The AJHA Margaret A. Blanchard Doctoral Dissertation Prize, established in 1997 and named in 2003, is awarded annually for the best doctoral dissertation on media history. Named in honor of the late Professor Margaret A. Blanchard of the University of North Carolina at Chapel Hill – superb scholar and the source of guidance and inspiration for generations of doctoral students of journalism history – the prize is accompanied by an honorarium of five hundred dollars. A two-hundred-dollar honorarium is awarded to each honorable mention.

2009 AJHA ANNUAL CONVENTION
OCTOBER 7-10, 2009 • BIRMINGHAM, AL
During a period when vacations became central to ideas about the American standard of living, magazines came to resemble a sort of tourism promotional literature – bulging with travel articles and advertisements. Using an array of primary sources, this dissertation shows how the relationships between magazines and tourism transformed mass marketing, while shaping popular ideas about travel from the 1940s through the early 1960s. Focusing on the Curtis Publishing Company’s creation of Holiday magazine, this study examines how media businesses used sophisticated market research in the early 1940s to anticipate popular and lucrative social trends, such as a postwar spike in travel. With Holiday, Curtis introduced psychographic marketing and demonstrated the economic viability of media created around lifestyle interests. From there, the dissertation examines the social, cultural and economic factors that shaped how places were represented in magazines as tourist destinations. By exploring the creation of Holiday articles and David Ogilvy’s influential British tourism ads, this section shows how cultural identities were projected onto geographic areas through narratives and imagery. Finally, the study examines how magazine cover-