of the national gay and lesbian media is important for a better understanding of the cultural history of the United States. Moreover, this essay illuminates an often-overlooked event in the history of the gay liberation movement as well as the city of New Orleans.

“For Your Consideration: A Historical Critical Analysis Of LGBTQ-Themed Film Award Campaign Advertisements, 1990-2005”
Joseph Cabosky, University Of North Carolina At Chapel Hill

Massive campaigns are annually launched by Hollywood studios to persuade film awards bodies to vote for their film, the success resulting in publicity, prestige, and potentially millions more in product revenues. During the 1990s and early 2000s, the media was supposedly progressing in its portrayal of LGBTQ storylines. As the Academy Awards body is composed of mostly older, white men who are, or were, the major players in the film industry, critically and historically analyzing the print advertisement campaigns that targeted these persons gives us telling indications of these culture creators’ views towards LGBTQ content. This study found that, over sixteen years, film award campaign ads continuously avoided queer imagery while promoting heteronormative themes, even in queer films. This counters a notion of progress during this era within this elite group while complementing psychology, political, and mass communication research analyzing how normative voters respond to queer content in advertisements.

“In America But Not Of It: Early Newspapers and the First Catholic Church in New York City, 1780-1790”
Brian Carroll, Berry College

When plans to build a Muslim cultural center and mosque in New York mere blocks from Ground Zero sparked a torrent of anti-Muslim sentiment in summer 2010, American Catholics who knew their history could sympathize. Exactly 225 years earlier, in 1785, Catholics sought to build their first church in the state of New York, on Barclay Street in lower Manhattan, coincidentally across the street from what is now Ground Zero and only two blocks from the proposed mosque. This paper examines and analyzes newspaper coverage in the mid-1780s of Catholics in New York City, in particular the St. Peter’s congregation’s plan to build the first Catholic church in New York. All of the newspapers published in New York during the period 1784-1788 were examined, a period that began with the appointment of St. Peter’s church’s first priest and ended with the publication of the Federalist Papers.

“Posing The Indian: Portraits Of Native Americans In the Illustrated Press”
John Coward, University Of Tulsa
This study examines posed photographic portraits of Indian groups and individuals in the illustrated press. The research focuses on the two major pictorial papers, *Frank Leslie’s Illustrated Newspaper* and *Harper's Weekly*, as well as two lesser-known papers, *Gleason’s Pictorial* and *Ballou’s Pictorial*. The analysis reveals that the portrait-making process "tamed" the images of most Indian leaders, even warriors known for their hostility to whites. In addition, Indian portraits emphasized facial features that marked the subjects as Indians, including prominent noses and high cheekbones. The portraits highlighted other racial signs as well, including dark skin, dark hair, and cultural signs such as feathers, necklaces and beads, buckskin clothing. In all these ways the illustrated press portraits represented Indian subjects as different from whites, reinforcing the dominant ideology of the era and making unambiguous distinctions between whites and Indians that no nineteenth-century reader was likely to miss.

“Crown, Cross & Press in Colonial Spanish America”
Juanita Darling, San Francisco State University
The colonial collusion among the Spanish state, the Roman Catholic Church and the media set the precedent for a relationship which only recently has begun to change as church-owned media challenge Spanish American governments. The first, tenuous step toward that change was an 1810 free press law, followed two years later by a new constitution, which were put in force in a time of duress. A comparison at that crucial juncture of colonial laws governing the press and the views of colonial editors in Mexico and Peru (the two metropoles of the era and the only two Spanish American colonies that had printing presses beginning in the sixteenth century), as expressed in their publications, provides insights into the legacy of church-media relations in early Spanish America.

"Desegregation Of Alabama's Public Schools from the Perspective Of the Alabama Education Association and the Alabama State Teacher's Association"
Susan M. Farabee, University Of Alabama
This study examines the perspectives of two Alabama teacher associations regarding public school desegregation from 1954-1969. The Alabama Education Association (AEA), which was for white members only, relayed its views through the *Alabama School Journal*, and articles within this publication show that immediately after the *Brown v. Board of Education* decision, there was much opposition to desegregation. Once the 1960s were underway, the AEA’s views toward desegregation became less clear. The Alabama State Teachers Association (ASTA), which was for black members, relayed its viewpoints through the *Alabama State Teachers Association Journal*. Although this organization advocated desegregation, it was very concerned about the effects of desegregation on students and African American educators. ASTA supported its members by filing lawsuits against superintendents and local school boards. This study compared how these two associations handled a difficult time period in Alabama’s history, which ended with the merger of these two organizations in 1969.

“Double Dribble: The Stereotypical, Media-Driven Narrative of Magic and Bird“
Patrick Ferrucci and Earnest L. Perry, University Of Missouri
Ervin “Magic” Johnson and Larry Bird’s fabled rivalry began in the 1979 NCAA basketball championship, a contest that still stands as the highest-rated basketball game of all time. This rivalry featured East versus West, traditional versus modern and, most importantly, Black versus White. Johnson and Bird are now largely considered extremely similar players who, together, brought the National Basketball Association an increased and sustainable popularity during the 1980s. But while both Johnson and Bird are considered similar players, it wasn’t always this way. This study examines news media coverage of Magic Johnson and Larry Bird from the Boston Globe and Los Angeles Times. Researchers analyzed texts to assess whether journalists employed common stereotypes when describing the two athletes. The newspapers examined created an image of Johnson and Bird as classic stereotypical characters that represented what it was like to be black and white in America during this time period.

“Evolution of the Mexican Image in the Writing of George Wilkins Kendall of the New Orleans Picayune, 1841-1867”
Michael Fuhlhaage, Auburn University
George Wilkins Kendall is renowned as the greatest combat correspondent of the war between the United States and Mexico in 1846-48. But historians have overlooked the significance of his representation of Mexicans during the rest of his career, which included a book so vicious toward Mexicans it has been called the Uncle Tom’s Cabin of the Mexican War. Guided by social identity theory and agenda setting theory, this paper traces the development of Kendall’s portrayal of Mexicans and points at possible reasons for his emphasis of increasingly negative attributes.

Ashley D. Furrow, University Of Memphis
During the Progressive era, native-born, Anglo-Saxon Protestant men confronted drastic changes in their way of living, which seemed to threaten American notions of success and self-made manhood. A movement advocating a renewed “muscular Christianity” responded to this identity crisis by emphasizing the importance of college athletics, as indicated by the framing found in popular magazines. Using framing theory and the concept of collective memory, this study seeks to explore the coverage of college athletics by popular mass circulation magazines from 1896 to 1916. This study looks at how popular magazines reiterated the importance and benefits of college athletics as a key to defining the worth of men. Muscular Christianity also stressed a martial mentality, as sports provided a mechanism for young men to learn the martial values of courage, aggressiveness, and brutality without actually having to go to battle.

“Visual Storytelling in Corporate Publications: Angus McDougall and Photojournalism at International Harvester”
Keith Greenwood, University of Missouri
Since the 1880s, corporate publications have informed the public about the activities and interests of the company and have provided an efficient means of communication from management to employees of a diverse corporation. Visual messages in the form of drawings and engravings, and later photography, have
been a feature of corporate publications since their beginnings, with best practices literature in the early 20th century encouraging the use of planned, posed photographs to illustrate the ideas presented in the text of stories. A shift in philosophy came in the mid-1950s in the corporate publications of International Harvester. Award-winning photojournalist Angus McDougall brought a new focus to corporate publications. A supportive organizational atmosphere allowed McDougal to produce visual stories with a focus on people and to incorporate technical innovations.

“Journalism of a Peculiar Sort: Ku Klux Klan Newspapers In the 1920s”
Felix Harcourt, George Washington University

The Ku Klux Klan in the 1920s was far from a marginal organization. Klansmen themselves, however, often felt marginalized by an allegedly Catholic-controlled press. In response, individual Klans across the United States founded their own newspapers, attracting a wide readership and a variety of advertising, while the Klan’s leadership built a national newspaper syndicate that appealed to both Klansmen and non-members. The remarkable success of these Klan newspapers provides significant insight into the extent to which the Klan became an increasingly accepted and acceptable part of American society in the 1920s. This largely unstudied facet of the Klan’s existence also offers a means of better understanding the infighting and incompetency that would prove the organization’s downfall.

“Publicity, Public Opinion, and the Taboo of Kissing”
Denise Hill, University of North Carolina at Chapel Hill

In 1958 in North Carolina, two African American boys, age 8 and 10, were playing with a mixed race group of children and a kissing game ensued during which one of the African American boys and a seven-year-old white girl kissed one another. The boys were charged with assault and molestation and sent to a reformatory with possible release at age 21. The Committee to Combat Racial Injustice launched a public relations campaign to arouse public opinion to help free the boys. As a result, newspapers throughout the world ran stories about what became known as “the kissing case.” Tens of thousands of petitions were signed and government officials received hundreds of letters. Employing critical discourse analysis, this study examines public opinions expressed in those letters. In doing so, this study focuses on public relations outcomes rather than outputs and as such, adds to the literature on public relations measurement and public relations history, specifically as it relates to advocacy and civil rights.

“Sensible, Enlightened, and Accomplished Women’: Almira Spencer and the Young Ladies’ Journal of Literature and Science”
Paula Hunt, University of Missouri

Almira Spencer was a widow with two daughters when she established the Young Ladies’ Journal of Literature and Science in Baltimore in 1830. Her magazine would end up having a run of just 13 issues, and probably no more than 200 subscribers. Nonetheless, this paper argues that finding, unraveling, and exploring stories like Spencer’s can add richness to our knowledge and understanding of women’s place in nineteenth century print culture by expanding the scope of women’s magazine research.
that has focused on northern publications, famous writers such as Lydia Hunt Sigourney, and famous editors such as Sarah Hale and her* Godsey’s Ladies’ Book.*

“The Changing Roles and Functions of Journalists in Russia, 1703-1905”
Owen Johnson and Diana Sokolova, Indiana University

This paper surveys two centuries of Russian journalism to consider how changing political, social and even military conditions have affected the roles and functions of journalists in Russia. We begin by discussing briefly how different theoretical understandings of journalistic professionalism might be applied to the Russian experience. We then seek to understand how different kinds of journalists worked in different periods of Russian history, and how they dealt with restrictions on their work.

“Our Voice, Our Choice: Race, Politics and Community Building In The Southern Digest during The 1930s”
Sheryl Kennedy-Haydel, University of Southern Mississippi

This article examines how the student-run newspaper at Southern University in Baton Rouge, Louisiana, covered race, politics and their community from 1930 to 1939. As a historically black university founded in 1880 and originally located in New Orleans, The Southern Digest was an active part of campus life and discussed issues of the day with journalistic fervor and purpose. The activity of The Digest during the 1930s is significant because of economic and social turmoil the nation faced during this decade – especially blacks. The findings indicate that although modest in size, The Digest’s mission was to actively engage its readership and deliver news about controversial topics such as race, politics, and community building with maturity, passion and candor.

“Women’s Movement and Media Below The Mason-Dixon Line: Press Coverage of Feminism in the South”
Laura Lacy, University of North Carolina at Chapel Hill

While other research has examined the relationship between the media and the women’s movement, it has seldom focused specifically on regional coverage. Using a case study of the Piedmont region in North Carolina, this paper explores the relationship between the media and the movement in the South. This research evaluates three local alternative and mainstream publications—The North Carolina Anvil, The Greensboro Daily News and the Raleigh News & Observer. Articles about women’s issues from the sixties and seventies were read in-depth and analyzed. Additionally, the study relies on oral histories with three local reporters who worked in the area during this time period. Findings indicate that the alternative and mainstream publications differed in their coverage practices. In both, however, certain frames began to emerge, as did the suggestion that other issues were more salient than gender issues in the region.

“Handmaidens to Power: The Investigative Press and Subversion in America”
Gerry Lanosga, Indiana University

This paper examines investigative reporting into alleged subversive activities during the mid-twentieth century. While the mid-century press has been characterized as passively amplifying official priorities, this research reveals newspapers that actively collaborated with those priorities by committing substantial resources to pursuing their
own investigations that reflected government concerns. Using materials from historical
Pulitzer Prize entries as a base of evidence, the paper complicates triumphal
characterizations of investigative reporting as the apotheosis of the journalistic form,
showing that watchdog techniques were frequently used during this era not to speak truth
to power but to reinforce sometimes questionable official goals.

“Abe “the Newsboy” Hollandersky: Self-Promotion and the Hero Myth in Newspaper
Coverage of the Jewish Boxer”
Kimberly Mangun, University of Utah

This paper examines how Abe “the Newsboy” Hollandersky, a Russian Jewish
immigrant, promoted himself—and his ethnicity, patriotism, and heroism—to the public
and newspaper sporting editors between 1905 and 1918. The research also considers how
he fostered the “postself”—his legacy—once he retired from professional boxing and
wrestling in 1918. This study draws, too, on the related Hero myth, which has been called
“one of humankind’s most pervasive myths.” More than 130 items published in
newspapers across the country were analyzed using those theoretical lenses. The research
demonstrates that Hollandersky used correspondence, visits with sporting editors, his
autobiography, and his suitcase of clippings and photographs to create the postself, and
that editors frequently worked with him to create and sustain the Hero myth.

“Making Prison Public: How National Woman’s Party Suffragists Blended Media
Approaches To Tell The Story Of Their Imprisonment”
Jane Marcellus, Middle Tennessee State University

Imprisoned on trumped-up charges in the Occoquan Workhouse and nearby
Washington City Jail after picketing the White House, suffragists of the National
Woman’s Party (NWP) claimed they were fed a literal “diet of worms,” forced to bathe in
filthy water, and threatened with straitjackets. Some were beaten, chained to cells, and
force-fed. Led by Quaker Alice Paul, they did not resist. Instead, they incorporated their
prison experience into picket signs, press releases, and articles. In 1919, twenty-six
former NWP prisoners toured the country by train, dubbed the “Prison Special.” Donning
replicas of prison garb, they “performed prison” to publicize their experience. Expanding
on recent work on NWP rhetoric, this paper examines how the women blended multiple
media genres to tell their prison stories. It argues that their astute mix of media illustrates
an early effort at integrating multiple approaches to strategic communication, making
their relative invisibility in public memory paradoxical.

“‘By Hook And Crook’: The Public and Private Pen of Physician, Newspaper Editor, and
Publisher, Dr. Elihu S. McIntire”
E. Henry McIntire, University Of Utah

In 1872 Dr. Elihu S. McIntire left his full-time medical practice to purchase and
serve as editor of the Mitchell (Indiana) Commercial, a small-town newspaper, a post he
held for eleven years. Through the theoretical lens of Carey’s cultural history, Hardt’s
existential conditions of working journalists, and Fabian’s concept of community through
personal narrative, this study conducts a thematic analysis of McIntire’s paper for the
years 1880 to 1882, as well as McIntire’s personal diary for 1878. It compares the themes
that emerged in both records, giving particular attention to the tension between
McIntire’s public and private personas, struggles of publishing a weekly newspaper, his ahead-of-his time views on race and social justice, rivalry with competing newspapers, and how this process affected him and his family. This paper argues that while McIntire’s newspaper and diary describe distinct processes of communication, the two together constitute a single process of community.

“The Evolution Of Social Media From 1969 To 2013: A Change In Competition and a Trend Toward Complementary, Niche Sites”
Karen McIntyre, University of North Carolina at Chapel Hill

How did social media begin, and where is it going? Will a new social network conquer Facebook? In order to speculate about the future, I examined the evolution of social media from 1969 to 2013—a topic that scholars have yet to explore. Through a textual analysis, I traced the historical development and downfall of influential social media platforms and discuss how media evolution theories applied along the way My results indicate early social media platforms competed with each other directly and marketed to the general population, largely supporting the functional equivalence theory of media evolution. Around the turn of the century, however, social networks experienced a theoretical shift. Sites competed less with each other and more for audience tie and attention. Simultaneously, platforms started targeting niche populations—a change that may support the future of social media as an industry supporting the complementary and niche theories of media evolution.

“The Rural Purge: Good Riddance To The CBS Hillbillies (1960-1971)”
Ashley F. Miller, University Of South Carolina

This study uses CDA to understand the language used surrounding the rural programming of the 1960s and their discontinuation, known as the “rural purge,” in 1971. This “problem-oriented” approach is ideal for discussing social issues and, in this case, for applying a critical eye to discourses surrounding the stereotype of the hillbilly. The study focuses on news criticism of the shows and their cancellations from the year 1960 through 1972. Almost all of criticism found appeared in the New York Times, TV Guide, Saturday Evening Post, Broadcasting, and Variety. These sources make up the bulk of both business and popular critical coverage of the shows and their demise. The study finds frequent comparisons between high and lowbrow culture, usage of more negative stereotypes on the part of critics than the shows, and insults of the audience and viewers of the show.

“‘In the Spirit of ’76 Venceremos!’: Nationalizing and Transnationalizing Self-Defense on Radio Free Dixie”
Cristina Mislan, Pennsylvania State University

Between 1962 and 1966, a radio program called Radio Free Dixie could be heard throughout the southern and northern regions of the U.S. This radio program, however, was not a product of the U.S. Instead, Radio Free Dixie aired using Cuba’s 50,000 watt long wave radio station Radio Progreso, located in Havana, Cuba. This paper seeks to tell the story of Radio Free Dixie, its broadcasters and its messages, particularly those broadcasts that focused on self-defense. While existing historical studies offer insight into the broadcasters’ contributions to the 1960s Black Power Movement, such literature has
not analyzed how *Radio Free Dixie* moved a conversation about self-defense beyond U.S. domestic politics. This paper, therefore, contributes to the history of black journalism, and scholarship on the relationship between transnational activism and media by underscoring how both national and transnational politics have been central to the growth of black media in the U.S.

“Précis of Harold D. Lasswell and the Irony of Anglo-American Propaganda, 1914-1918”
Jeff Nichols, University of Illinois at Chicago

This paper charts the legacy of Harold Lasswell's methodology within the historiography of journalism and of the First World War. Lasswellian typology has allowed historians to identify artifacts as propaganda without having to establish a chain of ownership from propaganda agency to the American public. The veracity, distribution, and reception of such items are established through historiographical deference to the tradecraft of propaganda, rather than a broad examination of primary sources. In their honest efforts to defend the importance of the free press, Lasswell and his followers often rely on many of the same anti-journalistic methods they ascribe to propagandists.

“Sourcing Practices in the Late Nineteenth Century: The Case of the *Chicago Daily News*”
Youn-Joo Park, University of Missouri

Sourcing practices in the late nineteenth century reveal the journalistic development of moving away from partisan writing to more objective reporting. The case of *Chicago Daily News* is relevant because this newspaper was not embedded in the longer news tradition of the East Coast and yet not novel as that of the West Coast. Using ethnographic content analysis, this paper examines the front-page stories of the newspaper for every five years, from 1880 to 1895, to understand how reporters quoted information and attributed sources. Findings indicate that the practice of interviewing was more transparent compared to contemporary reporting and that journalists increasingly relied on official sources to tell a story than eyewitness accounts. This knowledge can provide insight on how reporting developed in the United States.

“‘For the Fame Which May Be Forgotten’: Two Magazines and The Fight To Save Mount Vernon, 1855-1860”
Erika J. Pribanic-Smith, University of Texas at Arlington

On April 22, 1855, the Mount Vernon Central Committee drew up an outline of its national organization to raise funds for the purpose of rescuing the decaying estate of George Washington. Among the stipulations was the declaration that *Godey’s Lady’s Book* and *Southern Literary Messenger* would serve as the official organs. Because no prior history of Mount Vernon recognized the work of these two magazines, this research aims to explore how pleas for funds were framed in those magazines and whether the appeals were different in the Philadelphia-based women’s magazine versus the southern literary magazine published in Richmond. An examination of these magazines offers a more nuanced and complete exploration of the rhetoric used to convince donors than has been presented in previous histories of Mount Vernon. More importantly, documents pertinent to the Mount Vernon Ladies’ Association’s early
organization published in these magazines have not been mentioned in other histories.

“Richard Dudman’s 40 Days With the Enemy and the Boundaries of Anti-War Opinion in the Nixon Years”
Robert A. Rabe, Marshall University
This paper examines the journalist Richard Dudman’s experiences when he was captured by Cambodian rebels in 1970 and held for 40 days. It briefly traces what happened during his captivity, but focus much more on the controversy that ensued when Dudman wrote about the experience. It uses archival materials and published book reviews to describe and analyze the response to Dudman’s writing and then uses this incident to make a broader argument about the media and political culture of the post-Tet Offensive era when most Americans had turned against the war. The paper argues that, despite the public’s desire to end the war, Dudman’s sympathetic portrayal of his captors represented an unacceptable point of view for many readers and served as one of the sparks for the emerging anti-media backlash that characterized the era.

Jodi L. Rightler-McDaniels and Amber Roessner, University of Tennessee
On the centennial anniversary of the “Fight of the Century,” the epic heavyweight bout between Jack Johnson and “Great White Hope” Jim Jeffries, Richard Hoffer entreated Sports Illustrated readers to remember the nation’s “Great Black Mark,” its legacy of cruel bigotry and scientific racism. Anniversary journalism is often celebratory in nature; however, as Hoffer acknowledged, the anniversary of the Johnson-Jeffries fight marked an event in American history that was “beyond celebration [yet] ... worth remembering.” This study explores how the “Fight of the Century” was commemorated in the mainstream press on key event anniversaries. Overall, 42 articles appearing in mainstream newspapers and magazines on the twenty-fifth, fiftieth, seventy-fifth, and one-hundredth anniversaries were examined. In the last instance, this piece provides insight into the operation of politics of memory as manifested in the mainstream press and the transformation in the coverage of race relations throughout the twentieth century and beyond.

“Black Journalism Scholarship: Is it Still Neglected?”
Felecia Jones Ross, Ohio State University
In 1971 John Stevens wrote a book chapter assessing the scholarship that had been conducted at that time on the black press. While acknowledging the growing interest in black history that resulted from the recent Civil Rights Movement, Stevens noted substantial gaps in the study of black newspapers. The chapter pointed out the lack of knowledge on the press’ role during the two world wars, the lack of information on the individual contributions of journalists, the lack of information on the business operations of black newspapers. The purpose of this study is to revisit Stevens’ concern by tracing 40 years of scholarship on the black press as published in mass communication journals from 1972 to 2012. The results show that while the scholarship has not addressed all of Stevens’ suggestions it has added more knowledge in other areas.
“The Real Designers Of Telecommunications Deregulation: It Wasn’t Reagan or Fowler”
Reed Smith, Georgia Southern University

Between 1977 and 1981, FCC Chairman Charles Ferris directed the FCC as it made history by modifying U.S. radio and telecommunications law. In a four year period, the Democratic appointee reversed the New Deal broadcast regulations instituted during the Roosevelt Administration, and opened the door for the launch of the information revolution. It was a groundbreaking time, but for the most part, neither Ferris, nor the man who appointed him, President Jimmy Carter, has received much recognition for their role in remaking regulatory policy. Perhaps even more importantly, Ferris changed the basic philosophy of how the FCC went about rulemaking, which continues to guide the Commission to this day. This study - - utilizing, in part, Ferris’ own words - - seeks to correct the record regarding the impact he had as Commission Chairman.

“Competing Coverage: The Greensboro Massacre Through The Eyes Of Three Divergent Newspapers”
Meghan R. Sobel, University Of North Carolina at Chapel Hill

Local and national media reported on the Greensboro Massacre, a 1979 shootout between the Communist Worker’s Party and the Ku Klux Klan in Greensboro, N.C., but little analysis has been given to that coverage. Articles from a local African American newspaper in Greensboro, Carolina Peacemaker, the prominent local daily in Greensboro, the Greensboro Daily News, and an elite national newspaper, the New York Times, were analyzed to determine how differing newspapers reported on the event. Additionally, an in-depth interview with Winston Cavin, the only print journalist that was at the rally when the shooting occurred, provided a first-hand perspective of what happened through the eyes of a journalist. Findings revealed that the Greensboro Daily News was the only newspaper to portray the shooting as an exchange between two extreme outsider groups rather than as a civil rights event. Both Carolina Peacemaker and the New York Times portrayed it as a civil rights issue, and the New York Times did so with an emphasis on Greensboro being located in the American South.

“Sex Discrimination in Federal Employment: An Examination of Working Women at Hill Air Force Base”
Heather Stone, University of Utah

This paper examines how working women were portrayed in the official newspaper of Hill Air Force Base in Ogden, Utah, in 1966. The study also considers papers of Donna Stone, employed on base from 1965 to 1972. Using 1,026 photographs with captions, the study explores the ambivalence surrounding federally employed women at this unusual civil rights transition in history when the legal system had begun to recognize women as equals at work while most social systems still structured them as subordinate. Communication historians have undertaken very little research utilizing military newspapers as a primary source, and extensive database searches have yielded no results for studies of working women at Hill Air Force Base. Thus, this research provides a unique contribution in several areas, including military history, the history of Hill Air Force Base, and women’s history.
“Lost Star: A Forgotten Watergate-era Rivalry Between the Washington Post and the Washington Star”
Wendy Swanberg, University of Wisconsin-Madison

In 2012, the online news archive Readex announced plans to publish the digital archives of a now-defunct newspaper, the Washington Star. In doing so, Readex opened a new research portal for journalism historians and their students. While the Washington Star wielded notable journalistic influence in its day (before its demise in 1981), the paper is now all but forgotten in many academic circles. This raises an essential question: How much of journalism history research is driven by the availability of searchable newspaper archives? Most academic libraries have searchable archives of papers of record like the New York Times, the Washington Post, the Chicago Tribune, etc. But searchable archives of smaller newspapers are often available only to the larger academic libraries, and even then, this availability is likely to depend on the attention of professional librarians who may or may not be tuned in to journalism history. This paper will suggest that journalism historians need to pay greater attention to the archives of smaller newspapers, particularly those of the Cold War era. This reasoning is grounded in an understanding that all historical research builds forward, and that omissions of evidence are compounded over time. As journalism historians, if we confine our research to those news sources that have been sanctioned by academic librarians who are marginally acquainted with journalism history, we run a serious risk of historical omission.

“Narrative Is A Thread, And Truth Is A Fabric’: Luigi Barzini and the Russo-Japanese War”
Michael S. Sweeney, Ohio University

This paper examines the war correspondence of Luigi Barzini Sr. for Corriere della Sera of Milan, Italy, during the Russo-Japanese War of 1904-05. Barzini’s work from that war has not been previously translated into English, an odd oversight, given wartime journalism historian Phillip Knightley’s assessment of Barzini as one of the top reporters of his age. The paper details Barzini’s early life and describes his war reporting with particular focus on his eye for detail, his study of individual soldiers rather than larger battle plans or strategy, his patient cultivation of Japanese sources, and his insistence on the importance of being a truthful witness to the horrors of modern warfare. The paper draws upon Barzini’s papers in Italy’s national archive and his correspondence in Corriere della Sera, accessed via Italy’s national library.

Pamela E. Walck, Ohio University

The issue of race relations and the deployment of African American troops in 1942 reveals not only the realities of U.S. military policies regarding the use of black service members during World War II, but also sheds light on how the U.S. and Great Britain viewed race issues. This study examines how the popular press in both nations reported policies and the deployment/arrival of African American troops through the lens of four newspapers—The Times, The New York Times, the Pittsburgh Courier and the Chicago Defender—during 1942, America’s first full year fighting in World War II.
Furthermore, it explores how the mainstream, white press, in both America and Great Britain, reported the arrival of African American troops in 1942; how the American black press reported this same story; what story themes were used to report the deployment story; and how these newspaper reports reflected popular opinions.

“Crafty Ads: Corporate Branding and Product Nesting in the Arts and Crafts Magazine *The Craftsman*”
Ken Ward, Wichita State University

This paper identifies innovative marketing strategies utilized at the dawn of the twentieth century in the Arts and Crafts magazine *The Craftsman*, a product of furniture maker Gustav Stickley. Drawing upon all issues of the publication, the article identifies the use of product-nesting strategies that advertise Stickley’s furniture products within other Stickley products such as *The Craftsman* magazine. Additionally, the article analyzed the multi-directional branding strategy employed by Stickley and his company, Craftsman Workshops, illustrating the versatility of the brand and its ability to draw involuntary support from significant figures in the Arts and Crafts movement and American history. Its findings contribute to academic study a notable case of creative advertising previously overlooked by historical communication scholars and provides opportunities for parallel study in the publications of other companies of the era.