



Intelligencer

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Georgia State raises history to capstone course

Journalism history at Georgia State University, which 10 years ago was vulnerable to downgrading, in April was elevated by the College of Arts and Sciences to the status of a capstone course.

Beginning in the Fall Semester, History of News Media will become a capstone course in the University's Critical Thinking and Writing series. The Department of Communication will require all journalism majors to take either of only two capstone courses – History of News Media, or Ethics.

The capstone designation anchors journalism history's place in the Department of

Communication curriculum, which is undergoing major revision to meet changing conditions in the mass media.

"This demonstrates how vigilance on curriculum can result in strengthening of our discipline," said Professor Leonard Teel, who has taught the course since Professor Harold Davis, a former AJHA officer, retired 20 years ago. Ten years ago, during the University's conversion from quarters to semesters, Teel rescued the 3000-level course

The capstone designation anchors journalism history's place in the Department of Communication curriculum.

from downgrading to the 2000-level. Instead, he persuaded the department to upgrade it to 4000/6000. This opened the course also to graduate students, either in a combined class with undergraduates or in a stand-alone graduate class.

Since then, the quality and quantity of student research have increased. Last year, eight students presented papers at regional and national academic conferences. This research visibility persuaded the department to designate History of News Media as a model cap-

stone course.

"I think your success could serve as a model for other history teachers and encourage them to try to do more with their courses," said David Sloan, who two years ago launched the AJHA Task Force on Retention and Expansion of Journalism History in University Curricula. He added that the Georgia State University decision shows how AJHA can work to "gain such respect for the history course."

"Well done," said the current Task Force chair, David Vergobbi of the University of Utah in Salt Lake City.

Nominations sought for Excellence in Teaching award

The American Journalism Historians Association seeks nominations for the organization's National Award for Excellence in Teaching.

The award recognizes a select group of college and university teachers who promote effective and innovative pedagogy evidenced by successive years of sustained, meritorious and exceptional teaching in history of journalism and mass communication.

A teacher nominee should hold a full-time appointment as an active faculty member at a college or university that con-

fers a baccalaureate or higher degree in the fields of journalism/mass communication studies, communication studies, and/or the more general field of history as of the nominee submission due date. They should have responsibility for teaching in an area of the history of journalism and mass communication and/or field of history.

Nominations of outstanding faculty in part-time positions

or at 2-year institutions also may be considered.

Nomination letters may be submitted by a supervisor or peer. In addition, the nominee is responsible for preparing a dossier of supporting materials.

Complete information regarding the nomination process is available online at <http://ajhaonline.org/awards.html#teaching>.

Nominations and supporting materials must be received by

July 15, 2009.

Send materials to: Barbara Friedman, AJHA Education Committee, UNC-CH, School of Journalism and Mass Communication, CB 3365, Chapel Hill, NC 27599. Questions may be directed to bfriedman@unc.edu.

The winner will be recognized at the 28th annual convention of the American Journalism Historians Association, Oct. 7-10 in Birmingham and will be asked to write a short article about teaching for the organization's newsletter.

From the president . . .

Media history & crosswords

By Julie Williams
AJHA President

A year ago my Dad was in the hospital, so my sisters and I flew back and forth to Wilmington, N.C., over a couple of months of a long recovery. Since we were in continual need of ways to pass the time, I often raided the dollar shelf at Walgreen's. You can get all sorts of fun things on the dollar shelf.

One particular time I came away with crossword puzzle books. It didn't take us long to figure out why they were marked down to a dollar. The clues were obscure, and the spellings were questionable. There was that river in Switzerland that appeared in every puzzle whenever the writer of the crossword needed to string together a bunch of vowels: The Aar River, or, as it was spelled in other places in the very same book, the Aare. So much for their spell-check. It made my editor's heart cringe.

Many times my sister threw down her pencil, the eraser worn to a nub, and scolded,

'Get this clue. It's probably a river in Switzerland. It's "Lafcadio." What the heck is a lafcadio?'

"Julie! Why did you bring us these TORTURE puzzles?" Finally she tossed one of the books at me and said, "Let's see if you can do better." It was a dare of the double dog variety. And boy, was she right – what kind of a sister was I to bring such a puzzle? Who really knew the Latin genus of ragweed? Or the scientific name for a field mouse? Someone at the crossword puzzle company apparently did, but not me.

My double dogs in the dare were about to scuttle off with their tails between their legs, when my sister reached over to the puzzle she had thrown at me and pointed to one specific clue. "OK, media historian, how about THIS one?" she



dared, ratcheting up to the triple dog. The clue was merely "Massachusetts printer."

Now my expertise as a historian was on the line. I was defending my office in this fine organization, and I had to come through for the team! Better to throw her off the scent with my... er ... vast knowledge of the subject. "Do you know how *many* printers there have been in Massachusetts?" I stalled.

"I mean, good grief! The first Massachusetts printer came over in 1638! There could be hundreds of answ ... " I looked at the blank and did a double take. Daye. Obviously the answer was Stephen Daye, that very first printer of 1638.

"Oh, it's 'Daye,'" I said, as though I had known it all along. "Stephen Daye. He came over in 1638 and published 'The Oath of a Free-

man," the first thing printed in North America." My sister was not impressed with the information on "The Oath of a Free-man," but she was delighted that I knew "Daye." The word "Daye" in the blank opened the way for three or four other answers, including that Swiss river of multiple spellings.

My sister snatched the book back and an hour later had turned to a new puzzle. It didn't take long, though, before she was frustrated again. "This book is RIDICULOUS!" she bawled. "Get this clue. It's probably a river in Switzerland. It's 'Lafcadio.' What the heck is a lafcadio? Oh, brother!"

"Hearn," I interrupted.

She stopped protesting. "Huh?" she asked.

"Lafcadio Hearn was another person from media history. He was a great reporter in New Orleans after the Civil War."

She filled in H-E-A-R-N in the blank and was able to run A-A-R crossways against the

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History scholars recognized for dissertation work

WINNER OF 2009 AJHA MARGARET A. BLANCHARD DOCTORAL DISSERTATION PRIZE

Richard K. Popp

*Louisiana State University
Manship School of Mass Communication*

“Magazines, Marketing and the Construction of Travel in the Postwar United States”

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 potentially lucrative social trends, such as a postwar spike in travel.

Curtis Publishing demonstrated the viability of media created around lifestyle interests.

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 coverage - in celebrating the “vacation boom” as emblematic of a classless, mobile, and ultra-modern society - championed the public-relations agenda of the travel industry and the nation’s business elites.

Director: Carolyn Kitch, Temple University

important First Amendment cases in American history, stopped what surely would have been an onslaught of similar libel cases.

Director: Earnest L. Perry Jr., University of Missouri School of Journalism

Ray Gamache

*College of St. Scholastica
Department of Communication,
Theater and Art*

“Evolution of the Sportscast Highlight Form: From Peep Show to Pathé to Pastiche”

This dissertation traces the evolution of the sportscast highlight form, which emerged as the dominant technique of sportscasts as a result of the technological, economic and social changes that impacted media systems.

Technological changes do not provide the entire account of the highlight form’s development and deployment, so this study also explicates the importance of the protocols that express the relationships between media producers, sports leagues, and audiences. It argues that the highlight form is not a recent development, given its use within a news context in every medium from news films and newsreels to television and new media.

As a work of media history, this project explicates each medium’s contributions, not so much as discrete phenomenon, but as the relational totality which the term implies. Such macro-level histories necessarily take a more long-term view of the processes of historical change.

Additionally, this methodology utilizes intertextuality as an analytical strategy to question whose interests were served from the form’s deployment, who benefited

HONORABLE MENTIONS

Aimee Edmondson

*Ohio University
E.W. Scripps School of Journalism*

“In Sullivan’s Shadow: The Use and Abuse of Libel Law During the Civil Rights Movement”

This is a study of libel cases filed primarily in the 1960s relating to African Americans’ increasing fight for equal rights. Emphasis is on little-known lawsuits filed by southern public officials in the shadow of the famous *New York Times v. Sullivan* case in Alabama in 1960, through its adjudication in 1964 and in its aftermath. This study expands upon the evidence and argument that officials used existing libel laws to craft what amounted to a sedition law in order to stop the press from covering the civil rights struggle.

This study illustrates that the use and abuse of libel law became an integral part of the story in the battle for equal rights. Suits were filed over coverage of the 1961 Freedom Rides, the 1962 Ole Miss riot, the 1963 March on Washington, the 1964 Freedom Summer murders of three civil rights workers in Philadelphia, Miss., and even the assassination of Martin Luther King Jr.

Scholars agree *Sullivan*, one of the most

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AJHA member keynotes annual history conference at Saint Peter’s

Saint Peter’s College held its Second Annual Media and History Conference on April 2. Co-sponsored by the Departments of Communication and History, the event was coordinated by Jean Palmegiano.

The keynote speaker of the conference, whose theme was “Images In and Of the

Press,” was David Spencer, University of Western Ontario. His topic was “‘Now Picture This:’ Dissent, Commentary and Humor in the Victorian Illustrated Press.”

Other presentations during the day-long event included panels on “Images of the Journalist: Hero or Hack” and “Images in

Journalism: Trust or Mistrust.”

Among the 400-plus attendees were guests from other institutions, New York and New Jersey journalists, and SPC faculty and students. The College library also had a month-long exhibit on the conference theme.

Four scholars to be honored for dissertations

Continued from Page 3

from the narratives represented through the form, and whose interests were consolidated from its commodification. This study analyzes primary and secondary sources related to sportscasts, including early sport films, newsreels, network and cable programming, and new media content.

Director: Maurine Beasley, University of Maryland Philip Merrill College of Journalism

Stephanie Ricker Schulte

University of Arkansas Department of Communication

"State Technology to State of Being: The Making of the Internet in Global Popular Culture"

This dissertation details the ways Americans and Europeans made sense of the Internet

as it became a major player in the global economy in the last two decades of the twentieth century. Tracking representations in news media, popular culture, and policy-making documents, the author argues that the Internet - as a technology and set of cultural meanings - transformed in accordance with larger changes in culture and policy as much as with the intrinsic capabilities of technology itself.

By bringing cultural studies perspectives and discursive analysis to the history of media and technology, the author problematizes technologically determinist histories by arguing that cultural representation and policy-making practices had material consequences that shaped the Internet's development. She charts the often contradictory discursive construc-

tions of the Internet: as simultaneously a toy for teenagers and a cold war weapon, as both embodying the future and emblemizing the past, and as at once a distinctly American and global space.

Examining these contradictions, she explores how the Internet's emergence and growth participated in larger debates about mass media, the nation, the state, globalization, democracy, public space, consumption, and capitalism. In this interdisciplinary dissertation, the author analyzes visions of the Internet in popular culture, news media, academic debates, advertising, and policy legislation and debate in the United States and, to a lesser extent, in Europe.

The various and shifting conceptualizations of the Internet indicate that the Internet

was (and is) a culturally constituted, historical object and thus, the qualities essential in the technology itself did not determine the ways it was understood.

Ultimately, she argues that these understandings helped shape the Internet's development, regulation, and character, thereby creating the Internet as a capitalist tool rather than a common good. This development was far from inevitable.

Thus, the final chapter in particular - through its analysis of European efforts to construct the Internet as a public good regulated by state forces instead of a private commodity regulated by the forces of capital - illustrates that the Internet could have been both understood and regulated differently.

Director: Melani McAlister, George Washington University American Studies Department

Teaching Tip

NPR can enhance comm history lectures with Web podcasts

National Public Radio provides an excellent way to liven up communication history lectures with its numerous and wide-ranging podcasts on media history.

They can be found at www.onthemediamedia.org, part of the larger NPR project that reports on the media.

The podcasts cover subjects from war reporting to advertising to public relations, usually providing a brief interview with authors of recent books about the subjects.

Sometimes, the voices of historical media figures can be heard.

Rather than just telling students about media personality Aimee Semple McPherson's use of radio to bring Christian evangelicalism into the mainstream nearly a century ago, let

them hear her voice.

When discussing Edward R. Murrow's radio broadcasts from London, instructors can click on the Murrow podcast and students can hear excerpts of his riveting reporting.

The podcast on Investigative Reporters and Editors' Arizona Project includes interviews with Steve Early of the Arizona Republic and Bob Green of Newsday, who led the unusual project in response to reporter Don Bolles' murder.

Another use of the podcasts: They can be starting points for student presentations. Assign students to select one of the podcasts, listen to it, then research the background to get

the full story, which they can present to the class.

Subjects include the Daily Worker, house organ of the American Communist Party; reporting on the Civil Rights Movement during the 1960s, told through an interview with Hank Klibanoff, co-author with Gene Roberts of *The Race Beat*;

the reporting of William L. Laurence, the New York Times reporter who was provided unprecedented access to the building of the atomic bomb; the racism shown by Aunt Jemima, the Frito Bandido, and Uncle Ben in American advertising; the motion picture industry's collaboration with the State Department in

the 1940s to export American propaganda; I.F. Stone; Edward Bernays; and the history of hurricane reporting, among many others.

One warning: Some of the podcasts include dated material. Many were first broadcast months, even years ago. Be prepared to update students on some of the information. For example, the Arizona Project podcast was first broadcast in 2006, on the 30th anniversary of Bolles' murder. The murder was June 2, 1976, and the broadcast references the anniversary, not the date.

Granted, other Web sites provide similar material, but it is unlikely there is another one that provides such a wide range of material in one location.



Aimee McPherson

No Joke: TV really works



Visitors to the 1939 World's Fair in New York could view RCA's TRK-12 models. Some were seeing TVs for the first time. The CRT faced up and people watched the screen by looking through a mirror. The transparent casing showed the inner workings, so people could see TV wasn't a trick. Source: cedmagic.com

AJHA member's work may have been consulted

Continued from Page 2

A. Of course.

"Well, I have to give you credit," she said. "It sure came in handy, you being a media historian."

So there you have it. We've arrived in crossword puzzles. Can the Wheaties box be far behind?

I can't imagine whose work the crossword puzzle-maker was reading, but I'm sure it was by someone reading this column. Congratulations, whoever you are. Let's meet on the River Aar (or Aare) to celebrate.

Book Review

Book proves free speech isn't free in the U.S.

From the Palmer Raids to the Patriot Act: A History of the Fight for Free Speech in America, by Christopher M. Finan, 2007, \$18, paperback.

By Jim Aucoin
University of South Alabama

Published by Beacon Press two years ago, Finan's history of free speech remains arguably the best history of the subject in publication.

I've used it in my communication law class to help students understand the Sisyphean effort it has taken over the decades to protect our constitutional right to speak and print what we want. It also would be an excellent choice for students in some communication history courses.

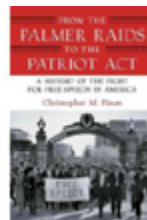
Finan is president of the American Booksellers Foundation for Free Expression, reminding us that journalists have allies in booksellers and librarians when it comes to protecting our First Amendment rights.

As the title suggests, Finan begins with the Palmer Raids,

which were anti-communist attacks led and encouraged by U.S. Attorney General Mitchell Palmer shortly after World War I. His choice seems obvious because the events have an eerie similarity to the powers handed to the federal government by the Patriot Act – warrantless searches, for example.

Of course, attacks on free speech and free press by the government began much earlier during the turbulent days when former American revolutionaries struggled to create a government. The Alien and Sedition Acts of 1798 were the first time Congress and the White House tried to squash political opposition by silencing critics, but unfortunately it wouldn't be the last.

The federal and state governments also have tried to legislate morality by using restrictions on the mails and outright censorship to attack sexual content in books, news-



letters, magazines, and movies – in the process stifling distribution of nonpornographic content, including information about birth control. Kinan's

discussion of the 19th century attacks on speech through the Comstock Act provides valuable historical insights.

During much of the 20th century, would-be censors turned their ire on politics, essentially stamping out not only the radicals but also any American understanding of radical politics, including socialism and communism. The onslaught explains why radicals have never successfully had a voice in public debates in the United States.

Finan also writes the story of do-gooders who attacked pornography beginning in the 1970s, including scholars such as Catherine MacKinnon and decidedly non-scholars such as the Meese Commission. Kinan devotes a chapter to them and

to those who have steadfastly opposed them.

Finan, a longtime activist for speech and press rights, gives appropriate credit to Roger Baldwin and the American Civil Liberties Union. Indeed, the book provides a balanced history of the ACLU and its importance to the protection of American civil rights.

Moreover, Finan writes eloquently the story of how the protection of speech and press rights has rested more often than not on the shoulders of radicals, racists, and undesirables.

Kinan devotes his final chapter to the Patriot Act, passed after the terrorist attacks on Sept. 11, 2001. In that sense, his history of speech and press rights comes full circle.

No one can fully understand the value of the right to speak and publish freely without knowing the history of the valiant struggle to protect that right. To his credit, Kinan provides that history in this superior account.



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Got News?

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

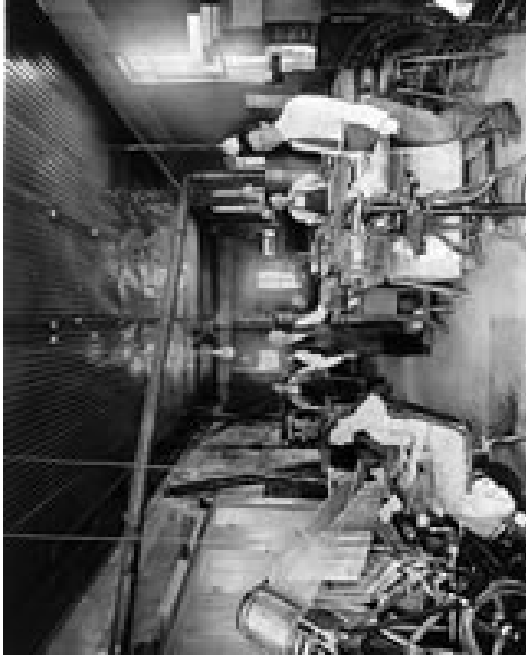
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Future AJHA
Convention
Sites

2009: Birmingham
2010: Tucson
2011: Kansas City



The Eldora, Iowa, newspaper office circa 1920.

Photo courtesy of the State Historical Society of Iowa.

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