



Intelligencer

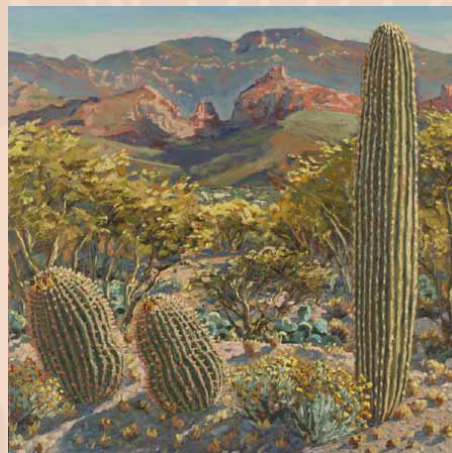
VOLUME 27 NUMBER 3 SPRING 2010

30th annual AJHA convention set for October 2010 in Tucson, Ariz.

By Linda Lumsden
University of Arizona

From sunrise to the fabulous sunset over the Tucson Mountains visible from the Hotel Arizona, this fall's AJHA convention goers can enjoy the multicultural charms of the "Old Pueblo."

The historic downtown hotel will host the 30th annual national convention's traditional events such as the Thursday night reception and auction, Scholars Breakfast, Awards Lunch, and Roundtable Lunch. The Friday afternoon historical tour will carry you over Gates Pass to the Arizona-Sonora Desert Museum, which more accurately is a gorgeous botanical garden and zoo where you can get



nose-to-beak with a hummingbird and almost as close to mountain lions and javelinas. After getting our fill of the Southwest's natural wonders, we'll head over to nearby Old Tucson Studios to soak in the cowboy culture captured in hundreds of movies filmed at this well-preserved replica of a Wild West

town where gunslingers and saloon can-can girls still stroll the streets.

While flamenco dancing and paella aren't exactly Tucson originals, the combination is the recipe for a convivial Saturday Gala at Casa Vicente, a popular downtown Spanish restaurant. My recommendation for capping off the evening: Cocktails at Hotel Congress, where authorities nabbed gangster John Dillinger in 1934. It rocks nightly with the diverse bands that make Tucson tick, along with the restored 1920 Rialto Theatre across Congress Street and the University of Ari-

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New editors sought for newsletter, journal

The American Journalism Historians Association seeks applications for the editor of this newsletter, *The Intelligencer*, and the association's journal, *American Journalism*.

The new *Intelligencer* editor will begin work at the October meeting; the new editor of *AJ* will begin work in January 2011.

Editing the *Intelligencer* or *AJ* is an excellent way for a AJHA member to be more involved in the organization and, if needed, to impress a tenure committee. (There is no truth to the myths that a member has to teach at a college in Alabama or be named "Jim" to be eligible for these positions.)

See **Page 6** for detailed job postings.

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Future AJHA
Convention Sites

2010: Tucson
2011: Kansas City
2012: North Carolina

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Got News?

The newsletter 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:

Jim Aucoin
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Articles welcome

The AJHA Intelligencer welcomes submissions from members. Articles on researching or teaching are especially welcome. Please keep submissions to less than 750 words. But longer can be accommodated. Send queries to the editor at jimaucoin@yahoo.com.

Before and after events planned

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zona student hang-outs stringing bohemian Fourth Avenue.

Hotel Arizona is adjacent to El Presidio Park, home of the city's oldest adobe structures and some of its prettiest restored historic homes. A pedestrian bridge leads you past garden sculptures to the modernistic Tucson Museum of Art and the Old Town Artisan Galleries, where you can browse Mexican and Native American crafts and souvenirs or enjoy lunch in a shady courtyard café. Another block brings you to picaresque El Charro, the city's oldest family-owned Mexican restaurant. It's just one of 44 restaurants within walking distance of the hotel, which also features a café, bar, heated outdoor pool, and free passes to the nearby Lohse Family YMCA.

Come early to Tucson and stay late: On Wednesday morning, saddle up for an optional horseback ride and lunch at rustically upscale Westward Look Resort, a restored dude ranch nestled in the Catalina Mountain foothills.

On Sunday, join your colleagues for an all-day adventure that includes an underground tour of the former Copper Queen Mine in Bisbee, a shootout at Tombstone's notorious OK Corral, and wine-tasting at one of the vineyards that splash some purple among the "Mountain Empire's" rolling grass-land hills.

If you want to stretch your Tucson trip even farther, numerous tour companies in Phoenix (100

miles north) offer trips to the Grand Canyon (about a four-hour drive north of Phoenix). Or stay in town to hike or ride the tram four miles into stunning Sabino Canyon Recreation Area . . . marvel at the eighteenth-century San Xavier Mission del Bac on the Tohono O'odham Nation . . . drive (or bicycle!) the hairpin curves to the ponderosa pine forests of 9,157-foot Mt. Lemmon . . . feel nostalgic for the Cold War at the Titan Missile Museum . . . ogle the Milky Way at Kitt Peak National Observatory . . . immerse yourself in five ecosystems under three acres of sealed glass at Biosphere 2 . . . relax in Tucson Botanical Gardens.

If you'd like to learn more about what to do in the Tucson area, get info online or request brochures at: <http://urlwww--tucsonattractions--com.rtrk.com/>

Other web sites where you can learn more the annual convention in Tucson:

[Arizona-Sonora Desert Museum](#)

[Casa Vicente Restaurante](#)

[Downtown Tucson](#)

[Hotel Arizona](#)

[Old Tucson Studios](#)

Find more convention info at <http://ajhaonline.org/convention.html>

Convention registration deadline is Aug. 31.

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From the president . . .

Convention location debated

By Earnest Perry
University of Missouri

As we prepare for our upcoming convention in Tucson, I would like to update the membership on the board discussions concerning Arizona's new immigration law that is scheduled to take effect this summer. Shortly after Arizona Gov. Jan Brewer signed SB 1070 in late April, several board members expressed concern about holding our annual convention in Tucson. The AJHA board began an email discussion and considered the pros and cons of moving the convention. After receiving information from Convention Sites Chairman Patrick Cox and Convention Coordinator Beverly Hadley it was determined that a move would be detrimental to the organization.

We would be penalized about \$35,000 for backing out of our contract with Hotel Arizona. AJHA would also incur the cost and time of trying to find another location, negotiating a reasonable room rate, booking off-site events, etc. Patrick, Beverly and local host Linda Lumsden at the University of Arizona have been working on this conference for more than a year. The board determined that to move the conference within a five-month window would be too costly and the logistics too difficult.

Several other factors went into the board's decision to keep the

conference in Tucson. The actions of government officials and the University of Arizona in response to the law have been dramatic. The city of Tucson and Pima County, where the city is located, have filed a lawsuit against the state of Arizona arguing that the new law is unconstitutional. The Pima County sheriff has publicly stated that his department will not enforce the provisions of the law.

University of Arizona officials have stated that campus police will not engage in any action that can be construed as racial profiling and the faculty and staff have openly stated their opposition to the law. Many of the opposition groups in the state of Arizona are based in the Tucson area.

Linda provided a lot of this information to me, and I passed it on to the board. I and other board members also have kept abreast of the situation and will continue to do so over the summer. Patrick and Beverly have been in touch with the local convention and visitors bureau about the situation and will pass on any information they get to the board.

During the board's discussion of this situation I informed members that I would be proposing a resolution condemning the Arizona immigration law at the board meeting in October. I believe on an issue such as this it would be better to have a discussion person-

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'Pulitzer's Gold' author says news pegs help

By Roy J. Harris Jr.
University of Missouri

As a relative newcomer to the field, I'm not sure how common it is for journalism historians to have "news pegs" for their books. But as the author of "Pulitzer's Gold: Behind the Prize for Public Service Journalism"—just out in an updated paperback edition from the University of Missouri Press—I've found that tying the book's promotions to the annual Pulitzer Prize announcement is a natural.

General sales benefit from the mention that appears in my taglines, although I'm not sure yet whether I attained my main goal this year: catching the eye of the journalism professors who sorely need modern case studies of great journalists at work. In touring J-schools from Columbia to USC in the run-up to the April 12 Pulitzer announcement, I found many eager students, loaded with convergence and technology courses, longing for these instructive "stories behind

the stories" of great journalism. (It's Watergate-type explosive reporting that drew most of them to the business in the first place, after all.)

Still, writing about the Pulitzers when they are announced each year offers the double benefit of keeping me abreast of my topic (with more book updates in mind), and spreading the word about the resource that "Pulitzer's Gold" represents. Indeed, it scored several new reviews because of the connection, including one in Huffington Post.

This year I started early: preparing op-eds and flying them by newspapers that have a particular interest in trends related to the Pulitzers. The challenge faced by the prizes in trying to identify newer types of long-form journalism—from online coverage to investigative collaborations offered by groups like ProPublica—seems to get the

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Convention decision debated

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to-person rather than an email exchange. The decision on the resolution will be announced at the opening session of the convention on Thursday, Oct. 7.

As the local host, Linda has decided to lead a panel discussion on the alternative press in Arizona, and I know of one panel that addresses immigration historically that has been submitted

for consideration at this year's conference.

This is not the topic I had in mind for my column, but I felt it was important to let you know that the board and those working on the convention had thoroughly discussed the issue and considered the alternatives. If you have any questions or concerns, please do not hesitate to contact us. Have a great summer and see you in October.



Old West newspapers

The Rocky Mountain News editors and reporters in frontier Denver faced constant threat of violence, evidenced by the numerous rifles and handguns in this contemporary rendering of the newsroom. See <http://xroads.virginia.edu/~ug02/hendrick/west/paperhome.html>

Consider news pegs when publishing history

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attention of op-ed editors. Last year I got the message into the Los Angeles Times and Christian Science Monitor about how the Pulitzers were changing. This year WashingtonPost.com ran my op-ed on “Pulitzer Monday,” for openers.

For the third straight year, the Post also asked me to host its online Pulitzer discussion, keeping readers engaged on the topic for 90 minutes after the prizes were announced at 3 p.m. That allowed me to get a sense of how newspaper and online readers were reacting to the Pulitzers, including their doubts about how slow

they are to keep up with online reporting.

Keeping the book in the Pulitzer buzz also drew three radio talk-shows—including national NPR’s “Here and Now” with Robin Young---to plan segments featuring the book. I also planned a talk at a local library, which attracted local coverage of the new paperback version of “Pulitzer’s Gold.”



Harris

When the busy week was over, I found I had a dozen new entry points for the book’s web page, www.pulitzersgold.com, including audio and video. I’ve now made the acquaintance from my interview

Applegate paper honored

Dr. Edd Applegate, Middle Tennessee State University, presented “The Development of Advertising and Marketing Education in the United States: The First 75 Years” in a session sponsored by the Marketing Management Association at the 2010 MBAA International Conference in Chicago. The paper received the “2010 MBAA International McGraw-Hill/Irwin Distinguished Paper Award” and the “Donald Shawver Award for Outstanding Paper in Marketing Education.”

Applegate also presented “The *Literary Digest*’s Presidential Poll: Did It Attract Advertisers?” in a session sponsored by the Business/Society/Government Track at the conference.

stories of several new Pulitzer winners who would indeed play a role in any future edition.

In all, a satisfying and productive period that keeps me engaged in my research, expands my book’s general audience, and, perhaps, helps win over some journalism academics to the need for history in the classroom.

Roy’s book “Pulitzer’s Gold: Behind the Prize for Public Service Journalism” came out in hardcover in January 2008 and was introduced in paperback in February 2010. A reporter and editor for the Wall Street Journal from 1971 to 1994, Roy spent the past 13 years in the Economist organization in Boston. He researched and wrote “Pulitzer’s Gold” in what he laughingly calls his spare time, starting in 2002.

Submit entries for 2011 AJHA dissertation prize by February

The AJHA Margaret A. Blanchard Doctoral Dissertation Prize, given for the first time in 1997, is awarded annually for the best doctoral dissertation dealing with mass communication history. An honorarium of \$500 accompanies the prize, and a \$200 honorarium is awarded to each

Eligible works shall include both quantitative and qualitative historical dissertations, written in English, which have been completed between January 1, 2010, and December 31, 2010.

For the purposes of this award, a “completed” work is defined as one which has not only been submitted and defended but also revised and filed in final form at the applicable doctoral-degree-granting university by Dec. 31, 2010.

To be considered, nomination packets must include:

(a) One copy of the complete dissertation;
(b) Four copies each of the following items, with all author, school, and dissertation committee identification of any kind whited-out:

(i.) a single chapter from the dissertation [preferably not to exceed 50 manuscript pages, not including notes, charts or photographs],

(ii.) a 200-word dissertation abstract,

(iii.) the dissertation table of contents;

(c) a letter of nomination from the dissertation chair/director or the chair of the university department in which the dissertation was written;

(d) a cover letter from the nominee indicating a willingness, should

the dissertation be selected for a prize, both to attend the awarding ceremony and to deliver a public presentation based on the dissertation at the 2011 American Journalism Historians

Association Annual Convention, 5-8 October 2011 in Kansas City, MO.

Note: Regarding Paragraph (b.) (i.) above, as a guide to selecting a chapter for submission, the Award Committee has in the past expressed a preference for a chapter which, if possible, highlights the work’s strengths as a piece of primary-sourced original research.

Nominations, along with all the supporting materials, should be sent to: Prof. David Abrahamson, Chair, AJHA Margaret A. Blanchard Doctoral Dissertation Prize Committee, Medill School of Journalism, Northwestern University, 1845 Sheridan Road, Evanston, IL 60208.

The deadline for entries is a postmark date of Feb. 1, 2011.



AJHA Opportunities

Editor, The Intelligencer

The editor, who also serves as ex officio and attends all AJHA Board meetings, coordinates the electronic publication of four issues per year of the newsletter.

The editor works with officers and members to generate content related to the organization. Necessary skills include editing, headline writing, publication layout and familiarity with InDesign.

If interested please submit a resume, a letter explaining why you would make an effective editor and a letter of support from your administration to Paulette D. Kilmer by June 10 at pkilmer@utnet.utoledo.edu.

Editor, *American Journalism*

The American Journalism Historians Association is looking for an editor of *American Journalism*, its quarterly refereed journal of media history.

The position begins Jan. 1, 2011, with a transfer of some editorial responsibilities in the fall of 2010. The appointment is for four years, with the possibility of renewal.

Publishing costs for *American Journalism* have been shared by AJHA, which funds the production costs, and the host institution, which funds the editor and his/her staff.

Interested parties should be active members of the American Journalism Historians Association. Preference will be given to tenured applicants who have established reputations as journalism history scholars and exhibit some familiarity with new technologies.

Ideally, institutional support will include assigning a student assistant to coordinate mailings, maintain subscription records, and help supervise layout that the typesetter will complete; providing a small office with a file cabinet, computer, laser printer, scanner, and pagination software as well as a course reduction.

For more information about the responsibilities and costs of the position, contact Jim Martin, the present editor, at jmartin@una.edu.

Send nominations – including a statement indicating a willingness to serve, a curriculum vitae, and a letter of institutional support – by Aug. 2, 2010, to Publication Committee Chair Paulette D. Kilmer at pkilmer@utnet.utoledo.edu.

Dissertation winners announced

WINNER 2010 AJHA MARGARET A. BLANCHARD DOCTORAL DISSERTATION PRIZE

“From the Belly of the HUAC: The Red Probes of Hollywood, 1947-1952”

J. Duane Meeks
Palm Beach Atlantic

Director: Maurine H. Beasley, Maryland

The House Un-American Activities Committee conducted investigations of the movie industry in 1947 and 1951-1952. The goal was to determine the extent of communist infiltration in Hollywood and whether communist propaganda had made it into American movies. This spotlight led to the blacklisting of Hollywood professionals and contributed to the committee's notoriety. Previous historical accounts concentrated on the practice of naming names, the scrutiny of movies for propaganda, and the intervention in union disputes. In a re-evaluation of the Hollywood probes, this dissertation draws extensively on documents from HUAC archives, which Congress unsealed for scholars in 2001. This study addresses four areas in which the new evidence indicates significant, fresh findings. First, the Committee centered its investigatory methods on information obtained through a careful, on-going scrutiny of the communist press, rather than techniques such as surveillance, wiretaps, and other surreptitious activities. Second, two German communist refugees with extensive media and propaganda résumés played a crucial role in motivating the committee to launch its first Hollywood probe. Third, the HUAC's practice of requiring witnesses to name names appeared to be an on-going exercise of data triangulation. Finally, the committee's overriding concern was exposing the activities and practices of communist front organizations, which the HUAC viewed as powerfully effective venues for communist propaganda. In summary, the newly available archival evidence indicates the HUAC operated in a less sinister manner than previously supposed, and thus, revises previous scholarship on the HUAC.

HONORABLE MENTIONS

“Embellishment, Fabrication, and Scandal: Hoaxing and the American Press”

Mario Castagnaro
Carnegie Mellon

Director: Kathy M. Newman, Carnegie Mellon

The dissertation examines literary and journalistic hoaxes in American culture from the 18th century to the present. Over the past 200 years, literature and journalism have frequently cross-pollinated and overlapped with each other, especially at the site of the hoax; in this dissertation it is argued that literary hoaxes have had a significant (and heretofore unexplored) impact on the development of journalism. Beginning with Benjamin Franklin's satirical “news stories” in the 18th century and ending with James Frey's *A Million Little Pieces* debacle on Oprah in 2006, my dissertation charts an alternative cultural history of American journalism and its audience. Hoaxes are events consisting of both text and textual effect; hoaxes tend to begin as textual objects and attain the status of hoax only when they are disseminated and generate secondary and tertiary accounts. In these metadiscursive moments hoaxes come to offer tacit or explicit critiques of their fields, authorities, or audiences; such critiques often develop independent of any initial authorial intent. The study shows that hoaxes initially played a significant role in helping American news institutions establish themselves and increase their circulations by providing sensational and compelling stories to their readers. Yet, by the late 19th century American journalism was actively recasting itself as a professional institution. With this drive toward professionalism came a mounting need to expunge hoaxes and to visibly punish writers who fabricated news stories. Once cast as playful, satirical ruses, hoaxes came to be recast as more serious transgressions with potentially dangerous consequences. It is argued that what the public thinks of as “news” today has been shaped just as much by negative examples as by positive, definitional constructions, and hoaxes have played a key role in this process.

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Honorable Mentions

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“The Murrow Tradition: What Was It, and Does It Still Live?”

Raluca Cozma
Iowa State

Director: John Maxwell Hamilton, Louisiana State

This dissertation explores the differences in the quality of radio foreign news and foreign correspondents between CBS during World War II and National Public Radio during the Iraq War II. Triangulating quantitative and qualitative methods (content analysis, historical research, and in-depth interviews), this study proposes a model of quality foreign news to help determine what the Murrow tradition means. The model is then used to test if that celebrated tradition lives on in a non-commercial setting at NPR. The two-pronged model pulls together theories of mass communication and historical accounts to assess (1) the quality of the foreign correspondents at the two organizations, and (2) the quality of foreign correspondence during the two eras. The study is the first to measure what the Murrow tradition means in a systematic, longitudinal analysis. The newsroom analysis found that the new generation of foreign correspondents at NPR match or exceed the qualities of the Murrow Boys. The content analysis found that the foreign news at NPR scores higher across all quality journalism variables, suggesting that foreign news is not an endangered species as media critics contend. NPR correspondents further shared their insights and perspectives on the present and future of radio foreign correspondence.



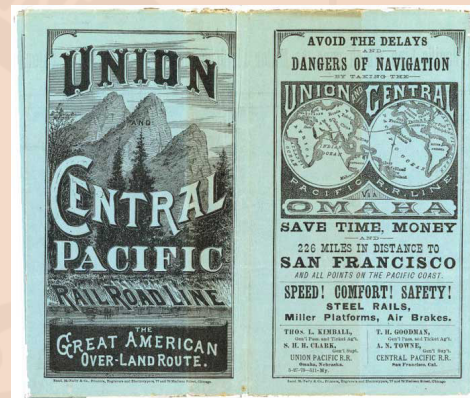
Murrow

“When the Locomotive Puffs: Corporate Public Relations of the First Transcontinental Railroad Builders”

Leland K. Wood, Johnstown, Pa.

Director: Patrick S. Washburn, Ohio University

The dissertation documents public-relations practices of officers and managers in two companies: the Central Pacific Railroad with offices in Sacramento, Calif., and the Union Pacific Railroad with offices in New York City. It asserts that



sophisticated and systematic corporate public relations were practiced during the construction of the first transcontinental railroad, 50 years before historians generally place the beginning of such practice. Documentation of the transcontinental railroad practices was gathered utilizing existing historical presentations and a review of four archives containing correspondence and documents from the period. Those leading the two enterprises were compelled to practice public relations in order to raise \$125 million need to construct the 1,776-mile-long railroad by obtaining and keeping federal loan guarantees and by establishing and maintaining an image attractive to potential bond buyers. Also, relationships had to be established and maintained with members of Congress, the California state legislature, and federal regulators; with workers and potential workers; and with journalists. In addition, the companies' images among the general public also had to be established and maintained. The railroad leaders sometimes faced public-relations dilemmas in which the material produced to build relationships with one audience might damage relationships with another audience. The dissertation concludes that, despite the enormous challenges faced in the construction of the railroad, the companies' leaders persisted in their attention to public relations and developed practices that continue to be used.