



# Intelligencer

[ajhaonline.org](http://ajhaonline.org)

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### DON'T MISS OUT!!!!

AJHA Dues for 2011 are now due. Dues are \$25 for students and retired folks and \$45 for regular members. Please go to the AJHA website ([www.ajhaonline.org](http://www.ajhaonline.org)) and download the membership form. Follow the instructions on the form and submit your renewal as soon as possible. If you have any questions about the status of your AJHA membership, please feel free to contact me ([carol.humphrey@okbu.edu](mailto:carol.humphrey@okbu.edu) or 405-878-2221). Don't miss out on all the fun and information that you gain through AJHA!

**Carol Sue Humphrey**  
AJHA Secretary

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### 2011 AJHA Convention Information October 6-8

Hotel Phillips in downtown KC  
106 W 12th Street  
Kansas City, MO 64105  
(816) 221-7000

Contact Amy Lauters for convention registration info.

email: [amy.lauters@mnsu.edu](mailto:amy.lauters@mnsu.edu)  
phone: 507-389-5523

## Mangun elected 2nd vice pres.; McPherson assumes presidency



**Mangun**

AJHA members elected Kimberley Mangun, University of Utah, to the position of second vice president and three new board members at the organization's general business meeting in Tucson in October.

Mangun has been a member of AJHA since 2001. She is an assistant professor in the Department of Communication at The University of Utah,

where she has taught intermediate reporting as well as graduate and undergraduate classes on journalism history, historical methods, alternative media, and diversity. She has previously served as an elected member to the AJHA Board of Directors.



**Smith**

New board members are Erika Pribanic-Smith, an assistant professor of journalism at the University of Texas at Arlington, and a member of AJHA since 1997; Glenn D. "Pete" Smith, an assistant professor of communication at Mississippi State University and an AJHA member since 2005; and Aimee Edmondson, an assistant professor at Ohio University. They will replace Ross Collins, North Dakota State University,



**McPherson**

Julian Williams, Claflin University, and Dolores Flamiano, James Madison University. James McPherson, Whitworth University, moved up to president and, Therese Lueck, University of Akron, moved up to first vice president.

Out-going President Earnest Perry, University of Missouri, remains on the board in an ex-officio capacity. Also joining the board in ex-officio capacities are Barbara Friedman, University of North Carolina, as the new editor of *American Journalism*, and Kimberly Wilmot Voss, University of Central Florida, as the new *Intelligencer* editor.



**Pribanic-Smith**



**Edmondson**

from the president...

# Bounty of opportunities for AJHA members

By **Jim McPherson**

Whitworth College

"If you want something done, ask a busy person to do it," Lucille Ball said. I don't know if the onetime First Lady of Television was the first to say it, but the key point remains: When it comes to getting things accomplished, many organizations seem to take the

approach of Capt. Louis Renault in "Casablanca": "Round up the usual suspects."

Over and over the same people are asked—even expected—to carry more than their share of the administrative load. And time and time again they do so, because of big hearts, big egos or simple fear/recognition that things won't get done otherwise. Unfortunately, when those people retire or burn out and move on, too few others lack the ability, the inspiration or the drive to keep the organization functioning at its previous level.

Like most academics, I've served on a number of committees, some of which seem to have become personal fiefdoms for their most influential members. That's why one of the things I appreciate most about the American Journalism Historians Association is something that we DON'T do—we don't tend to over-rely on the same people to get things done.

We recognize that the organization thrives only when a lot of people, with a variety of skills, are encouraged to serve. And thrive it has—the AJHA may be the healthiest it's ever been in terms of finances, intellectual depth, and ideological diversity. For example, this newsletter and American Journalism both have excellent new editors, each of whom was chosen over two other well-qualified candidates.

The benefit for young scholars, of course, is that there may be no national organization where it's easier to use your skills and have a meaningful voice in the direction of the group (or, for that matter, to add "service" lines to your vita). Earnest Perry (who just completed his term as AJHA president), new

second vice president Kimberley Mangun and I, along with most of the current board members, first become involved in the organization as grad students, serving on various committees.

Not that the AJHA doesn't have some all-stars and legends, of course, and you probably know them (another cool thing about the organization—it's a friendly group). The people who founded the organization and kept it going in its early years continue to be influential voices whose students regularly win dissertation awards and become active AJHA members themselves.

Importantly, however, none of those AJHA pioneers currently hold formal leadership positions. In fact, they have ensured their organizational legacy not by maintaining control but by making sure that the most important jobs regularly pass to newer members. That policy obviously works.

In fact, considering that we're a bunch of historians, we seem to be remarkably open to change. After all, each of our first 32 convention sites—the 29 we've visited so far, and the next three to come—is unique. We haven't visited any city, or many states, more than once. A different AJHA president has delivered the opening address for each convention.

Even if today you're a grad student who just attended your first convention, perhaps one day you'll be one of the presidents on that list. In the meantime, there's a committee that can use you now. Please contact the chair of the committee and tell her or him that you'd like to serve. You can find a complete list of committees and chairs at <http://ajhaonline.org/>



## AJHA Officers

**President:** James McPherson, Whitworth, [jmcpherson@whitworth.edu](mailto:jmcpherson@whitworth.edu), 509.777.4429

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**Treasurer:** Mavis Richardson, Minn. State, Mankato, [mavis.richardson@mnsu.edu](mailto:mavis.richardson@mnsu.edu), 507.389.3299

## Got News?

The newsletter is published in November, February, May and August. Submission deadlines are Nov. 1, Jan. 15, April 15 and July 15. E-mail is preferred, but you may also fax or mail to:

Kimberly Wilmot Voss  
 Nicholson School of Communication  
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407.823.5958

Webmaster **Brian Carroll**,  
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706.368.6944

# Award winners named at Tucson convention

The winner of the **Maurine Beasley Award for the Outstanding Paper on Women's History** was **Kimberly Wilmot Voss**, of the University of Central Florida, for her paper "Food Journalism or Culinary Anthropology? Reevaluating Soft News and the Influence of Jeanne Voltz's Food Section in the Los Angeles Times."

Runners up were John Coward, of the University of Tulsa, for his paper "The Princess and the Squaw: Native American Women in the Pictorial Press," and Paula Hunt, of the University of Missouri, "Editing Desire in 1960s America: The Professional Practice of Cosmopolitan's Helen Gurley Brown."

The winner of the **J. William Snoggrass Memorial Award for the Outstanding Paper on a Minorities Topic** was **Aimee Edmondson**, of Ohio University, for her paper, "Making Whiteness: Racial Defamation and the 'Negro' Moniker."

Runners up were John Coward, of the University of Tulsa, for his paper "The Princess and the Squaw: Native American Women in the Pictorial Press" and Brian Carroll, of Berry College, for his paper "This is IT!": The public relations campaign waged by Wendell Smith and Jackie Robinson to cast Robinson's first season as an unqualified success."

The winner of the **Robert Lance Memorial Award for the Outstanding Student Paper** was **Paula Hunt**, of the University of Missouri, for her paper "Editing Desire in 1960s America: The Professional Practice of Cosmopolitan's Helen Gurley Brown."

The runners up were Brendan Watson, of the University of North

Carolina, for his paper "Place, Race & Waste: Community Structure and Local Media Coverage of the First Environmental Justice Conflict," Michael T. Martinez, of the University of Missouri, for his paper "Professionalism as Practiced by the Dean of Trial Reporters," and Vilja Hulden, of the University of Arizona, for the paper "Organized Employers and the Depiction of the Labor Movement in the Progressive Era Press."

The winners of the **David Sloan Award for Outstanding Faculty Paper** were **Kimberly Wilmot Voss**, of the University of Central Florida, for her paper "Food Journalism or Culinary Anthropology? Reevaluating Soft News and the Influence of Jeanne Voltz's Food Section in the Los Angeles Times" and **Gwyneth Mellinger**, of Baker University, "Washington Confidential: The American Society of Newspaper Editors Goes Off the Record."

Runners up were Brian Carroll, of Berry College, for his paper "This is IT!": The public relations campaign waged by Wendell Smith and Jackie Robinson to cast Robinson's first season as an unqualified success," and Erika J. Pribanic-Smith, "Rhetoric of Fear: South Carolina, of the University of Texas at Arlington, "Newspapers and the State and National Politics of 1830," and Aimee Edmondson, of Ohio University, "Making Whiteness: Racial Defamation and the 'Negro' Moniker."

**Research Award Winners**  
Continued on Page 7



## AJHA Committee Chairs

**Awards:** Mike Conway, Indiana, mtconway@indiana.edu, 812.856.1371

**Convention Sites/Convention**

**Planning:** Patrick Cox, Texas, pcox@mail.utexas.edu, 512.495.4159

**Dissertation Awards:** David Abrahamson, Northwestern, d-abrahamson@northwestern.edu, 847.467.4159

**Education:** Barbara Friedman, North Carolina, bfriedman@unc.edu

**Finance:** Victoria Goff, Wisconsin, Green Bay, goffv@uwgb.edu, 920.465.2536

**Graduate Students:** TBA

**Long-Range Planning:** Tammy Baldwin, Southeast Missouri State, tbaldwin@semo.edu, 573.651.2174

**Membership:** Paul Gates, Appalachian State, gatesph@appstate.edu, 828.262.2392

**Nominations and Elections:** Caryl Cooper, Alabama, cooper@apr.ua.edu, 205.348.3593

**Oral History:** Reed Smith, Georgia Southern, rsmith@georgiasouthern.edu

**Public Relations:** Erika Pribanic-Smith, Texas-Arlington, epsmith@uta.edu, 817.272.5252

**Publications:** Paulette Kilmer, University of Toledo, pkilmer@pop3.utoledo.edu, 419.530.4672

**Research:** Janice Hume, Georgia, jhume@uga.edu, 706.542.5980

**History in the Curriculum:** David Sloan (co-chair), Alabama, sloan@jn.ua.edu, 205.348.8612; David Vergobbi (co-chair), Utah, david.vergobbi@utah.edu, 801.485.4626

**Web Site:** Brian Carroll, Berry College, bc@berry.edu, 706.368.6944

# New American Journalism editor plans content survey

**By Barbara Friedman**  
*University of North Carolina*

As many of our members know, Jim Martin will step down this January after six years as editor of *American Journalism*. I am proud to have been selected by the AJHA Board of Directors to succeed him. In addition, I'm looking forward to working with Dolores Flamiano, who will continue as the journal's Book Review Editor. Both Jim and Dolores have set the bar high for professionalism, leadership and service to the organization.

With one exception, the submission guidelines for the journal remain the same; that is, manuscripts should follow the current edition of the *Chicago Manual of Style*, and should not exceed the recommended maximum length of 25 double-spaced pages, not including tables and notes. Manuscripts are blind refereed. We will accept only manuscripts that have not been published or scheduled for publication elsewhere. However, you may now submit manuscripts electronically, which will allow me to begin the review process promptly and communicate with reviewers and authors efficiently.

Please send your manuscript, and an abstract of no more than 200 words, to bfriedman@unc.edu or ajournalism@gmail.com. You can also reach me phone, (919) 843-2099 or post, University of North Carolina, School of Journalism and Mass Communication, CB #3365, Chapel Hill, NC 27599.

To review or to propose a book review, contact Dolores Flamiano, Book Review Editor, *American Journalism*, School of Media Arts and Design, MSC 2104, James Madison University, Harrisonburg,

VA 22807. You can also contact her via phone, (540) 568-3034 or e-mail, flamiadx@jmu.edu.

The success of the journal depends greatly on the participation of AJHA members. I've already heard and have called upon many of you who are willing to review manuscripts; I appreciate that help. I'm also eager to hear from you about what you'd like to see in the journal.

I am working now on a survey of the past 10 years' content to better understand what kinds of historical research have been represented, and perhaps underrepresented, in *American Journalism*. I will share the results of that survey with our members. In the meantime, please don't hesitate to offer your comments and suggestions for further strengthening the journal.

Jim has taken some pleasure in referring to himself as a "lame duck" since the Tucson meeting, though he has been anything but. He produced the summer issue and is poised to send the next issue to the printer.

As the slow and steady transfer of Jim's files gets underway, so do the inevitable and frequent calls from me: What does this notation indicate? How would you handle this? I have appreciated his patience and generosity, as I value the many offers of help from past editors and the support of my home institution, the University of North Carolina School of Journalism and Mass Communication.

*American Journalism* is a collaborative effort and has long been an exemplar of the finest research in our field; as editor, I will work diligently to continue those traditions.



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*Exploring the Historical Process*

## Attempting to tell her story like ‘solving a mystery’

**By Kimberly Wilmot Voss**

*University of Central Florida*

Bobbi McCallum was a women’s page journalist at the *Seattle Post-Intelligencer* beginning in 1965. She won the esteemed Penney-Missouri Award for investigative reporting in 1968. She was only 25 years old - the youngest winner in history. She was an example of the many female journalists who were poised to take advantage of the opportunities created by the women’s liberation movement.

Sadly, she would be dead within the year. It was my job to tell her story. She was nothing more than a name of an award-winner when I learned of McCallum in 2000. A decade later, I was able to complete a portrait of who she was in a magazine article.

This is a narrative about discovering Bobbi McCallum and about the historical process. Often, as scholars, we focus on the results – what it is we found. This is the story of how I got to the results. I finished my dissertation in 2004 and began investigating Penney-Missouri Award winners. Initial Internet searches only turned up a scholarship in McCallum’s name at the University of Washington.

In 2005, while going through the unindexed Penney-Missouri Award Papers, I came across a letter of condolence to McCallum’s parents from the Awards’ director, Paul Myhre. McCallum’s scholarship was a memorial. The story of this journalist took a tragic turn.

I continued to look for more information but kept finding dead ends. I learned that McCallum was an only child and her parents had died. In 2006, I went through the

Awards papers and found photos of McCallum. Seeing all of those beautiful images spurred me to learn more about her.

I then sent an e-mail to the editor at the *Post-Intelligencer* who was in charge of McCallum’s scholarship. This was a big break. While she did not know McCallum, the editor made copies of numerous photos and articles from *P-I* files. And, most importantly, she gave me a copy of a long, handwritten letter about McCallum. These were the only references I would ever find about her childhood.

Next, I asked a graduate student at the University of Washington, using the microfiche at her school, to copy articles that McCallum wrote. I then analyzed her writing – looking for themes and her unique turns of phrase. I found a mix of traditional profiles and fashion stories along with progressive stories about social change, teen pregnancy and questions about race.

I then wrote an article about McCallum’s life and career. While I knew that she might not have national significance, her story was important regionally. Because I had such great images, I wanted to publish the article in the magazine. *Columbia*, published by the Washington State Historical Society, was a perfect fit.

With the article largely completed, I spent the summer of 2007 reviewing microfiche of the *P-I* to make sure that I did not miss any important stories. During this time, I discovered the digitized alumni magazine of the Cornell University that included a column by McCallum.

After submission, the magazine editors sent back an important question: what exactly was her cause of death? I made a formal request for McCallum’s death certificate. (She died from a reaction to the anesthesia.) Soon I received the certificate and blogged about it. My post questioned the details about her death – why would such a beautiful young woman seek facial cosmetic surgery?

While the article was being edited, I received a revealing e-mail. It was from the man McCallum was dating when she died. He explained that she had received advice that if she wanted to be on television, she would need minor facial surgery to cover acne marks.

After a round of revisions, I began to work with the editors of *Columbia Magazine* to find more images of McCallum. Luckily, there was an archive of old *Seattle Post-Intelligencer* photos at the Museum of History and Industry in Seattle. (The *P-I* went under in the midst of writing the article.) It held many wonderful images of McCallum. The article was published in the April 2010 issue of *Columbia*.

It took several years, but Bobbi McCallum became part of the historical scholarship. In this case, there were no papers left behind. Rather, the historical process was more like solving a mystery. And, in doing so, McCallum’s story was recognized.

### **Editor’s Note:**

*This is the first in a series of articles that explore the historical process. The goal is to shine a light on how we conduct historical research – what happens prior to presenting the results. If you have a story, please email me at voss.kimberly@gmail.com*



## New Intercultural Dialogue center opens communication connections

A new Center for Intercultural Dialogue has been established by the Council of Communication Associations. The Center is designed to serve members of any of the eight associations that jointly make up the Council (NCA, ICA, AEJMC, ASJMC, BEA, ABC, AJHA, and BCCA) by facilitating connections between Communication scholars interested in intercultural dialogue, serving as a source for grants and as a clearinghouse for information.

The goal of the Center is to approach intercultural dialogue at two levels: to encourage research on the topic of intercultural dialogue, but to do so through bringing international scholars interested in the topic together in shared intercultural dialogues about their work.

Databases have been established for the following:

- \*Associations including intercultural dialogue as one of their major topics.
- \*Blogs including intercultural dialogue as one of their main topics.
- \*Centers of intercultural dialogue, and other organizations interested in the topic.
- \*Grants for international travel and research opportunities.
- \*International conferences on topics related to intercultural dialogue.
- \*Podcasts on topics related to intercultural dialogue.
- \*Publications on intercultural dialogue topics.
- \*Research opportunities for international collaborative investigations of intercultural dialogue topics.
- \*Study abroad opportunities on Communication topics.
- \*International teaching

opportunities for Communication faculty.

If you have information to share on any of these topics, please go to the website (<http://centerforinterculturaldialogue.org>) and post a comment on the appropriate page. When you want to discover information about any of these topics, go to the website and read what others have posted there for you.

The Center will be applying for grant funding to support international travel by members of any of the Council's associations. The goal is to distribute micro grants for cultural research. These will be available for a wide range of international opportunities related to research: to conduct research in another country, meet potential collaborators for future research in another country, attend a conference in another country, present a paper in another country, or take a course in another country.

Essentially the goal is to pay for the first flight to facilitate connections between scholars in different countries as a way to encourage future international research collaborations. These will be small grants (always under \$2000), in order to provide easily accessible funding to help scholars begin a dialogue about research across international boundaries, and with the assumption that larger grants to fund major projects are available once such dialogue has begun (and many possibilities for further grants opportunities are listed on the Center's site).

For further information about the Center or its programs, contact the Director, Dr. Wendy Leeds-Hurwitz ([intercult.dialogue@gmail.com](mailto:intercult.dialogue@gmail.com)).

## Research Grants, Awards Continued from Page 3

Five AJHA scholars earned **Joseph McKern Research Grants for 2010-2011**. Each project receives \$1,250. Although the research committee typically presents four research grant awards each year, committee chairwoman Janice Hume said that the quality of applicants this year was so impressive that the committee asked the executive board to make an exception for an additional award. Each award went to a proven scholar who will advance our knowledge of media history in a variety of topic areas and eras, Hume said.

Grants were awarded to the following:

**Elizabeth V. Burt**, of the University of Hartford, for "Preservation v. Conservation: The Battle for the National Parks in the Progressive Era Press, 1890-1914."

**Kathleen Endres**, of the University of Akron, for "The Magazine Century: Publications that Changed America in the Twentieth Century."

**Gwyneth Mellinger**, of Baker University for "The Weapon of Objectivity: A Critical Analysis of the Southern Education Reporting Service."

**Kimberley Mangun**, of the University of Utah for " 'A Giant in Birmingham': Editor Emory Overton Jackson and the Fight for Civil Rights in Alabama."

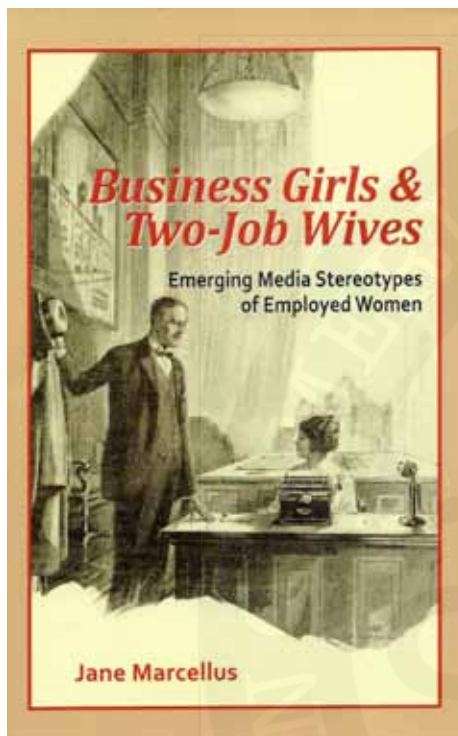
**Andie Tucher**, of Columbia University, for "True to Life: A Cultural History of Reporting."

AJHA research grants are available to all full members who have been a part of the organization for three years. Members can receive this honor only once in their careers.



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*New Books by AJHA Members: First-Hand Accounts*

## Business Girls and Two-Job Wives



**By Jane Marcellus**

*Middle Tennessee State*

*Business Girls and Two-Job Wives* is a study of how popular and alternative magazines represented employed women between the world wars, and how stereotypes that appeared during that time are echoed in representation of employed women now.

I became curious about interwar women because public memory often seems to say that women didn't have jobs before the 1970s, or before "Rosie the Riveter" in the 1940s, but my mother was a very young secretary in the late 1930s, so I knew that wasn't true. I looked at a variety of magazines for different readers—women's magazines like *Ladies Home Journal* and *Woman's Home*

*Companion*, business magazines like *Forbes* and *Fortune*, general-interest magazines like *The American*, *Saturday Evening Post*, or *Harpers*. I also looked at alternative publications—*Independent Woman*, a magazine for businesswomen, and *Opportunity*, published by the National Urban League.

What I found was that women's employment was the topic of much debate. I argue that through a number of strategies, popular magazines reinscribed women into a domestic discourse in both ads and editorial copy. At the end of the book I discuss how those discourses appear today in media representations, although I believe there is much more work that can be done on present-day representations.

### CALL FOR PAPERS, PRESENTATIONS, PANELS AND PARTICIPANTS

#### THE JOINT JOURNALISM HISTORIANS CONFERENCE

(The American Journalism Historians Association and the AEJMC History Division joint spring meeting)

**When: SATURDAY, MARCH 12, 2011**

Time: 8:30 AM to 5:00 PM

Place: Arthur L. Carter Journalism Institute, New York University, 20 Cooper Square, 6<sup>th</sup> Floor, New York, NY 10003 (website: <http://journalism.nyu.edu/>)

Cost: \$50 (includes continental breakfast and lunch)

You are invited to submit a 500-600 word proposal for completed papers, research in progress or panel discussions for presentation at the Joint Journalism Historians Conference—the American Journalism Historians Association and the AEJMC History Division joint spring meeting. Innovative research and ideas from all areas of journalism and communication history and from all time periods are welcome. Scholars from all academic disciplines and stages of their academic careers are encouraged to participate. This conference offers participants the chance to explore new ideas, garner feedback on their work, and meet colleagues from around the country interested in journalism and

communication history in a welcoming environment. Your proposal should include a brief abstract detailing your presentation topic as well as a compelling rationale why the research is of interest to an interdisciplinary community of scholars.

We are also looking for participants for our "Meet the Author" panel. If you published a book in the past year (2010) or have a book coming out in the spring of 2011 and would like to spend a few minutes touting your book at the conference, please contact conference co-coordinator Lisa Burns ([Lisa.Burns@quinnipiac.edu](mailto:Lisa.Burns@quinnipiac.edu)) with a brief blurb about your book.

This year, submissions will be processed through the new **Media History Exchange**, an archive and social network funded by the National Endowment of the Humanities and administered by Elliot King (Loyola University Maryland), the long-time organizer of this conference. Send all submissions (electronic submissions only) by **January 5, 2011**, to Lisa Burns, conference co-coordinator (Quinnipiac University): [Lisa.Burns@quinnipiac.edu](mailto:Lisa.Burns@quinnipiac.edu) (Tel: 203-582-8548). You'll then receive details on uploading your proposal to the Media History Exchange. Also, if you are willing to serve as a submission reviewer or panel moderator, please contact Lisa Burns.

Acceptance Notification Date: February 6, 2011

Any questions? Contact conference co-coordinators Lisa Burns (programming or submission questions, [Lisa.Burns@quinnipiac.edu](mailto:Lisa.Burns@quinnipiac.edu)) or Kevin Lerner (logistical or travel questions, [kevin.lerner@marist.edu](mailto:kevin.lerner@marist.edu)).

**AJHA Tucson 2010 Snapshots**

Clockwise from top right: David Sloan and Vanessa Murphree; Lisa Parcell and David Davies; Jim Martin; Carmen Duarte, Outstanding Local Journalist Award winner; Jim McPherson and Earnest Perry



photo provided by Vanessa Murphree



photo provided by Erika Pribranic-Smith

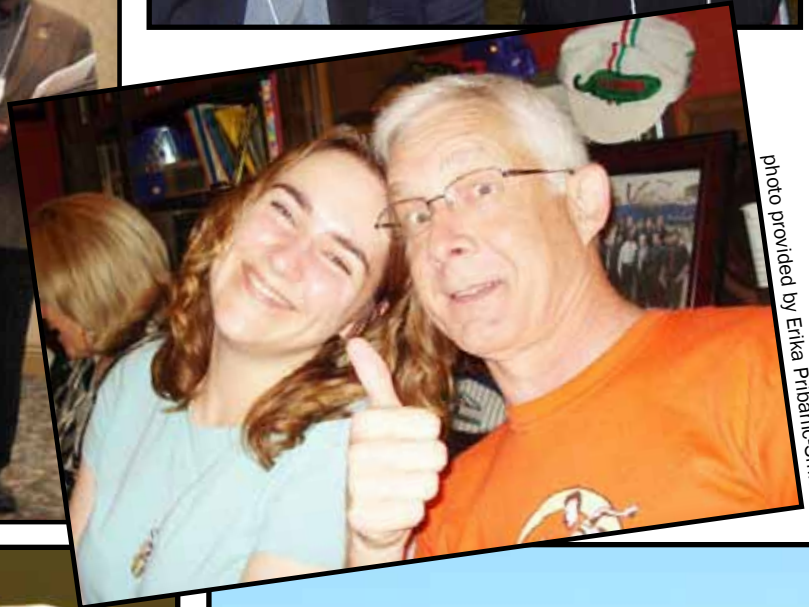


photo provided by Erika Pribranic-Smith



photo provided by Vanessa Murphree

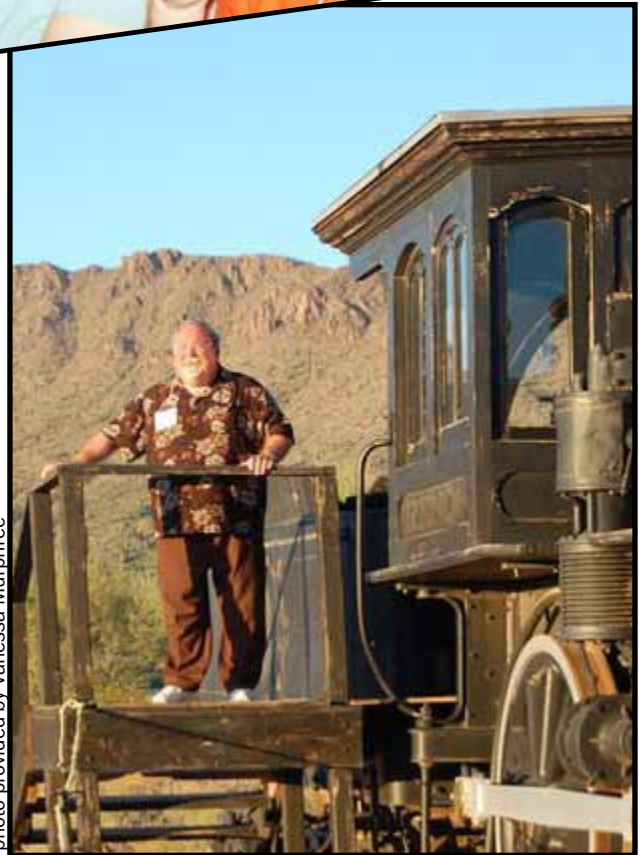


photo provided by Vanessa Murphree