



PRESS RELEASE

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LAMME TO RECEIVE AJHA BOOK AWARD

The American Journalism Historians Association has selected Margot Opdycke Lamme as the recipient of its annual Book of the Year Award. Lamme will receive the award and discuss her research on Oct. 10, during a special session at the 34th annual AJHA convention in Oklahoma City.

Lamme, a professor in the Department of Public Relations at the University of Alabama, wrote *Public Relations and Religion in American History: Evangelism, Temperance, and Business* (Routledge, 2014).

Part of the Routledge Research in Public Relations series, *Public Relations and Religion in American History* traces evangelicalism to corporate public relations via reform and the church-based temperance movement.

Fifty-one judges reviewed 19 entries for this year's competition. Book Award Chair Aimee Edmondson said this year's list of books was outstanding, but the judges agreed Lamme's work was the clear choice.

According to one judge, the wealth of source material Lamme used to lay out the argument for including early evangelism and grass roots campaigns in our construction of public relations history is varied, compelling and cohesively laid out.

"This work adds to our knowledge of this history and asks us to look in new directions that make a stunning amount of sense," the judge wrote.

Another judge stated that Lamme's book adds dimension and depth to the field and provides a focus for further research by broadening our ideas about what public relations is, has been and will be.

Lamme said she was astounded, delighted and deeply honored to receive the AJHA Book of the Year Award. She expressed gratitude to AJHA for the 2012 Joseph McKerns Research Grant that helped make an archival research trip possible as well as to the members with whom she has discussed her research.

A specialist on the social and political implications of public relations in history, Lamme also is co-editor of *Pathways to Public Relations: Histories of Practice and Profession* (Routledge, 2014). *Pathways to Public Relations* and *Public Relations and Religion in American History* are two of the three finalists for the Association for Education in Journalism and Mass Communication Tankard Book Award, to be presented in August.

Founded in 1981, the American Journalism Historians Association seeks to advance education and research in mass communication history. Members work to raise historical standards and ensure that all scholars and students recognize the vast importance of media history and apply this knowledge to the advancement of society. For more information on AJHA, visit ajhaonline.org.

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