



## President's Column

# History provides insights on discourse of sexual inequality



**Pete Smith**  
*Mississippi State University*

Three years ago, I wrote an article for *Journalism History* on Carolyn Bennett Patterson, National Geographic's first woman senior editor. Patterson, whose career at the Geographic lasted some 35 years, was, like many women journalists of the mid-20th century, subjected to the sexist practices of her male supervisors.

Some of these actions were blatant in their intent,

like the Geographic's long-standing policy banning women from working as travel journalists. Others were more subtle, like the eye rolls when she stood up in staff meetings, time and again, to push for a then radical idea: an in-house daycare center for Geographic employees.

I was reminded recently of Patterson's struggles after seeing a series of Facebook exchanges between Mississippi newspaper publisher and editor James (Jim) E. Prince III and editor and journalist Donna Ladd.

Ladd, editor-in-chief and co-owner of the Jackson Free Press, Mississippi's only alternative newspaper, reposted an AP story about Mississippi House of Representatives Speaker Philip Gunn, in which the Republican admitted to the unlikelihood that elected Democrats would be chosen for House leadership positions or even have a voice in helping shape House policy and political agenda. "If you send me a Democrat," Gunn said, "then he's not part of that conversation."

Gunn also kept referring to state legislators as men, and when asked by an AP reporter, "What about the women?" Gunn replied, "Man or woman. Whatever. I should have said, 'the member.'"

A few minutes later, Gunn came back to the conversation to clarify his previous

remarks: "I didn't mean to not include the girls." An AP reporter then asked, "The women?" to which Gunn responded, "They like when I call them girls cause they think they're younger."

Ladd, in her repost of the AP article on her Facebook page, added the following remark about Gunn: "Then there's this good ole boy."



## Patterson, Prince, and Ladd

From that point, Prince, who owns two newspapers in the state, the Madison County Journal and the Neshoba Democrat, launched into a social media battle-of-words with Ladd that stretched over several days. Ladd's remark clearly offended Prince, but Ladd defended her right both to repost the story and make the remark.

"The middle class is being left behind and the libs are whining about another manufactured war on women," Prince said in his first response.

He continued, "I mean this is the same ole bile, nothing more than a diversion, a product of their anger because voters are rejecting their socialist-marxist [sic] notions of governance left and right. Europe is on fire. Create a diversion!"

Ladd's responses included this one: "So, James E. Prince III's Facebook is now filled with various mischaracterizations of what I actually said to him for calling me a Marxist, etc. He says in a post below that I called myself a 'victimized feminist.' This is an outright lie."

My intent here is not to defend Ladd — she can, and did, do that herself. (Ladd dedicated her November 24 column, "A Girl Strikes Back," to this issue. You can

find it on my Facebook wall.) But, I must disclose that we are friends, and we worked together on a journalism project in 2014: the Starkville Free Press, a digital, student produced version of her paper.

I've known Prince for much longer, having met him when I was an undergraduate at Mississippi State and he, a graduate student at Ole Miss. This column is not a direct attack on his person either, but rather his reactions and how his brand of journalism reaffirms the continued maintenance of the status quo and what it says about the progress, or lack thereof, toward sexual equality.

In thinking about Gunn's comments and Prince's reaction to Ladd's post about those comments, I'm reminded of some-

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Previous issues of the *Intelligencer* are available at [ajhaonline.org](http://ajhaonline.org).

## 2nd VP, Board of Directors members elected



by Willie R. Tubbs

AJHA members elected a 2nd vice president and three members to the organization's board of directors at the 2015 national convention.

Dianne Bragg (University of Alabama) was elected 2nd vice president.

Kathy Bradshaw (Bowling Green State University), Tracy Lucht (Iowa State) and Pam Perry (Eastern Kentucky) joined the board, which is charged with stewarding the AJHA.

Bradshaw said she is privileged to serve in her new role. "I'm thrilled to have the opportunity to serve on the board of a great organization," she said. "AJHA provides tremendous support to its members, and I'm lucky to have the chance to contribute."

Like Bradshaw, Lucht cited a desire to give back to the venerable organization

as her primary motivation.

"This organization has done a lot for me professionally, and I am eager to give back," Lucht said. "It is my hope that AJHA will continue to expand its membership while demonstrating its value to current members. In particular, I hope to continue the work others have been doing to emphasize the importance of history and to help our members achieve their professional and institutional goals."

Similarly, Perry credits AJHA with helping her professional career and aims to service the organization that aided in her own endeavors.

"I want to serve on the AJHA board simply because it is the single most significant organization in my professional life," Perry said. "I owe so much to the members who helped me as a graduate student to find a place and a voice. They've also helped me transition from graduate student to budding scholar. I simply want to give back a portion of that which I have received."

## Kim Mangun wins history teaching award

by Jodi Rightler-McDaniels

Kimberley Mangun, associate professor at the University of Utah, will be presented with the Eugene Asher Award for Distinguished Teaching at the American Historical Association's 130th annual meeting in Atlanta in January 2016.

The award, named for the late Eugene Asher, recognizes outstanding teaching and advocacy for history teaching. Mangun, the first communication historian to win this esteemed award, feels fortunate to be recognized.

"I am incredibly honored to receive this prestigious teaching award, especially since it has traditionally been given to professors of history," she said. "The prize committee's recognition

of the discipline of communication history and the outstanding work individuals do in this area is very gratifying."

Mangun teaches an undergraduate mass communication history course and a graduate seminar on historical research methods. Jennifer Jones, one of Mangun's former graduate students, praised her former professor for offering a rich and nuanced experience in her course.

"Dr. Mangun gave me the academic space and guidance to piece together news articles, letters to the editor, personal correspondence and even want ads for a more complete telling of history," Jones said. "The rigor of her personal scholarship became her expectation for mine. I am a better student, teacher, historian, and journalist because of her."



Kimberley Mangun

## Member News & Notes

**Jennifer Bonnet, Jennifer Moore** and **Kristin Gustafson** had essays in the recent special issue of *Newspaper Research Journal*, "Capturing and Preserving the First Draft of History in the Digital Environment." Gustafson's work covers the archiving challenges of ethnic newspapers; Moore and Bonnet's article presents results of a survey showing that preserving digitized newspapers is deemed more important than born-digital news articles.

Cambridge University Press published **Giovanna Dell'Orto's** latest book, "AP Foreign Correspondents in Action from World War II to the Present." This oral history gives new frontline insights into major events from the Japanese surrender in 1945 to the 2010s Syrian civil war. It also helps to understand the impact of foreign news on international affairs by focusing on the evolving journalistic practices at The Associated Press.

Emmy award-winning documentarian **Kitty Endres** won an Ohio Humanities Council grant to complete post production of a new documentary, "BLIMP! Sports, Broadcasting and the Goodyear Airship." The documentary features ABC Good Morning America's Robin Roberts, formerly of ESPN, and NBC sportscaster Al Michaels, as well as scholars from Oberlin and Kent State and pilots and executives from the Goodyear blimp program. The program, narrated by Zac Jackson of ProFootballTalk, is scheduled for a June 2016 release.

The board of the Czechoslovak Studies Association unanimously voted to honor **Owen V. Johnson** with the Stanley B. Winters award for his distinguished contributions to the field of Czechoslovak studies. This award is given periodically to recognize CSA members for their work for the CSA and the field as a whole. Johnson received the award Nov. 20 at the annual meeting of the Association for Slavic,

East European and Eurasian Studies in Philadelphia.

Lexington Books published **Teri Finne-man's** first book, "Press Portrayals of Women Politicians, 1870s-2000s: From 'Lunatic' Woodhull to 'Polarizing' Palin." The book is a revised version of Finne-man's dissertation, completed under the direction of a committee that included **Yong Volz** (chair), **Earnest Perry** and **Tim Vos**. The discount code to order at [tinyurl.com/oc4c9hr](http://tinyurl.com/oc4c9hr) is LEX30AUTH16.

**Dean Jobb's** book "Empire of Deception: The Incredible Story of a Master Swindler Who Seduced a City and Captivated the Nation" (Algonquin Books), the true story of a Ponzi schemer in 1920s Chicago, is the Chicago Writers Association's 2015 Non-fiction Book of the Year and a finalist for the Hilary Westin Writers' Trust of Canada award for non-fiction.

Teen Vogue named "Mad Men and Working Women: Feminist Perspectives on Historical Power, Resistance, and Otherness" to its "epic feminist reading list." **Tracy Lucht, Jane Marcellus** and **Kimberly Wilmot Voss** co-authored the book with Erika Engstrom. A forthcoming new edition contains an updated conclusion reflecting the end of Mad Men.

**Kimberley Mangun** received a \$1,000 Kappa Tau Alpha Chapter Adviser Research Grant, which she will use to do a cultural biography of Emory Overton Jackson, long-time editor of the Birmingham World and overlooked figure in the Civil Rights Movement.

Authorship will publish **Will Mari's** article "Writer by Trade: James Ralph's Claims to Authorship." Based on Mari's thesis research, the article discusses an American expatriate (and estranged friend of Benjamin Franklin) who wrote an early reflection on journalistic writing as a vocation.

The Winter 2015 Journalism & Mass Communication Quarterly includes **Gwyn Mellinger's** article "Washington Confidential: A Double Standard Gives Way to *The People's Right to Know*." Mellinger received the David Sloan Award for Best Faculty Paper for this research at the 2010 AJHA convention; the article is revised and expanded with additional primary source material that previously was not available.

**David Nord** and **Michael Stamm** wrote chapters for "Making News: The Political Economy of Journalism in Britain and America from the Glorious Revolution to the Internet" (Oxford University Press). The edited volume offers comparative historical studies of news media in the U.S. and U.K. Nord's chapter covers the urban newspaper and the Victorian city, while Stamm's explores broadcast journalism in the interwar period.

Kansas History: A Journal of the Central Plains published research by **Erika Pribanic-Smith** in the Autumn 2015 issue. Originally presented at the 2014 AJHA convention, the article explores how the journalistic environment of 1870s Topeka led to the shooting of editor Jason Clarke Swayze and comments on the libel and free press implications of the incident.

**Joshua Roiland** has several recent publications: an invited essay in A24 Films examining the ways David Foster Wallace represented the Midwest in his literary journalism, published in conjunction with the release of the motion picture "The End of the Tour"; reviews of Tracy Daugherty's Joan Didion biography on Medium and in the Washington Post; an annotation on Nieman Storyboard of the readings he assigns to students in his literary journalism course; and an article in Literary Journalism Studies tracing the history of the terms "literary journalism," "longform," and "longreads."



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## New president aims to give back to AJHA by moving it forward



by Chandra D. Clark

New AJHA President Pete Smith plans to help manage conference expenses, increase membership and exposure, and find ways to preserve and promote media history courses in the curriculum.

Smith, an associate professor at Mississippi State University, assumed the presidency at the 34th Annual AJHA Convention in Oklahoma City.

Smith, excited to start his new role, feels a debt to the organization. "It's been 10 years since my first AJHA conference [in San Antonio]," he said. "Since that time, this group has done more for me than any other professional group."

Smith plans to continue working toward the goals established by the previous administration, including assisting the Con-

vention Sites Committee in managing conference costs. He has called for the formation of an ad hoc committee (chaired by Ohio University's Ellen Gerl) to help identify university sponsorships and individual contributors as a means to reduce costs, and he has asked the Long-range Planning Committee to develop a membership survey to gauge members' conference experience.

A central goal of these two efforts, Smith said, is "how to give members ... the best conference experience we can, while making it as affordable as possible."

Smith's AJHA experience includes memberships on the Public Relations and History in the Curriculum committees, working as the first digital media editor for American Journalism and, most recently, serving on the Board of Directors.

He is eager to give back to the organization that has done so much for him. "I'm excited for the chance to repay that debt," he said.

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thing I read in the 2010 Autumn/Winter issue of Journalism and Communication Monographs. In a monograph entitled "News and Feminism: A Historic Dialog," Bernadette Baker-Plummer explains how and why feminism was and is undervalued in the public discourse.

The fault partly lies, she says, with journalists who minimize its importance through news (re)framing while ignoring the role of hegemonic masculinity in the process. So, how can we expect the public to understand or acknowledge the ways in which men maintain power over women when our opinion leaders, both political and journalistic, will not or cannot?

In this particular case, then, it is more than a little disturbing that Prince, a man who makes his living through words, refuses to see the role of language in the hegemonic conservation of masculine power.

Prince failed on another account as well — to hold Gunn accountable for using his position of influence so care-

lessly. Prince is in the influential position, too, to lead a more thoughtful discussion on what happens when male political leaders dismiss, through public discourse, their political counterparts — their female colleagues — and consequently, a significant portion of the voting population.

Instead, Prince chose, in his reaction to Ladd and his attempts at marginalization, to cater to the public's (and his own) indifference and ignorance about the realities of sexual inequality.

Let this episode serve as a case study for our students — especially those who believe we live in a post-feminist culture in which equality has been achieved or does not matter — of how language and political position are used to maintain hegemony. For me, it offers as an opportunity to connect-the-dots between Patterson's story and the present journalistic and political climates, thus offering a strong argument for using history to understand how we arrived at such a sorry moment in time in the first place.

# AJHA 2015 offers fun, camaraderie



Top: AJHA members feel tall at the bottom of Devon Tower, the site of the gala dinner. Photo by Keith Greenwood

Top right: Donna Lampkin Stephens, David Davies, and Sonny Rhodes enjoy the view from the top of the tower. Photo by Erika J. Pribanic-Smith

Middle right: Joe Campbell and David Vergobbi take a break from touring the grounds of the Oklahoma City National Memorial & Museum. Photo by Bill Huntzicker

Bottom right: Mike Murray, Maurine Beasley, and Leonard Teel share a laugh during the President's Panel. Photo by David R. Davies

Center: Tracy Lucht and Raluca Cozma and (bottom left) Terry Lueck and Kathy Bradshaw capture selfies at the gala dinner. Photos by Don Bishop

The annual AJHA convention achieves the organization's goal of promoting excellence in mass communication teaching and research through presentations, awards, and networking opportunities such as the historic tour and special meals.

Those networking moments have the important side effect of forging bonds of friendship among convention attendees. As these photos from AJHA 2015 in Oklahoma City demonstrate, we have a lot of fun in the process. - Erika J. Pribanic-Smith





## Committee Chairs

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Mike Conway, Indiana

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Aimee Edmondson, Ohio

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Caryl Cooper, Alabama

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Ellen Gerl, Ohio

### Dissertation Awards

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Amber Roessner, Tennessee

### Oral History

Teri Finneman,  
South Dakota State

### Publications

Paulette Kilmer, Toledo

### Public Relations

Jodi Rightler-McDaniels,  
South College

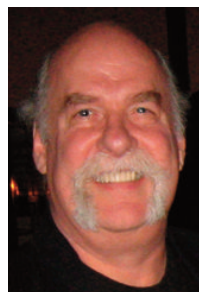
### Research

Michael Fuhlhage,  
Wayne State

## Committee Spotlight

# Behind the Scenes with the Blanchard Dissertation Prize Committee

*The AJHA has 13 committees that work throughout the year to keep the organization running. In each issue of this volume of the Intelligencer, we'll be highlighting a committee, letting members know who is on the committee and what the committee is doing. The goals are to keep members informed about what's going on in the organization and to offer more information on ways that members can get involved.*



**David Abrahamson**  
Northwestern  
University

There actually is very little "behind the scenes" work done by the Margaret A. Blanchard Doctoral Dissertation Prize Committee, largely because since the founding of the prize in late 1990s, as much transparency as possible has been the order of the day.

Almost a year's worth of research and discussion preceded the founding of the prize. The association's board of directors formed an *ad hoc* committee chaired by Ohio University's Pat Washburn, a longtime AJHA stalwart, and directed it to propose a structure and organizational template for the prize. After investigating the processes by which other historical learned societies organized their dissertation prizes, a completed proposal was submitted to the AJHA board. With the board's approval the first prize, along with three honorable mentions, were awarded in 1997.

The Prize Committee has seven members, a chair and six others, two of which are chosen each year to serve as jury chairs. The two juries are comprised of a chair and two members, and the composition of each jury is determined by a rigorous effort to avoid conflicts of interest. No one may evaluate the work of a nominee from their own university, from the university from where they've earned their doctorate or from a university where they have worked in the past. Extra care in this regard is taken when se-

lecting the two jury chairs.

Over the prize's nineteen years of existence, the median number of nominees has been twelve, so typically each jury is sent six portfolios to evaluate. Each portfolio includes a table of contents, an abstract and a sample chapter, with nominees encouraged to submit a chapter which foregrounds primary research. Once each jury has rank-ordered their submissions, the jury chairs submit their results to the chair, who then designates the top two nominees from each jury as finalists. The chair then ensures that those four finalists' dissertations have all evidence of authors, institutions or dissertation committee members removed, either by substantial use of white-out or deletion of pages.

All four "blinded" full dissertations are then sent to one jury chair who evaluates them and then sends them on to the second. The second jury chair does the same and then returns them to the chair. This second-step refereeing process determines the finalists' rank order: the Blanchard prize winner (with a \$500 honorarium) and the three honorable mentions (\$200 each). It is the pleasant duty of the chair to notify the directors of the finalists' dissertations of the final results, suggesting that the directors be the ones to actually notify their former students of the happy results.

Since the submission deadline for any calendar year is the following February 1, we hope to have the entire process completed by late April or early May — time enough for the happy honorees to make their travel plans to the AJHA annual conference in October where the prizes are officially awarded.



Blanchard Prize 2015 honorees were (from left) Woody Woodruff, Carrie Teresa, Sid Bedingfield, and Kevin Lerner. (Photo by Bill Huntzicker)

### American Journalism Historians Association 2016 Margaret A. Blanchard Doctoral Dissertation Prize

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 honorable mention.

Eligible works shall include both quantitative and qualitative historical dissertations, written in English, which have been completed between January 1, 2015, and December 31, 2015. 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 December 31, 2015.

To be considered, nomination packets must include:

- (a) One copy of the complete dissertation in hard copy;
- (b) One digital copy of the complete dissertation on a CD;
- (c) 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;
- (d) a letter of nomination from the dissertation chair/director or the chair of the university department in which the dissertation was written;
- (e) a cover letter from the nominee:
  - (i.) containing complete (home and work) contact information including postal addresses, phone numbers and e-mail addresses,
  - (ii.) 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 2016 American Journalism Historians Association Annual Convention 6-8 October 2016 in St. Petersburg, FL.

Note: Regarding Paragraph (c.)(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.

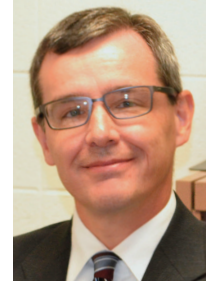
The deadline for entries is a postmark date of February 1, 2016.

### Robert Rabe Named H-Net Book Review Editor

Robert Rabe of Marshall University has been named book review editor of J-History, a discussion list on the H-Net Network. The list has been without a book review editor for the past year, and Rabe is eager to commission new reviews.

Anyone interested in writing a review is welcome to contact Rabe at [rabe@marshall.edu](mailto:rabe@marshall.edu). Please send a current CV and list of research interests.

Reviews generally run 1,200-1,500 words. The list of new books available for review covers a wide range of topics and specialties.



**Robert Rabe**  
Marshall University

### AJHA to offer Palmegiano Award for transnational research paper by Jodi Rightler-McDaniels

The AJHA Board of Directors approved a new annual prize for the best convention paper on international or transnational journalism history.

The Palmegiano Award, named after and funded by Eugenia (Jean) M. Palmegiano, aims to recognize scholarship that is comparative in scope and encourages research that crosses borders, be they geographical, cultural or technological. Palmegiano hopes the prize inspires journalism historians to widen their research beyond borders of all kinds.

"The prize recognizes the multi-dimensional nature of journalism history and attests to the ongoing openness of AJHA to expand scholarship in our field," she said. "Given the increasing technologies for cross-cultural communication in the 21st century, investigation of its roots and development now seems particularly appropriate."

The \$5,000 donation will be broken down into \$150 prizes annually. Palmegiano is a professor emerita of history at Saint Peter's University.

## Kobre Award for Lifetime Achievement

# History teachers 'will shape the world to come'

by Mike Sweeney

Address to AJHA upon receiving the  
Kobre Award, Oct. 8, 2015  
Skirvin Hotel, Oklahoma City

This will be an unconventional talk.

I was on the web a few days ago and stumbled upon the fact that DNA tests reveal that there are about 16 million men descended from Genghis Khan living in the world today. That's about 1 in every 200 men. Maybe one of them is here.

I myself am a direct descendant of Henry II and Eleanor of Aquitaine. Maybe some of you are, too. The first ancestors of mine that I can trace in the Americas came to Massachusetts in 1629 from Nottinghamshire, England. Their family name was Billings, which was my mother's maiden name. They included some of the first Congregationalist ministers in the New World. One fought in the Connecticut militia in the Revolutionary War. Some of their descendants settled in Bleeding Kansas, in Pottawatomie County. On my father's side, we don't know as much. The first Sweeney ancestor of mine born in the United States arrived in Flat Rock, Indiana, in 1851. His parents likely came from Ireland to escape the potato famine, and were very glad to become Americans. They named their son, my great-grandfather, George Washington Sweeney.

The reason I bring this up has to do with the present moment.

As many of you know, a little over a year ago I was diagnosed with stage IV kidney cancer. I have been on chemo ever since.

Now, I know what you're thinking. How could someone that sick still be so good looking? It's a mystery to me.

It has been an ordeal, and as I deal with the physical and emotional toll, I've decided that it is of paramount importance to live for the day. It's not good to live in the past, and dwell on mistakes or how good things once were. And it's not good to live in the future and dwell on what might be. Live in the present moment. Enjoy a sunset. Never say no to a



Mike Sweeney delivers Kobre address at 2015 AJHA convention. (Photo by Don Bishop)

glass of wine. Eat dessert first, like my wife. Spend time with good friends who are smart and funny – like you, some of my favorite people.

This may seem like a strange thing for a historian to say, but I believe it is important advice for all of us, and especially for those of us who teach. And who teach history. The present moment is everything.

To get back to Genghis Khan, King Henry, and George Washington Sweeney, I want you to think of where you came from. Each of us has two parents. Each of them had two parents, so we have four grandparents. And eight great-grandparents, and 16 . . . and so on, and so on. If you think about your ancestors, they spread into the past behind you like a great pyramid with you as the apex. Or think of an hourglass. You are the neck, the thin point of one single person who carries the DNA of thousands, maybe millions, of people in the past. The stuff of their bodies literally makes up the stuff of your body. And their *experiences* shaped them, which they passed on to their children, generation to generation, so that your grandparents and parents shaped

*you* with not only their physical attributes but also the lives they led and the stories *they* were told, and the stories they told *you*. The Revolutionary War, all those ministers, my mother's experiences on a truck farm in Kansas in the Great Depression, the great hunger in my father's clan from Ireland, the Dust Bowl and Great Plains and the Cold War and all that – these shaped me. What about you?

The past is not dead. The past is not even past.

Now, think of your descendants. Many of you have, or will have, children. I have a son, and he has a wife and child. If you have two children, and each of those children has two children, and so on and so on, you will be the patriarch or matriarch of a huge clan. You might have millions of descendants someday.

Not everybody has children, of course. But we, here, as teachers, all have what Orson Scott Card called "Children of the Mind." We pass along our knowledge, we pass along our stories, to our students. And they will be changed by our stories and our teaching, and share what they have learned with their students, and so on. Just as we are the children of the minds of those who came before us. We may shape thousands, even millions, of minds.

I myself am grateful to have studied with Pat Washburn, who was shaped, in part, by his professors at Baylor University and by his grandfather in East Tennessee. And I was shaped by Joe Bernt, who was smacked into shape by the Jesuits of Oregon. And, more recently, I count myself lucky to have been influenced by the research and writing skills of professors at Ohio University such as Ellen Gerl and Aimee Edmondson, who are here. And Joseph Campbell, Maurine Beasley, Giovanna Dell'Orto . . . and if I named everyone we would be here all day. And, of course, I owe a great debt to my wife, Carolyn, who has shown me, and continues to show me, the importance of love – and humility. My wife's main duty

**See History teachers on next page**



# AJHA members launch Historiography online journal

The online journal *Historiography in Mass Communication History* published its first issue in October. The journal focuses on essays about the study of history.

Access to the journal does not require a subscription. Its website address is [www.history-jmc.com](http://www.history-jmc.com).

Essays in the first issue included Jim Startt's "The Study of History: Truthful or Flawed?"; Mike Sweeney's "Historiography for Dummies: Or, a Rationale for What We Do in Journalism History"; and Jean Palmegiano's "AJHA — A Modest Agenda for the Millennium."

The issue also had Q&A interviews with Maurine Beasley, the recipient of the AJHA's 1996 Kobre Award, and with Carol Sue Humphrey, whose book "The American Revolution and the Press" won the AJHA's award for outstanding book of the year in 2014.

The journal will continue to publish Q&A's with Kobre and book-award winners in each issue. Mike Murray will be the Kobre interviewee in the December issue, and Meg Lamme will be the book-award interviewee.

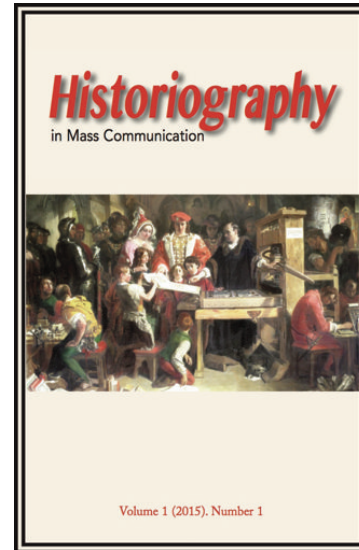
The December issue also will include an essay about solving historical mysteries by Mike Sweeney and Pat Washburn and an essay on historical writing by Julie Williams.

The journal invites AJHA members to submit essays. They may be original ones written specifically for this journal, or they may be from material that the authors already have (such as classroom lectures, literature reviews AJHA presidential addresses, etc.).

Essay length may vary from 500 to 5,000 words.

As for authors' credentials, the journal especially favors essays from historians with a track record of accomplishments. For example, it looks favorably upon author résumés that include publication of *at least one* history book.

The journal plans to publish a new



issue about every six weeks, and essays usually will be published in the journal issue immediately following acceptance of an essay.

To submit an essay for consideration, authors should email a Word file to David Sloan, the journal's editor, at [wmdsloan@bellsouth.net](mailto:wmdsloan@bellsouth.net).

The journal's creators and Editorial Board members are all AJHA members, even though

the journal is not an AJHA publication. The board members are Joe Campbell of American University, Mike Conway of Indiana University, Dave Davies of the University of Southern Mississippi, Mike Murray of the University of Missouri-St. Louis, Erika Pribanic-Smith of the University of Texas at Arlington, Mike Sweeney of Ohio University, Bernell Tripp of the University of Florida, and Debbie van Tuyl of Georgia Regents University.

## History teachers 'will shape the world to come' (continued from page 8)

is to keep me humble, I think, and perhaps she's not doing a very good job.

So, my point is this: Whether you count your biological ancestors and descendants, or you count the ancestors of the mind and the children of the mind, each of us stands at the pinch-point of the hourglass, where an infinity of experience has shaped us, and we share it with those who follow us, perhaps to infinity. This makes each of us, today, in this moment, a potential fulcrum to move the world. Chaos theory demonstrates this is so, in the physical sciences. Trust me, it's also true in the humanities and social sciences.

This makes it imperative that we get history right, of course, because the story needs to be right, and true, and well-told, if it is to have an appropriate impact —

whether it is about wartime censorship, which I study, or whatever subject is most dear to your heart. But it also makes it imperative that we act with kindness and love. I believe we should treat each other like God's children every day, because even the smallest act can resonate for generations.

So, I want to say, that in accepting this award, I must thank those who shaped me, and those whom I perhaps have shaped. Six of my students are here: Nick, Samantha, David, Ken, Carol and Pam. ... [facing those six] Please wave.

Now, I want *you* to express your gratitude to those who have shaped you. I am going to give you instructions on what to do. And to make sure you follow them, I am going to ask for the assistance of Madam President, Erika Pribanic-Smith.

Erika, please come up here.

Now, it's not polite to point. So, I want you to hold up your hands like this [arms extended, palms up and facing out, thumb tips touching]: ))) ≈ ((((((, like a director framing a shot for a movie. Move your hands so that you are framing the face of someone who has influenced you — someone for whom you are a child of his or her mind. They can be in this room, or somewhere far away, or no longer with us, like Peggy Blanchard. You can do this for more than one person.

Now, frame someone whom you have influenced, or hope you have influenced. Your students, your co-authors, etc.

Appreciate your moment in time. You are awesome. Be glad, and be strong. And be proud to be telling stories that matter, for they will shape the world to come.

## Student Testimonial

# AJHA helps students transition to career scholars



**Katie Beardsley**  
Temple University

Academic conferences are typically strange affairs for me. In lots of ways, they are spaces that make possible my equivalent of celebrity sightings — mystical places where cherished characters from my reference lists congregate to divulge brilliant, professorial things to each other. I often find myself in

the back of panel sessions, silently contemplating how I could ever break into the circle of people whose names and publications I know by heart in Chicago and APA style.

Thankfully, however, AJHA conferences are not conducive to this kind of situation or level of awkwardness. First, attendees are really humble and easy to talk to. This past year, for example, I found myself having a pleasant conversation with a gentleman in an elevator. When he introduced himself as David Sloan, my eyes widened as I recalled the location of his historical methods book on my shelf. Thankfully, he changed topics before I had a chance to finish the exclamation, “You’re Sloan from Startt and Sloan (1989)!”

Second, the annual conferences are incredibly welcoming to graduate students. Experienced scholars greet us with smiles and introduce themselves. They ask us questions about our research interests. They provide helpful suggestions for our projects. And they offer us genuine opportunities to participate in and contribute to the production of knowledge about journalism history. In fact, the organization cares so much about graduate student input that it invites us to put together a panel on a topic of our choosing.

In preparation for the graduate student panel that I co-hosted with Ken Ward this year in Oklahoma City, I re-



Katie Beardsley (left) presents her paper co-authored with Carrie Teresa at the 2014 AJHA convention in St. Paul. (Photo by Don Bishop)

viewed research on graduate student experiences. What I learned confirmed something I have personally always felt: Being a graduate student is inherently weird. We essentially live between well-defined social roles. As doctoral students, we are tasked with the job of being successful pupils while also laying the groundwork for our future careers as independent researchers and educators. Scholars who study higher education have found that doctoral students rate this transitional process as being especially chaotic and exhausting. Juggling immediate, class-related deadlines and program-related requirements, many graduate students find themselves with little room for thinking beyond their dissertations, much less developing strategic networks of peers and mentors to prepare for their roles as scholars.

AJHA conferences have been wonderful, in part, because they acknowledge the weirdness of graduate students. Organizers really do their best to cultivate a safe environment for us to begin transitioning from students to scholars. Group events like the historical tours allow for mingling in a neutral space where star-struck historians-in-training (like me!) get to see published authors and tenured faculty

doing remarkably human things — like walking and taking pictures. And Research-in-progress sessions let us peek behind the curtains of the research process to see that that our academic role models start their projects much like we do, with little more than curiosity and a quirky love of the past.

These features of annual AJHA conferences may not seem on the surface like big deals, but they truly have been for me. Each conference I’ve attended has humanized and demystified aspects of academia for me. And this, in turn, has boosted my confidence as a researcher and my love of history and storytelling. There is something truly special about walking away from a presentation more excited about unraveling the mysteries of your data than you were when you started.

**The Long-Range Planning Committee of AJHA is conducting a survey to help plan conventions in a way that is economical while providing an experience that satisfies attendees. The survey invites feedback regarding food and beverages, convention venues, registration materials, and registration fees. If you haven't taken the survey, please do so by Jan. 15 at <https://ajha.wildapricot.org/ConventionSurvey>**

## For the Record

## Media History Engagement Week slated for April



**Teri Finneman**  
South Dakota  
State University

I'm a fairly new member of journalism history organizations, but I picked up on one concern pretty quickly: How do we get administrators, students and even other faculty to have more respect for what we do and recognize the importance of history?

To help address this issue, a subcommittee of members from the AEJMC History Division and AJHA brainstormed ideas this fall for a media history engagement week in early April in an effort to bring more national publicity to our work.

National News Engagement Day, an AEJMC initiative each October to spur more interest and national conversation about the news, has proven successful the past two years. So why not use the same formula for journalism history?

This column is to provide you with some basics about this initiative and with some ideas you can potentially incorporate into your spring syllabus.

The overall goal is for our members to do something a little extra to promote journalism history during the week of April 4-8. The name of the weeklong initiative will be For the Record, and the Twitter hashtag is #headlinesinhistory.

Throughout that week in April, we hope campuses across the country will be tweeting #headlinesinhistory to share why journalism history matters and/or share special class projects about journalism history.

If we can get our members participating in For the Record Week with their students somehow, we can truly make #headlinesinhistory a national conversation. Below are some ideas from the subcommittee that you could do (and have your students tweet about) that week, or you can come up with your own ideas!

- Collaborate with other campuses across the country on a specific project.

- Have your students research the archives of their campus newspapers. Post/share images of front pages or something visual.

- Have students search for family history in newspaper archives.

- Organize a movie night on campus of journalism history-related movies. You could show one movie and then have an open forum discussion after. You could open this up to the general public, too.

- Have students read the First Amendment on campus or other collections of classic journalism calls to action (Morrow, etc.).

- Have students research a profile of a significant journalist/photojournalist or a publication (instructor's discretion). A time frame could be specified (e.g., any one between 1900 and 1980). The outcome could be a paper presentation or a poster presentation (which I would favor personally). If poster presentations are the desired medium, the instructor could arrange to have the posters displayed as an exhibit for the public and campus to enjoy. This would be similar to what we see done at academic conferences, but the instructor and class could get more creative with it.

- In addition, this above activity doesn't have to be an assignment. This could be a contest sponsored by the journalism department/school/college, with awards of some kind given for the best projects.

- Digital curated project that focuses on a person or an era, with Storify or some other digital/online platform used. A 10-minute presentation could accompany it.

- Plan for a local archive trip and have our students share via Instagram or Twitter (or both) some of the things they've found in the archive. For those of us without the means or institutional support to put together an archive field trip, the assignment could be configured for digital archives.

- Scavenger hunt with media history clues.

- Organize a class field trip to your local media outlet and have students dig through archives there.

- Turn class into a game of Jeopardy or journalism history trivia with prizes.

- Create a museum space within the department for students to showcase journalism history whether that be printing out news articles covering major historic events and posting them along the hallway or creating a "living history" where students can "tap" a student who then shares facts about a major moment or person in journalism history.

- Create a vintage photo Instagram page. Partner with a local newspaper and pull tons of their old photos and create a fun Instagram page to share with the community.

- Assign students to find out how area media are preserving journalism history at their outlet.

- Create an activity with local elementary, junior high or high school students.

- Partner with a local media outlet and do oral histories with their staff.

- Lyndon Johnson signed the Freedom of Information Act in 1966. Classes could do something related to the 50th anniversary.

- Plan an evening talk about your research that is open to the general public in your community.

- Get prominent historians on board to do a live Periscope or a live Twitter Q&A with students.

If any of you are interested in being the prominent historians featured during live Twitter Q&A's or video chats with students during For the Record Week, please let me know at [finnente@gmail.com](mailto:finnente@gmail.com).

Similarly, if you plan to participate in For the Record Week and/or you have some more ideas to add to this list, either email me or post in the AEJMC History Division Facebook page or the AJHA Facebook page. We want to include in the spring newsletter which campuses plan to participate so we can watch for each other and engage together in early April.

We hope you will help make this project successful and raise broader awareness about the importance of journalism history.



## Murray, AJHA support issuance of Walter Cronkite postage stamp



**Erika J. Pribanic-Smith**  
University of  
Texas-Arlington

With the support of AJHA and other academic and professional organizations, Mike Murray is advocating for the late CBS news anchor and managing editor Walter Cronkite to appear on a U.S. postage stamp.

The former AJHA president has written a letter to the Citizens' Stamp Advisory Committee on behalf

of the National Academy of Television Arts and Sciences-Mid-America, in which he is a "governor emeritus."

Murray has had a number of personal interactions with Cronkite. In the 1970s, Cronkite toured the country recording a program called "Inside CBS News" from various locales. Murray interviewed Cronkite during a stop in Louisville, Kentucky.

Murray also interviewed Cronkite for his 1994 book "The Political Performers: CBS Broadcasts in the Public Interest" and for an entry in his 1999 "Encyclopedia of Television News."

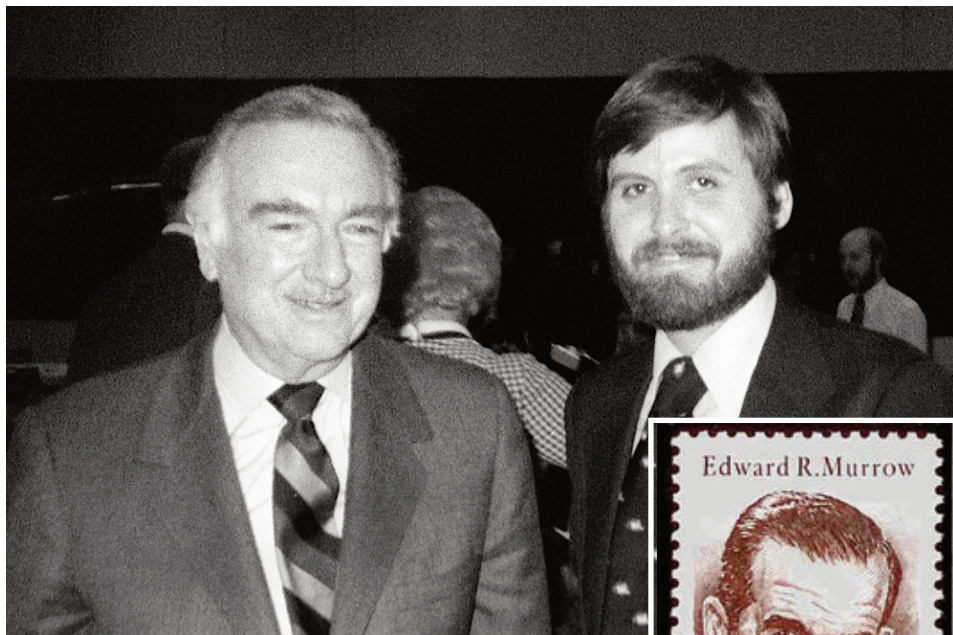
Through these interactions, Murray discovered that Cronkite was a "first-class human being." However, he is endorsing a stamp in Cronkite's honor due to his significance as a journalist and chronicler of important events.

Murray's letter calls Cronkite "an enduring model for performance in broadcast news and documentary television," noting his involvement in covering World War II and Vietnam, the space race, the Civil Rights movement, and several assassinations.

Murray said that a stamp is a way to formalize the role that Cronkite played in American history.

"From an historical point of view, it usually takes 20 years to figure out someone's significance, but the television medium was prominent," Murray said. "[Cronkite] was a popular figure; he was the most trusted man in America."

In a letter of support for the stamp on



Mike Murray (right in photo above) worked with Walter Cronkite on a taping of "Inside CBS News" that aired in 1978. (Photo courtesy of Mike Murray)

Murray previously advocated for the Edward R. Murrow stamp, which the Postal Service issued in 1994.

behalf of AJHA, President Pete Smith cited a recent American Journalism article by Mike Conway emphasizing Cronkite's credibility and professionalism.

"In a world dominated by the 24/7 news cycle — and its P.T. Barnum circus-like atmosphere — it is important, even necessary, to celebrate those people and institutions that stand for journalistic integrity and value," Smith wrote. "Walter Cronkite is one such journalist."

Murray pointed out that Cronkite was considered politically objective.

"He was never tainted by being overly on the left or the right," he said. "He was a national figure for objectivity and balance, which makes it all the more important to be recognized through a government-issued stamp."

If the Cronkite stamp is issued, he would be the fourth CBS broadcaster to be recognized by the Postal Service. In 2008, Eric Sevareid and George Polk joined print reporters Martha Gellhorn, John Hersey, and Ruben Salazar in the American Journalists stamp series. A

1994 postage stamp featured Edward R. Murrow.

Murray supported the Murrow stamp as historian of AJHA. His campus — the University of Missouri-St. Louis — hosted a first-day-of-issue ceremony at which AJHA member Betty Winfield spoke about Murrow's writing.

Murray said the process for proposing a stamp was much less formal in the '90s. Now, ideas must be submitted in writing to the Citizens' Stamp Advisory Committee, typically three years in advance of the proposed issuance. Murray hopes, though, that the Cronkite stamp will be issued in 2016.

Criteria listed on the Advisory Committee website indicate that the Postal Service will honor men and women who have made extraordinary contributions to American society and culture, often celebrating individuals' births or anniversaries. Because Cronkite's 100<sup>th</sup> birthday would have been Nov. 4, 2016, Murray believes the bid for a stamp in his honor has a good chance of success.

## AJHA awards four McKerns research grants for 2015-2016



**by Scott A. Morton**  
University of Alabama

Four research grants were announced at the AJHA's 2015 convention in Oklahoma City, Oct. 8-10.

Linda Lumsden, associate professor at the University of Arizona, won for her work, "Journalism for Social Justice: A Cultural History of Social Movement Media from 'Common Sense' to #occupy."

"It's an honor to receive this research award from AJHA for a second time," Lumsden said. "This grant will allow me to visit the Huntington Library in Pasadena and the Bancroft Library at UC-

Berkeley to explore their John Muir archives related to the Sierra Club Newsletter. He helped launch it in 1893, which I believe makes it the nation's oldest environmental journal. It will form the basis of a chapter on early environmentalism's social movement media in my new book project. I'm also planning on presenting a paper at AJHA next year on Muir as journalist."

The second grant went to Gwyneth Mellinger, associate professor at Xavier University, for her paper, "Birth of a Notion: Journalistic Objectivity and Racial Politics."

"I am deeply grateful to AJHA for its support of my project and the scholarship of my media history colleagues," Mellinger said. "Those of us who do archival research often struggle to find financial

support for travel and other expenses. The cost can be daunting and university resources often are inadequate. The AJHA research grant offers support that many of us would not find elsewhere. As an investment in on-going research, the award also makes a statement about the importance of archival work to our discipline."

The third research grant went to Erin K. Coyle, assistant professor at Louisiana State University, whose research was titled "Curbs on Crime Reporting after Sheppard v. Maxwell: The Free Press-Fair Trial Controversy in 1966 and 1967."

The fourth research grant went to Aimee Edmondson, associate professor at Ohio University, for her research titled "The Espionage Conviction of Kansas City Editor Jacob Frohwerk: 'A Clear and Present Danger' to the United States."

## Lucht, Mangun, Campbell, Hirshon win top research paper awards



**by Willie R. Tubbs**

The AJHA handed out awards to 12 historians for top research papers at the AJHA's 2015 annual convention. Awards went to winners and runners-up in five categories, each bearing the name of an accomplished historian.

Iowa State University assistant professor Tracy Lucht won two of the first-place awards, the Wm. David Sloan Award for Top Faculty Paper and the Maurine Beasley Award for the Outstanding Paper on Women's History, for her paper "From Sob Sister to Society Editor: Dorothy Ashby Pownall's 'Feel for the Game' of Journalism."

Lucht feels honored to receive such esteemed recognition for her work. "I have told Dr. Beasley and Dr. Sloan separately how much it means to me to have their names on my office wall, where they serve as a source of inspiration," Lucht said. "To be honest, AJHA is where I submit work that I really want to test because I know it will receive thoughtful,

rigorous — and honest — feedback. To have that work validated is a great feeling, and it has shaped my research agenda in productive ways."

Three scholars earned runner-up recognition for the Sloan Award: Kim Mangun (University of Utah) for "The National Newspaper Publishers Association: Seventy-five Years of Advocacy," Erika Pribanic-Smith (University of Texas at Arlington) for "Political Papers and Presidential Campaigns in the Republic of Texas, 1836-1844," and Cayce Myers (Virginia Polytechnic Institute and State University) for "Publicists in U.S. Public Relations History: An Analysis of the Representations of Publicists in the American Press, 1815-1918."

Ellen Gerl, of Ohio University, was named the runner-up for the Beasley award for "Out of the Back Rooms: Physician-Publicist Virginia Apgar Makes Birth Defects a Popular Cause."

Mangun's paper also received the J. William Snorgrass Memorial Award for the Outstanding Paper on a Minorities Topic. Sheryl Kennedy (University of Southern Mississippi) was named the runner-up for her paper, "From the Fields into the World: How Women at Bennett

College Discussed Race, Politics and Community Building in their Student Run Campus Newspaper from 1931-1939."

The Wallace Eberhard Award for the Outstanding Paper on Media and War went to W. Joseph Campbell (American University) for "Picture Power? Confronting the Myths of 'Napalm Girl,'" while runner-up recognition went to Steve Holiday (Texas Tech University) and Dale Cressman (Brigham Young University) for "The Sacred Circle: Mutualism Between World War II Photojournalists and Photo Editors."

The Robert Lance Memorial Award for Top Student Paper went to Nicholas Hirshon (Ohio University) for "One More Miracle: The Groundbreaking Media Campaign of John 'Mets' Lindsay."

Three papers tied for the runner-up: Kennedy, David Forster (Ohio University) for "Horace Greeley and the Bailing of Jefferson Davis" and Tae Ho Lee (University of North Carolina at Chapel Hill) for "Radical Reconstructionism in North Carolina, 1869-1871: A Case in the Public Relations History of the University of North Carolina, the Forgotten Ideal of the 'People's University.'"



## Faculty Testimonial

## From one 'histor-ician' to another: AJHA facilitates excellence



**Thomas A. Mascaro**  
Bowling Green  
State University

One of my cherished possessions is a Gibson Hummingbird guitar I bought (pre-kids) more than 30 years ago. I say possession — it actually owns *me*. Although I don't play anymore, I'm still in awe of the instrument's beautiful craftsmanship, traditional Hummingbird pick guard, and mother-of-pearl inlays on the finger-

board. The Hummingbird evolved from an earlier musical heritage that bridges time and cultures. It sounds differently depending on the operator. More than anything else, it represents something bigger than me. When I let light into its case, I feel a bit like an intruder or, at most, a guest.

I experience the same feeling in archives, where we have to request permission to access files, venture into the darkness of each carton, page through files, knowing history sounds differently depending on the operator. It possesses us. We borrow it for a time, learn some of its nuances from others, infuse it with our own involvements, and bequeath it to future curators.

What I most appreciate about AJHA is having met so many generous "historicians" willing to share their passion and secrets with me and anyone else invested in media history.

I've been a member for more than ten years, but I'm a recent participant in the annual conference. The fine American Journalism first attracted me. My colleague Dr. Katherine Bradshaw encouraged me to attend the conference. That's where I found myself among others who have the same reverence for historical craftsmanship, detail, and heritage that transcends cultures. Unlike other academic associations to which I am also devoted, AJHA has a personal vibe I find

unique in the profession.

I've always felt being a respectable academic requires healthy portions of courage and humility. We have to be unafraid to ask questions that can produce answers we don't want to hear, about society and ourselves, or that challenge conventional wisdom. And the reality of our profession, especially uncovering and documenting media history and its intimate relationship to human history, is so much larger than can be imagined and comprehended by one scholar. AJHA has shown me vivid examples of these essentials.

Among the reasons I would recommend AJHA to media studies scholars are these: I've found support and recognition for my own scholarship, including my book on NBC documentaries, and good advice on how to approach the sequel. The dissertation award presentations inspire me, not only for the quality of the work, but also in seeing how faculty mentors have guided future scholars. The conference speakers are always interesting. The site teams for conference locales give us a homey introduction to fascinating local history. The history tour embedded within the conference is one of the highlights. I've been inspired by many historians giving papers and panels on method and content for national and international media history. And I've appreciated how the organization's membership is representative of the nation's population. Several graduate students and assistant



**Top:** Tom Mascaro (center) observes the 2014 Blanchard Prize presentations with Mike Conway and Kathy Bradshaw. **Bottom:** Tom Mascaro (right) discusses the 2014 Blanchard Prize presenters with David Abrahamson. (Photos by Don Bishop)

professors have utterly seized my attention with their presentations and research commitments.

I don't care much for the term "nurturing" when referring to graduate students, because of its "class" baggage. Instead I prefer "facilitate." AJHA's members facilitate progress and excellence — for all members. I have found it to be a wonderful organization, with excellent scholars and scholarship, issuing a terrific journal, and populated by a very pleasant, uplifting, inspiring collection of admirable colleagues.



# Are Hybrid Courses a Way to Promote Media History?



**Tracy Lucht**  
Iowa State University

Editor's Note: Tracy Lucht won this year's AJHA award as the nation's outstanding media history teacher.

Amid rising enrollment and an emphasis on active learning, my university is encouraging faculty to develop online courses. I suspect many of your institutions are doing the same.

For the most part, I have been a disinterested observer of this technological trend. I have listened to — and been swayed by — arguments about the value of traditional, discussion-based seminars, especially in the humanities.

I have also admired the creativity of innovators who have embraced the interactivity of online learning in order to engage students and build their CVs in a competitive hiring environment. While I am not an early adopter, I am perhaps becoming part of what the late Everett Rogers, an Iowa State alumnus, would have called the early majority.

As I have observed the development of online education, I have come to believe that media historians are uniquely positioned in this environment. Consider how many primary sources are available through digital repositories such as the Internet Archive, the Library of Congress, Newspapers.com, and many others.

Consider, too, the value of assigning students to watch a documentary without taking a whole class period to do it. Compare the longer shelf life of history with skills-based journalism classes that rush to cover the latest technologies, requiring more frequent updates to recorded lectures and other materials.

Finally, think about how much writing we already assign to students so they will learn to build and support a historical argument. When we consider these factors, perhaps we arrive at a sort of paradox: Could it be that courses about the past are especially well suited to learning technologies of the future?

## Teaching Resources

On this page you will find featured resources available to assist in course and lesson planning for media history instructors. You also can find archives for primary sources to use in class on our [Research Resources](#) page.

A full collection of syllabi, assignments, and other materials is available to members of AJHA. If you are a member, please [log in](#) to view the [AJHA Teacher's Toolbox](#) under [Members Only](#) content. If you are not a member, please [join us](#).

### Featured Syllabi

- Graduate: *Practicing Mass Media History with Concepts* (Betty Winfield, Missouri)
- Undergraduate: *Mass Communication History* (Kim Mangun, Utah)

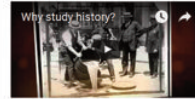
### Featured Assignment

*Making History Personal*, writing prompt (Jane Marcellus, Middle Tennessee State)

### Teaching Our Journal

Visit the [American Journalism website](#) for lesson plans based on articles in the journal.

### Featured Video



#### Why study history?

Ross Collins (North Dakota State) shows this short video to catch students' attention during the first day of his history of journalism class. He uses it to kindle student enthusiasm in media history and provide a basis for discussion of the importance of history in their daily lives.



**Left: The AJHA's Teacher's Toolbox. Right: Tracy Lucht accepts the AJHA's teaching award at the 2015 national convention. (Photo by Don Bishop)**

Given the structural changes in higher education and the curricular trends in journalism and communication, it is vital that historians demonstrate the value of our courses in ways that resonate with both students and administrators. One way to approach this is through blended, or hybrid, courses, which combine class time with online learning.

Similar to a "flipped" classroom, blended courses typically put lectures and hands-on assignments on a web-based platform and reserve class time for discussion. According to the Learning Technology Center at the University of Wisconsin-Milwaukee, hybrid courses use web-based activities as a complement, rather than a supplement, to face-to-face work; they reduce but do not eliminate traditional seat time.

The ratio of online-to-class time depends on the objectives of each course, and the two pedagogical components are designed to work together. Thus, blended courses have the potential to combine the strengths of a seminar with the individualized engagement of an online course.

Encouraged by my colleagues in the Greenlee School, several of whom have developed online courses, I received an institutional grant to develop a hybrid media history course to offer in fall 2016. I have only begun the process of developing my syllabus and materials, but as I envision it, the course will be organized by topic and roughly chronological.

I hope to engage students in the following activities: direct contact with primary sources, such as historical news coverage of important events and key texts in the development of journalism,

public relations, and advertising; written analysis of primary sources; short, recorded lectures and, perhaps, interviews with scholars who have different areas of expertise; secondary sources, including readings and documentaries; online exams to assess comprehension; and original student research.

Our in-class time will likely consist of small- and large-group discussions; presentation of student work; short lectures to fill any gaps in student knowledge; and collaborative activities.

I will, of course, consult the AJHA Teacher's Toolbox for ideas. I also would love to connect with others who are teaching this way or who are interested in doing so. If anyone is interested in sharing online assignments or syllabi, please email me at [tlucht@iastate.edu](mailto:tlucht@iastate.edu).

As more of us gain experience in this area, perhaps it would be useful to pool our resources on AJHA's website or develop best practices. More broadly, I offer my ideas here as food for thought.

Since one of AJHA's objectives is to help secure a place for history in the curriculum, I think we should encourage one another to experiment with different types of course delivery that align with the strategies and realities of our institutions. It might be fitting. As scholars of change, media historians could well be agents of it.

## AJHA book award winner traces role of religion in public relations



**Meg Lamme**  
University of Alabama

"Public Relations and Religion in American History" traces the influence of religion on the development of U.S. public relations through early American evangelicalism, faith-based reform, and business. The emphasis is on strategy as laid out by the historical figures in the book: intentional approaches to communication designed to achieve a desired outcome.

I began by delving into the market-driven evangelicalism that arose in Colonial America, including revivalist strategies for building a transatlantic communication network. I then moved into Charles Finney's 1835 "Lectures on Revivals of Religion," in which he presented his "new measures," strategies for conversion that required a mastery of psychology (Finney's "laws of the mind") and of the Gospels.

I followed Finney to Oberlin Collegiate Institute, where Oberlin President Asa Mahan's prescription for reform, his "three points of light," addressed the need to understand the objective (the intention of the act); the history that led to the need for reform; and the effect of the reform.

I followed Finney to Oberlin Collegiate Institute, where Oberlin President Asa Mahan's prescription for reform, his "three points of light," addressed the need to understand the objective (the intention of the act); the history that led to the need for reform; and the effect of the reform.

From Oberlin, where women were pressured to limit their reform work to temperance, I shifted to the Woman's Christian Temperance Union, which dominated the last quarter of the nineteenth century under presidents Annie Wittenmyer and Frances Willard amid industrialization, urbanization, and immigration, and the rise of Social Christianity. Both were Christian women of evangelical roots who demonstrated a mastery of mass communication and interpersonal engagement that at once harkened back to Finney's new measures and Mahan's spirit of reform while embracing state-of-the-art technology.

Their deaths at the end of the century left a leadership gap in the drive for national prohibition that the Anti-Saloon

League of America filled. Like the WCTU, the League was founded in the tradition of gospel temperance, but as ideas about modern management took hold, the League also started to evolve, retooling its grassroots strategies to influence Congress and American big business.

In the meantime, Ivy Ledbetter Lee — whose influence, for better or worse, affected the relationships between and among American business, the public, and the press during the first decades of the 20<sup>th</sup> century — was developing his own doctrine, his gospel, of publicity.

Finally, I tapped P.T. Barnum as bookends to this study because his life (1810-1891) spanned a good portion of the time under examination and because there is so little about him in the public relations history literature.

Throughout the book, a set of common principles emerged across people, institutions, and time. Key among them were faith in authenticity, public opinion, technology of the time, entrepreneurialism, professionalization, truth, and transparency; an emphasis on outcome over output; an embrace of the vernacular, of the grassroots; and threads of social responsibility and law.

What I offer in this book, then, is a new explanation of how public relations developed in the United States. The players and institutions might be familiar, but the frame is new — built according to their own declared and intentional strategies to effect change among individuals and groups.

### The body of knowledge

This book is a contribution to the public relations history body of knowledge. I wrote it for the Routledge "Research in Public Relations Series," which targets an academic readership. Coming in at over 93,000 words, the book is laden with contextual notes and citations to enrich the many threads that comprised this study.

My goal in writing it was to start a conversation and help pave a new direction in public relations history scholarship. So, in addition to documenting my work, these notes might serve to introduce others to many of the ways in which



Book Award Chair Aimee Edmondson (left) presented the AJHA's "Book of the Year" award to Meg Lamme at the Oklahoma City convention. (Photo by Erika Pribanic-Smith)

historians are examining public relations, including the role of religion in its development.

(See, too, the International History of Public Relations Conference. Founded by Prof. Tom Watson and his colleagues at the U.K.'s Bournemouth University, IHPRC is heading into its seventh year, having provided the basis for five special issues on public relations history in *Journal of Communication Management*, *Public Relations Review*, and *Journal of Public Relations Research*, all of which were preceded by a 2004 special issue of *American Journalism*, guest edited by Karen Miller Russell.)

### Epilogue

In 2012, I received an AJHA Joseph McKerns Research Grant Award, which funded my visit to the Seeley G. Mudd Manuscript Library, Princeton University, to study Lee's papers. Three years later, the completed work, which included a chapter on Lee, was recognized with the 2015 AJHA Book of the Year Award.

Many, many thanks to the awards committee, the reviewers, and to Book Award Chair Aimee Edmondson, who —

**See AJHA book award on next page**



## AJHA book award

(continued from page 16)

along with Erika Pribanic-Smith and Lisa Parcell — worked to revamp the book awards session format at the Oklahoma City conference this year. Together with Pete Smith's enthusiastic support, we were able to expand the award session from one voice to many, to cultivate in that room, as Lisa said, the kind of casual but influential conversation that we so often strike up at AJHA in lobbies, on buses, and in lounges.

Lisa launched the session with questions to me about the book and my writing process. She then shifted the focus to a group conversation about writing book-length manuscripts, from note-taking to copyright law. The session closed one chapter for me but we hope it opened a new chapter for AJHA.



Lisa Parcell (left) moderated a book Q&A session with award-winner Meg Lamme at the Oklahoma City convention. (Photo by Erika Pribanic-Smith)

## Paper Call: 2016 Joint JMC History Conference

The Joint Journalism and Communication History Conference (JJCHC), co-sponsored by the American Journalism Historians Association and the History Division of the Association for Education in Journalism and Mass Communication, is now accepting submissions for the 2016 conference.

This one-day interdisciplinary conference welcomes all scholars and graduate students with an interest in journalism or communication history. Acceptance is based on blind peer review of 500-word abstracts. Research, research-in-progress and panel proposals are all welcome.

Submissions are due Jan. 8, 2016 via <http://mediahistoryexchange.org>.

This year's conference is 8:30 a.m. to 5 p.m. on March 12, 2016 at the Arthur L. Carter Journalism Institute, New York University.

For more information, contact conference co-coordinators Carolyn Edy ([edycm@appstate.edu](mailto:edycm@appstate.edu)) or Jennifer Moore ([mooreje@d.umn.edu](mailto:mooreje@d.umn.edu)), or visit the conference website at <http://journalismhistorians.org/>.

You also can find the conference on Twitter (@JJCHCNYC).

## Call for Entries: AEJMC History Division's Best Journalism and Mass Communication History Book



**John P. Ferré**  
AEJMC History Book Award Chair

The History Division of the Association for Education in Journalism and Mass Communication is soliciting entries for its annual award for the best journalism and mass communication history book of 2015.

The winning author will receive a plaque and a cash prize at the August 2016 AEJMC conference in Minneapolis, where the

author will give a short talk about the experience of research and discovery during the book's composition.

The competition is open to any author of a media history book regardless of whether he or she belongs to AEJMC or the History Division. Only first editions with a 2015 copyright date will be accepted. Edited volumes, articles, and monographs will be excluded because they qualify for the Covert Award, another AEJMC History Division competi-

tion.

Entries must be received by February 5, 2016. Submit four copies of each book — along with the author's mailing address, telephone number, and email address — to:

John P. Ferré  
AEJMC History Book Award Chair  
Department of Communication  
310 Strickler Hall  
University of Louisville  
Louisville, KY 40292

Please contact John Ferré at 502.852.8167 or [ferre@louisville.edu](mailto:ferre@louisville.edu) with any questions.

### From the AJHA vault

Did you know? The original name of the *Intelligencer* was "Something Old Something New," with the acronym S.O.N. Alf Pratte of Shippensburg State was the founding editor. He said he "felt the name was creative and perhaps a pun on the New York Sun, which I used to laud in my history class."



# Social media offer research help for recent history



**Nicholas Hirshon**  
Ohio University

Media historians are not known as early adopters of new technology, but we seem to be coming around.

At our recent conference in Oklahoma City, I helped run the AJHA Twitter account and saw many members posting about their research. Tweets can get our work on the radars of potential readers who

don't go to conferences or subscribe to journals. They also help us connect with our peers. My friend Will Mari, a Ph.D. candidate and prolific tweeter (@willthewordguy) who wrote about his social media strategy in the *Intelligencer* last year, posts tidbits from his dissertation research. Another must-follow is American University's W. Joseph Campbell (@wjosephcampbell), who links to his media-myth-busting blog.

While we embrace the marketing and networking potential of social media, we should also recognize its use as a research tool.

Take my dissertation. I am writing a historical study on the infamous rebranding of a professional hockey team, the NHL's New York Islanders, in 1995. In an attempt to sell more jerseys, the Islanders replaced their original logo with a cartoon fisherman meant to symbolize Long Island's maritime culture. Instead, the logo was mocked as a rip-off of the Gorton's frozen seafood mascot. The fisherman jerseys went down as one of the worst sports branding failures of all time.

I was excited to research the fisherman logo controversy this semester, but I faced a problem that scholars of recent history will understand. My subject is so recent that very few primary sources have filtered to archives. Oral histories appeared to be my best option to reconstruct what happened. I got in touch with some former hockey players through the teams that now employ them as coaches. But how would I track down the guys



Nicholas Hirshon presented a paper based on his Islanders logo research at the AEJMC convention in August. (Photo courtesy of Nicholas Hirshon)

who retired years ago, many of them to their native countries in Europe? How about reaching ancillary sources long gone from the public eye?

Social media to the rescue.

In one case, my online searches for a former Islanders player turned up very little — except his profile on LinkedIn. By signing up for a free trial of a LinkedIn Recruiter account, I was able to message him. He replied, and we arranged an interview a few days later.

I also wanted to track down a woman who won a contest to name the Islanders' fisherman mascot. A few minutes of Googling turned up her Facebook profile. Since we were not Facebook friends, I knew the message that I sent would go to her easily overlooked "other" folder. She might never see my interview request. But her profile listed her job at a small business. I found an email address for the company and sent a note. The woman replied that she'd be happy to help.

Mascot-namer, check. On to the man who played the mascot. I was sure he'd have interesting stories, but he had a common name, and a search for news stories didn't turn up anything recent. This time, I took to Twitter and found his feed. I posted a tweet requesting an interview. We exchanged emails and scheduled a time to talk. Turns out he has a scrapbook chronicling his time as the Is-

landers mascot with articles from obscure newspapers and unpublished photos. A historian's dream.

I began seeking more primary documents. I found portions of Islanders television broadcasts posted by fans on YouTube, and I wondered about Islanders programs from the era. The supportive librarians at my university tried to help me find the programs in a database or in the collection of an archive. No luck. So I turned to Twitter again. I tweeted about my interest in Islanders programs with the team hashtag #isles and mentioned the handle of a friend who wrote for an Islanders blog. My friend kindly retweeted the post. Over the next hour, several fans replied that they had programs from the fisherman logo era. One generous fan mailed me dozens of programs that may exist only in attics and basements on Long Island. I scanned and returned them. I was thrilled.

I intend to cite many traditional sources in my dissertation, including newspaper articles that I found through online databases and university microfilm collections. But I hate to think that any researcher would be discouraged to research a worthy subject solely because of a lack of archival sources. While journalists turn to Twitter to find the sources of today, social media can help us piece together the puzzles of the past.

# The First Amendment and the Shifting Narrative of Neutrality



**Brett G. Johnson**  
University  
of Missouri

The recent controversy over Missouri protesters physically preventing news media from entering their self-designated “safe space” shows how just much the narrative on the role of the First Amendment and minority protest groups has shifted since the 1960s.

In the first quarter of the 20<sup>th</sup> century, U.S. Supreme Court Justices Oliver Wendell Holmes Jr. and Louis Brandeis began articulating the philosophy that the First Amendment should be considered an engine of social change. For example, in the 1927 case *Whitney v. California*, Brandeis called upon courts and officials to “courageously” let self-reliant individuals shape society through free speech. Those in power must have the courage that their viewpoints and messages will survive an assault by protesters. If they do not, they do not deserve to be in power.

During the 1950s and ’60s, African-American activists relied upon the First Amendment to challenge society’s dominant message that institutionalized racism should be the norm. Scholars such as Harry Kalven have argued that the Supreme Court made a concerted effort to support African Americans as they wielded the First Amendment to advance their cause. For example, in *Cox v. Louisiana*, *Edwards v. South Carolina* and *Gregory v. Chicago*, the Court held that arresting black protesters on the mere grounds that their speech threatened to make white crowds angry and violent violated the First Amendment.

In the five decades since the Civil Rights Movement, free speech jurisprudence has been associated less with the speech of oppressed minorities and more with the hateful messages of *ideological* minorities bent on maintaining the oppressed status of non-whites. In 1969, for example, the KKK’s victory in *Brandenburg v. Ohio* was a signal from the Su-

preme Court that it would protect the First Amendment’s neutrality toward viewpoint, even in such a racially turbulent time. Other high profile cases have firmly entrenched the Court’s stance on viewpoint neutrality, despite the hateful and controversial nature of the speech of extremist groups. See, for example, the Court’s 1977 decision upholding the right of the American Nazi Party to march through the Village of Skokie, Illinois (the home of dozens of Holocaust survivors and their families), or its 2011 decision allowing the anti-gay Westboro Baptist Church to picket at military funerals without fear of being sued for inflicting emotional distress upon mourning family members.

In the 1980s and ’90s, critical race theorists such as Derrick Bell and Charles Lawrence argued that such First Amendment jurisprudence was anything but neutral. If the ultimate purpose of the First Amendment was to encourage democratic participation among all people, they argued, then allowing groups like the KKK to speak freely actually *violates* the First Amendment because it inhibits racial minorities from speaking, lest they face violent reprisals at the hands of these groups. Bell and Lawrence contended that such “neutrality” was actually evidence of white complicity with racist groups.

Today, apps such as YikYak allow people to speak with the same level of hate behind the same cloak of anonymity as a Klan hood. It is certainly understandable why racial minorities would feel unsafe on a campus where the white person sitting next to you in class could have written the latest racist YikYak post. It is perhaps equally understandable why whites who sympathize with the plight of their black colleagues would so eagerly help them create spaces where they can actually feel safe. First Amendment scholar Amy Gajda argued in her 2015 book “The First Amendment Bubble” that society is approaching a point where it can no longer tolerate using the same lofty principles that once facilitated the Civil Rights Movement to continue to protect the hateful speech that would



Civil Rights-era court rulings protected the rights of African Americans to protest (top). Brett Johnson urges social movements such as #BlackLivesMatter (bottom; photo by Fibonacci Blue—CC by 2.0) not only to exercise their own free speech but also to allow others to do the same.

threaten racial progress. At least one federal judge agrees with this sentiment. In his dissent to an October 2015 decision by the U.S. Court of Appeals for the Sixth Circuit, Judge John M. Rogers found it “unfortunately ironic” that an anti-Muslim evangelical group could prevail in a free speech case by relying on the same “towering but distinguishable cases involving minority civil rights protests.”

The law may be neutral, but history does not have to be. Historians can easily conclude that the role of the First Amendment in leading our nation out of segregation far outweighs any social benefit that the KKK or Westboro Baptist Church has given us by exercising their First Amendment rights. For social movements like Black Lives Matter and Concerned-Student1950 to be successful and open the eyes of the ignorant, they must exercise their right to freedom of expression, not prevent the ignorant from exercising theirs. By proceeding so courageously, history will judge them just as favorably as their forebears.