“America Takes Global Center Stage: The Ascent of a Political and Communication Power”
Giovanna Dell’Orto, Assistant Professor
University of Minnesota

ABSTRACT: This paper, part of a larger historical research project, analyzes American foreign correspondence in the first half of the twentieth century to answer two fundamental questions: What discourses of the world emerged in the American press in that era? What can those discourses tell us about the role of the press in international affairs? The focus is on how newspapers in New York, Chicago and Baltimore, as well as The Associated Press, covered three events with lasting consequences: The Russian Revolution of 1917; the Japanese assault of Shanghai in 1932; and the siege of Madrid in the Spanish Civil War in 1937. Findings suggest that, while defending their role as observers, correspondents positioned themselves as America's eyes and ears. Their analysis could be spot-on, as in China, or badly off-mark, as in Russia, but they increasingly tried to move beyond the record of events and to provide readers a feel for the present and informed speculation on the future.

“Beyond Missouri, Beyond Death: Late Nineteenth-Century Newspapers Provide Pattern for the Immortalization of Jesse James as a Dime Novel Hero”
Cathy M. Jackson, Assistant Professor
Norfolk State University

ABSTRACT: For over 100 years, Jesse Woodson James, an outlaw and Missouri native, has been the subject of countless newspaper and magazine articles, dime novels, and television and film plots. This study shows how print newspapers, one promulgator of the James legend bears much responsibility for the modern popular cultural image of the outlaw. This analysis traced the dissemination of outlaw hero motifs from the Missouri press to newspapers nationwide to dime novels. Dime novels, a blend of fact and fiction, attracted new devotees to the popular legend. Legions of easterners found excitement in the Wild West stories featuring real outlaws. The inexpensive, compact volumes used vivid imagery to describe the James boys’ bank and train robberies. Through the veil of folklore, Jesse James became an ephemeral figure, not subject to the treatment given to other nineteenth century criminals. It is that literary legacy we remember.

Magen Stevens, Student
The University of North Carolina at Chapel Hill

ABSTRACT: The purpose and focus of this study is to analyze the content and approach of the two UNC campus newspapers, Black Ink and The Daily Tar Heel, with regard to racial issues in the years 1967 to 1975. I will review the literature of the black press in the South, as well as the black collegiate press, during the civil rights movement, as well as
providing background on the racial history of the University. I will do a historical
analysis of the content of both newspapers supplemented by a simple content analysis by
category. The goal of this paper is to understand the reasons for the creation of Black Ink
in 1969 and the specific roles it served at UNC: as a liberal voice on campus regarding
race relations, in contrast to the DTH’s moderate tone, and as an advocate for unity and
group cohesion amongst UNC’s African American students.

“Brave Old Spaniards and Indolent Mexicans: J. Ross Browne, Harper’s New
Monthly Magazine, and the Social Construction of Off-Whiteness in the 1860s”
Michael Fuhlhage, Assistant Professor
Auburn University

ABSTRACT: The purpose of this paper is to examine J. Ross Browne’s construction of
racial identity in the territories acquired by the United States after its war with Mexico in
1846-1848. The intent is to reveal the interaction between a journalist’s social identity
and his construction of the social reality of race relations by examining the private
correspondence, personal trajectory, surrounding cultural influences and the most widely
circulated work by Browne, one of the earliest American journalists to chronicle
American development of the Mexican Borderlands based on firsthand experience. The
method of analysis employs a combination of Marion Marzolf’s content assessment and
Edward Said’s contrapuntal reading. It is argued that Browne cast Spanish California
elites as bringers of European progress and helpers to the Anglo American government
and business leaders, Mexican peons as a cheap labor force for mining interests, and
Spanish ladies and mixed-race temptresses as objects of desire.

“Collier’s Spaceflight Series: A 60th Anniversary Reappraisal”
Kitty Endres, Professor
University of Akron

ABSTRACT: On March 22, 1952, Collier’s, one
of the largest circulating magazines in The
United States at the time, began a series that introduced its 3.1 million subscribers
to spaceflight. The editors drew on the expertise of more than a dozen space scientists
and three artists to put together an eight-part series on travel in space, which has been
called “the most influential feat of popular science writing ever.” This paper
examines the articles and illustrations of the series and the letters to the editor,
which followed. The author uses framing to analyze the articles and identifies three
frames: the Cold War frame, the frontier frame and the nationalistic frame.

The analysis
of the illustrations reveals the collaboration between scientist and artist to create realistic images of
outer space. Letters to the editor show responses that were generally positive to
ward the series and sometimes echoed the frames of the articles.
“The Confederate Community of Journalism”
Debra Van Tuyll, Professor
Augusta State University

ABSTRACT: Communities of journalism are created out of the printed word. They consist of news producers and news consumers, and they result when printed products bring readers together into a community based on shared meaning. Creating this sort of community historically has been one of the most important roles of the American press, for newspapers had the task of disseminating information that would work to bind far-flung citizens into a single nation. Together, readers and journalists create a community of shared knowledge. This paper profiles the reader component of the community of journalism in Alexandria, Virginia. It finds that, at the cusp of the Civil War, newspaper readers were a surprisingly diverse group that included not only white men but also women and blacks as well as readers who lived far outside of the paper’s home territory.

Kevin M. Lerner, Affiliate Assistant Professor
Marist College
and Student, Rutgers University

ABSTRACT: The standardized newspaper correction box, under a constant headline, in a fixed place in the paper, is not nearly as old as readers may assume. Corrections have only run in this format since the early 1970s. The currently accepted story has New York Times managing editor Abe Rosenthal introducing this innovation in 1972, and he is usually given all of the credit for its invention. However, a close examination of internal Times records, paired with examination of journalism review articles from the period; an influential article by Daniel Patrick Moynihan; and interviews with participants from the period show a much more complicated pattern of influence in this small but important moment in the intellectual history of journalism and journalism ethics.

“The Curious Origins of Television’s ‘Anchor Man’: A Quiz Show’s Role in Launching Journalism’s Most Powerful Title”
Mike Conway, Associate Professor
Indiana University

ABSTRACT: Most histories of American broadcast news agree on the origin of the term anchorman: Walter Cronkite received the title for his key role on the CBS television 1952 political conventions coverage. But what if that isn’t how it happened? What if, instead, the term “anchor man” was first chosen for an earlier broadcast news pioneer, someone who was on television years before Cronkite but someone who, while popular with the viewing public, was openly ridiculed by the journalism community? What if the term first gained a foothold on a quiz show, instead of an important public affairs offering?
Combined with historic recordings, media accounts, and network press releases, this project employs personal papers and company records at a number of archives to unearth the true broadcast origin of “anchor man.” Comparing the archival material and other primary sources to the accepted version reveals the ways in which forces at work have allowed the later origin story to survive and the original to be locked into an era when television and television news were attempting to gain an audience as well as respect from the journalism community. The accepted “anchor man” origin story implies a coherent progression from early television to today with a recognizable hero, while the real beginning of the term reveals a more accurate and nuanced picture of the chaotic and uncertain time when television’s direction and the delineation of roles on the visual medium had yet to crystallize.

Lauren Kolodrubetz, Student
Elon University
and
Harlen Makemson, Associate Professor
Elon University

ABSTRACT: For more than four decades, the Cold War dominated global politics and greatly affected media content. Specifically, an emphasis on safety and security became a primary Cold War cultural theme. This security culture in the early 1950s sparked efforts to create an interstate highway system to not only connect America but to also provide defense in the case of attack. Scholars have examined the political development of the Interstate Highway Act of 1956 but have not systematically studied how it gained support among the American population. Therefore, this study looked at how the interstate defense highway system became a popular idea among Americans through the advertising efforts of two associations and one company. The study focused on Time magazine ads in 1953 and 1954, using semiotics and textual analysis to understand how the advertisements emphasized the need for a highway system to defend America.

"Edward Louis Bernays as a Transformational Leader: The Emergence of Influence in the Public Sphere”
Janice Sweeter, Student
Arizona State University

ABSTRACT: Edward Louis Bernays, regarded as the father of modern public relations, founded the practice of “counsel on public relations” in the 1920s. This paper examines Bernays’ life, philosophy and seminal persuasion techniques through the lens of transformational leadership theory (Bass & Riggio, 2006) through which leaders motivate others to reach beyond their potential, set challenging expectations, and achieve high performance. Based upon these criteria, Bernays could be regarded as the embodiment of the “transformational leader” in which dynamic relationships shape future events and leaders. This paper explores Bernays’ life during the economic upheaval of the Roaring ‘20s with its expansion of mass culture as well as social revolution. It also delves into
Bernays’ application of his uncle Sigmund Freud’s psychological principles to alter attitudes and behaviors on behalf of his clients.

“Enduring Values: the Continuity of a Professional Ethos as Seen in Journalism Textbooks Published in the First Half of the Twentieth Century”
Will Mari, Student
University of Washington

ABSTRACT: Notions of public service have lain at the heart of journalism as a vocation or calling since the last turn of the century. Journalism has always aspired to a professional identity, with part of that identity based on an enduring ethos centered on, in turn, a call to responsible public service. This can be seen in a close reading of 34 textbooks from c. 1900 through 1970; these texts teach journalistic values such as a sense of service to journalists’ readers and sources.

These values were detected in the surveys conducted of working journalists in the early 1970s and early 1980s by Johnstone, Weaver and Wilhoit, et al. This paper links twentieth-century journalism textbooks to these surveys. Since the former served as sites of aspirational professional discourse and identity, revisiting them during this critical period may help us to better understand journalism’s continual quest to professionalize.”

Amber Roessner, Assistant Professor
University of Tennessee-Knoxville
and
Natalie Manayeva, Student
University of Tennessee-Knoxville

ABSTRACT: On October 25, 1975, the Des Moines Register conducted a straw poll at an event in Ames. Two days later, The New York Times political correspondent R.W. Apple reported that former Georgia Governor Jimmy Carter had taken “a surprising but solid lead” in Iowa. Carter had only won 23 percent of the vote, but journalists across the country took the lead of the influential political reporter and tagged the relatively unknown Georgia peanut farmer as the frontrunner in the first political contest of the 1976 campaign. This study seeks to extend the work of previous scholars by exploring how three prominent Times’ political reporters—Apple, Charles Mohr, and Jim Wooten—covered Carter’s campaign and what their pieces reveal about the practice of political journalism in the post-Watergate era. To do so, the researchers examined a census of 299 articles written by the trio from January 1 to November 2, 1976.
“Former N.C. Governor Terry Sanford’s Progressive Use of Public Relations through the Good Neighbor Council”
April L. Raphiou, Student
The University of North Carolina at Chapel Hill
ABSTRACT: The 1960s marked the peak of the civil rights movement, with sit-ins and demonstrations occurring throughout the nation. North Carolina was not immune to the racial unrest. In response, former Governor Terry Sanford (1961-1965) utilized a progressive approach to addressing race relations through the formation of the Good Neighbor Council. The 24-person committee comprised of blacks and whites from all types of backgrounds was strategically formed to address inequities in employment, as related to race. However, as the present research illustrates, Sanford utilized elements of the two-way symmetrical public relations model, not only to foster collaboration, but also to promote his own agenda.

“Framing Early Media Policy: Editorial Cartoons in the 1920s and 1930s”
Tim P. Vos, Assistant Professor
University of Missouri
and
Christopher Alan Matthews, Student
University of Missouri
ABSTRACT: The 1920s and 1930s was one of the last times serious discussion of media policy took place in the U.S., and scholars have examined many aspects of that discussion. Often overlooked, however, is the role that editorial cartoons played in that discourse on regulating broadcast radio. Because editorial cartoons have a history of using humor to satirize powerful social actors, how their frames of the debate differed from those of the straight print culture expands our knowledge of the public discussion of broadcasting policy. An examination of eighty-eight cartoons from Life and Literary Digest shows that editorial cartoons primarily framed the problem of broadcasting as signal interference and critiqued the legitimacy of elites who shaped policy solutions.

“A Hell-Raising Journalist': Almena Davis Lomax (1915-2011)”
Chandra Clark, Assistant Professor
Florida A&M University
ABSTRACT: In this paper, I delineate the career and contributions of Almena Davis Lomax, publisher and editor of the Negro weekly Los Angeles Tribune for nineteen years. While Black women journalists’ lives and contributions, particularly those of the nineteenth century, are relatively well-documented, there is yet much to glean from those mid-twentieth century Black women newspaper publishers and journalists who built upon the path set by their journalist-activist foremothers such as Maria W. Stewart, Mary Ann Shadd Cary, Ida B. Wells-Barnett, and others. I suggest that Lomax, a Black woman newspaper publisher and journalist of the postwar/Civil Rights era, by largely typifying African American women journalists as identified by Streitmatter (1994), continued the journalistic and activist traditions of these earlier women. Though just one Negro woman
journalist, Lomax’s career and contributions may nevertheless be indicative of that of other such journalists of the era, thus contributing to the growing body of biographical and other works on African American women journalists. It is hoped that this study, as well as other such studies of these women, will enrich our understanding of race, gender, and journalism.

“Hostage-Taking at the Robesonian Newspaper: How Red Power Protest Enactment Problematized Media Objectivity”
Lorraine Ahearn, Student
The University of North Carolina at Chapel Hill

ABSTRACT: On February 1, 1988, two Tuscarora Indians took the Robesonian daily newspaper staff in Lumberton, North Carolina, hostage to call attention to official corruption and unsolved murders in the poor, tri-racial county of Robeson County. This study examines how a Red Power protest enactment problematized conventional concepts of objectivity by forcing media participation in a breaking news event and its aftermath. This article examines how journalism roles changed in a community crisis, and explores the extent to which mainstream and Indian journalists negotiated detachment in the presence of historical injustice, and how the media balance objectivity with the duty to provide what the Society of Professional Journalists terms a "voice to the voiceless."

“John Q. Public Doubts This Freedom Train: Chicago Defender Articulations of Dissent in Early Cold War America”
Meagan A. Manning, Student
University of Minnesota

ABSTRACT: This study examines Chicago Defender content produced about the late-1940s journey of the Freedom Train across America, highlighting one of the strongest strains of dissent in the early Cold War era. When viewed through the lens of critical race theory, a discourse analysis of venerable Chicago Defender content takes on a more nuanced meaning and guides the research toward an investigation of what Carey termed “historical consciousness.”

“Introducing a Broadcast Journalism Curriculum: The Case of Missouri”
Youn-Joo Park, Student
University of Missouri

ABSTRACT: This study explores experiences and discussions of journalism educators in introducing broadcast journalism into university curriculum. Focusing on the Missouri School of Journalism, the research traces the historic developments of the new broadcasting industry and explains steps taken to professionalize the field of broadcast journalism, from the 1930s to the 1950s. Historical inquiry illumines intense discussions on journalism education and offers perspectives on how journalism schools and departments overcame challenges of creating a broadcast journalism curriculum in an already established print curriculum.
“The Legitimization of New Virginia: How the Press Framed the Movement for West Virginia Statehood in 1861”
Linda Lockhart, Student
Ohio University

ABSTRACT: In 1861 the leaders of the movement for West Virginia statehood were aware of the power of the press to gain support for their cause. Thus, they worked to shape an image of the movement within public sentiment that would be most agreeable to the federal government in accepting their claim to separate from a secessionist Virginia and remain in the Union as a new and separate state. By escalating an intrastate disagreement about governance to a national agenda issue, the press helped to make the case for statehood within the realm of public sentiment. The trajectory of press coverage legitimation of the founders’ claim is evidenced in this content analysis frame study of press coverage about the statehood movement in the press of the North, South, and West during 1861. Characterization of coverage reveals an image favorable to the formation of New Virginia.

“Life Magazine’s Visual and Geographical Representation of the Civil Rights Movement”
Michael DiBari, Professor
Hampton University

ABSTRACT: As one of America’s most popular national news magazines, Life magazine played an integral part in bringing the fight for civil rights into the public discourse. It helped to educate and inform the nation with regards to visual imagery and the events of the times. This study examines the May 17, 1963 issue of Life, and applied concepts of geography to Charles Moore’s photographs of the protests in Selma, Alabama. The results determined that Life magazine was both a leader and follower in the debate for equal rights, publishing photographs that intimately recorded the battle for space on a variety of levels. On the surface, Life portrayed a street-level battle for fixing historic injustices. But, on another level, which spatial and geographic theory helps us to understand, Life magazine revealed a much deeper, ongoing debate over the rightful place of the African American in American society.

"The Maine Press Association’s Nineteenth Century Professional Identity"
Stephen A. Banning, Associate Professor and Interim Associate Dean
Bradley University

ABSTRACT: An interest in journalism as a profession has been the foundation of many journalism institutions including university education, codes of ethics and professional associations. This research examined the Maine Press Association in relation to whether association members self-identified as professionals in the mid-nineteenth century. The only other nineteenth century press association that has been previously examined for evidence of professional aspirations is the Missouri Press Association, in which members were actively seeking to professionalize. Using the nineteenth century Maine Press Association members self-identified themselves as belonging to a profession as early as
1864 and referenced journalism as a profession eighty-four times in the first thirty years of their existence. From this research we know the geographical spread of professional aspirations stretched from Missouri to the Eastern Seaboard. Implications are discussed.

“Mastheads and Interviews: Telling Stories About Newspaper Organizations”
Kristin Gustafson, Lecturer
University of Washington-Bothell

ABSTRACT: An iterative process of analyzing newspaper content and in-depth interviews provides an avenue to understand the complexities of newspaper organizations and public statements. Specifically, this research examines the creative use of names within newspaper mastheads—in one case to protect workers and in another case to present a robust workforce and creatively pay employees. This research focuses on how Seattle’s International Examiner used “Gabby Gomez” as a byline and in the masthead to protect the identity of writers discussing the Marcos regime in the Philippines, and how the Seattle Gay News included fake names to boost the workforce’s image and expanded its masthead’s function to become a coupon for workers. The research focuses on the newspapers’ early and formative years—from 1974 through the early 1990s. The International Examiner and Seattle Gay News have served respectively the city’s Asian American gay and lesbian communities for more than thirty-five years.

“The Mecca of PR: Early Swedish Public Relations and Views of America’s Influence”
Ulf Jonas Bjork, Professor
Indiana University-Indianapolis

ABSTRACT: This study of the early decades of public relations in Sweden examines how PR professionals there viewed their field and the extent to which they looked to the United States, the acknowledged pioneer in public relations, for ideas. Sixty articles and eight books written about PR in Sweden between 1936 and 1970 were surveyed to find accounts of how public relations developed, definitions of the PR concept, descriptions of American conditions and comparisons between Sweden and America. According to the materials examined here, public relations was seen as a well-established practice in Sweden by 1960, even though attempts to defining the concept often were challenging. The United States was often brought up in discussions of PR, and acknowledgments that that America was a leader in the field remained largely unchanged even as public relations went through a period of turmoil in the latter half of the 1960s.

“Negotiating the Consumer Playing Field: Ladies’ Home Journal and its Sporting Women, 1900-1915”
Paula D. Hunt, Student
The University of Missouri

ABSTRACT: Sports were just one area of the public sphere where women were becoming more visible in the early twentieth century, and their participation was often associated with suffrage and social equality. This paper considers how analyzing
representations of sporting women on the covers, in advertising, and in the editorial content of Ladies’ Home Journal between 1900 and 1915 can offer insights into the historical and ideological conditions that contributed to their creation and consumption. Ladies’ Home Journal was a conservative woman’s magazines that did not link sporting women with progressive social issues, but instead used them to serve its own needs, meet the demands of its advertisers, and satisfy the desires of its readers. Understanding how it did so can help elucidate the role magazines played in mediating discourse and cultural meaning in America at a time when women’s social, political, and economic circumstances were undergoing dramatic changes.

“Newspaper Food Writers and Status Conflict”
Rachel O'Hare, Student
University of Maryland

ABSTRACT: In the 1940s U.S. newspapers began to establish food pages and the food beat. These pages were created as vehicles for increased advertising and copy designed to attract women readers. Other journalists and editors considered newspaper food writers low status members of the newsroom. Several reasons account for the low status: fellow journalists did not consider food an important topic; food writers were rarely trained as journalists; and they were often women, writing for an audience of mostly women readers. However, these variables began to change as food writers became more experienced and the topic of food increased in importance culturally beginning in the 1970s. Food writers understood this change. As the topic of food increased in status, food writers tried to claim a higher status in the newsroom. This study uses status conflict as a lens to examine the fight over the food beat and the status it confers in the newsroom.

"Partisan News and the Third-Party Candidate: Press Coverage of James G. Birney's 1844 Presidential Campaign"
Erika J. Pribanic-Smith, Assistant Professor
University of Texas at Arlington

ABSTRACT: By the 1844 presidential election, the United States was fully entrenched in a national two-party system that pitted Whigs against Democrats. Meanwhile, American newspapers were predominantly partisan organs that promoted their respective parties while attacking their opponents. Some special interest publications advocated for causes such as abolition. James G. Birney, a slaveholder turned abolitionist, entered the 1844 race as a third-party candidate. This paper studied coverage of his race in Democratic, Whig, and Liberty papers from New York, Kentucky, Alabama, and Ohio to determine whether abolitionist newspapers acted as a party press as well as how the two major parties’ newspapers treated the outsider. The two abolitionist journals became partisan organs for the Liberty candidate, advocating Birney and his platform while attacking the enemy. In the Democrat and Whig papers, coverage of the Liberty campaign consisted of linking Birney to the opposing party through rampant accusations of coalitions and forgeries.

“Public Relations to Help Free Rosa Lee Ingram, 1948-1959”
Denise Hill, Student
The University of North Carolina at Chapel Hill

ABSTRACT: Public relations historians have lamented that U.S. public relations history has focused on business and corporate aspects, at the expense of research into programs developed by groups such as activists, non-profit organizations, trade associations, reformers, labor organizations, and civic associations. Furthermore, there has been a dearth of historical research into the public relations activities of women and minorities. This study closes that gap by examining the public relations plans, strategies, and tactics of an activist organization, comprised of and led by black women. The Women’s Committee for Equal Justice, which was formed for the sole purpose of freeing a black female sharecropper who was unjustly convicted of murdering a white man in 1949, spent 12 years creating and maintaining public awareness and action in support of its goals. This research also provides an example of how public relations developed and was used within the social reform and advocacy sector and as such, affords insights into the development of public relations beyond the corporate and business sector.

“The Pet Milk Company 'Happy Family' Advertising Campaign: A Groundbreaking Appeal to the Negro Market of the 1950s”
Kimberley Mangun, Ph.D., Assistant Professor
The University of Utah
and
Lisa M. Parcell, Assistant Professor
Wichita State University

ABSTRACT: During the 1950s, a Pet Milk Company photographer traveled the country from Los Angeles to Harlem to photograph Black families for ads that appeared in the Birmingham (AL) World, Washington (D.C.) Afro-American, Los Angeles Sentinel, and other Black periodicals. This paper is the first to analyze Pet Milk’s groundbreaking “happy family” advertising campaign, which used Black spokespeople and unique ad copy to reach the so-called Negro market in the 1950s. The campaign, led by a Black ad executive, reflected the burgeoning Civil Rights Movement and illustrated socioeconomic gains some families had achieved by that decade. A total of 107 ads were located in newspapers. Of those, thirty-five discrete ads published between November 5, 1949, and March 29, 1958, were analyzed for this qualitative study. The scope and number suggests that this was a major campaign that aimed to regularly expose Black consumers to PET Milk and promote brand loyalty.

“Race, Labor and a United Home-Front: Press Coverage of the ADDSCO Shipyard Riots of 1943”
Justin Blankenship, Student
University of Alabama

ABSTRACT: This research paper is an in-depth analysis of local press coverage of the ADDSCO race riot that occurred in Mobile, Alabama on May 25, 1943. The riot occurred when the Alabama Dry Dock and Shipbuilding Company (ADDSCO) complied with
orders from the Federal government to racially integrate its workforce. While the riot itself was short, the city of Mobile, a shipbuilding hub during World War II, and the local press dealt with its effects for months and years to come. Sensitive issues of race and labor intermingled with the continued need for wartime industrial production and led ultimately to a return to segregation as a long-term solution. Mobile newspapers also faced issues of censorship, both from ADDSCO and a local judge, eventually leading its publisher to be briefly jailed.

“Reconsidering Colonization, Considering ‘Degradation,’ and Religious Preparation as Influences on Samuel E. Cornish”
Kenneth Campbell, Associate Professor
University of South Carolina

ABSTRACT: Samuel E. Cornish, the senior founding editor of Freedom’s Journal, the first African American newspaper, published March 16, 1827 in New York City, is “the least known” of the black abolitionists and early civil rights activists. This historical study addresses the debates on colonization and the supposed “degraded” character of blacks as well as Cornish’s training for ministry in the Presbyterian Church as significant influences on him as he prepared to enter public life. Cornish’s views on colonization appear to have evolved during this period, 1815-1826, as did the views of older prominent blacks with whom he associated and perhaps emulated. Examining a little-used letter Cornish wrote to New York area newspapers in late 1826 as a gauge of his views, it appears his views were influenced strongly by the two debates discussed in the study.

“The Scripps-McRae League Reports the War in Cuba”
Mike S. Sweeney, Professor
Paul Jacoway and Young Joon Lim, Students
Ohio University

ABSTRACT: This paper examines how the Scripps-McRae League of newspapers covered the fighting in Cuba during the 1898 Spanish-American War. It relies on the E.W. Scripps Papers at Ohio University and the Cleveland Press, flagship of the Scripps-McRae League. Literature review found no prior scholarship on this topic. Research questions focused on the league’s strategy for coverage, including logistics and economics; identification of reporters and their major stories; impact of military control on the league’s war journalism; and major themes of coverage. The league’s notoriously penny-pinching ways significantly impacted coverage. Economizing measures included hiring far fewer correspondents than competing organizations; sharing control of a single dispatch boat (one competitor had ten); and reliance on U.S. mail instead of cables and dispatch boats to send many staff-generated stories. Major themes included news inflation, disease, and the decisions that contributed to it, and a shift from positive to negative portrayals of native Cubans.

“‘Speaking for all Negroes’: The African American Press, Walter White and the Battle Over the Voice of a People”
Earnest Perry, Associate Professor
University of Missouri

ABSTRACT: To most African Americans the push for equality appeared to be a united effort among the various groups representing the race, however there were internal battles for control of the message. Various leaders sought to be the voice, not only to the masses, but also more importantly to the white establishment. Since its founding in 1909, the NAACP has championed equal rights. It fought in the courts, the streets and the political arena. It aligned itself with various civil rights organizations over the years, but consistently attempted to maintain its autonomy as the leader in the fight for equality. The African American press, which predates the NAACP by almost 80 years, acted as the voice of African Americans. The African American press sought to inform its audience about news and events that mattered to them. It also worked to highlight the injustice. Many African American journalists saw themselves as spokesmen for their communities.

In most cases, the NAACP and the African American press worked together to further the cause of equal rights. However, there were times when the two entities did not see eye-to-eye. This study will focus on the internal struggles between these two entities between 1938 and 1943. At various times during this period these entities fought to determine which would be the voice of African Americans. Throughout the war, the African American press and the NAACP had similar goals, both spoke for and to African Americans, supported the war effort abroad and fought for an end to discrimination and racial violence at home. However, the two sides did not always agree. African American militancy, fostered by the NAACP and other groups and played up in the pages of African American newspapers, changed the dynamic of race relations. Instead of government officials dealing with one person (White) or a group of handpicked people (the Black Cabinet), they discovered that to reach the masses they had to develop multiple outlets.

“‘A Special Provocation’: Harlem and Photojournalism, 1938-1940”
Dolores Flamiano, Associate Professor
James Madison University

ABSTRACT: Photography historian Sara Blair called Harlem a site of “special provocation” for socially conscious, photojournalistic, and experimental photographers. This paper focuses on photographic essays that brought together the work of photographers from these different traditions and provided tantalizing but incomplete glimpses into 1930s Harlem. “Negroes” (Life, 1938) featured the work of Life photographers Alfred Eisenstaedt and Hansel Mieth. “Harlem” (Fortune, 1939) combined the work of Life photojournalists Mieth and Carl Mydans with that of New York Photo League photographer Aaron Siskind. “244,000 Native Sons” (Look, 1940) showcased the

“This is a Dirty, Brutal War and There is No Reason Why the Public Should Not Know It”: Marquis W. Childs and the Debate over Vietnam Before the Tet Offensive
Robert A. Rabe, Assistant Professor
Marshall University

ABSTRACT: This paper is a study of the opinion writing of Marquis W. Childs, an important syndicated newspaper columnist and reporter for the St. Louis Post-Dispatch, about the war in Vietnam in the years before the Tet Offensive (mid-1950s to 1966). It is based on the premise that the role of influential columnists in the early debate over Vietnam has been understudied and argues that Childs’ writing offers important insight into the nuances of liberal foreign policy thinking and the breakdown of the postwar consensus. The paper shows that in many ways Childs was a strong and early critic well before the Tet Offensive, but that he, like many postwar liberals, was also a believer in the dominant anti-communist rationale for the war.

“A Timely Invention: The Evolution of *The Progressive Farmer* and *Southern Living*”
James Thomas Cole II, Student
The University of Alabama

ABSTRACT: Even the most successful mass market magazines outlive their usefulness if they fail to respond to trends in editorial content, advertising demands and expectations for qualified circulation. However, *The Progressive Farmer*, published since 1886 and still thriving, and is an example of adaptability. One of the key points in its existence was the creation of *Southern Living* within the magazine’s pages in 1963, and its subsequent spin-off as a stand-alone title in 1966. The new magazine allowed the business behind both titles to retain its circulation penetration in the American South, and to offer qualified audiences to both consumer advertisers and specialized agricultural advertisers. As the trend toward niche publications escalated in the late 1960s, *The Progressive Farmer* stood ready to serve its specialized audience. Through careful timing, well-planned circulation strategies, and sound editorial and business acumen, its leadership responded to social and cultural trends, presenting a case study of evolution and survival in the magazine industry.

“Visions of Gold, Viewed from Abroad: International Journalism and the California Gold Rush”
Andrew D. Pritchard, Amorette Hinderaker, Kay Beckermann, Sarah Adams, Students, and Ross F. Collins, Professor
North Dakota State University
ABSTRACT: Journalism historians have investigated the significance of the California Gold Rush as reflected in the United States press; however, no research has examined the global impact of this discovery from an international journalism perspective. Researchers here help to fill this significant gap by considering its impact on the British Empire through the London Times. The Times during this era was the most important newspaper in the world’s most important financial capital. Editions from the most critical first months of the gold rush, fall 1849 through summer 1850, are evaluated for gold-rush themes using traditional methods of historical research and interpretation. Researchers discovered the Times initially reflected the El Dorado theme, an abundance of easy-to-mine gold. The articles quickly became more skeptical. By spring 1850, themes reflected a sober and critical analysis of how gold discovery would affect larger issues of economics and culture based on their significance to the empire.

Cayce Myers, Student
University of Georgia

ABSTRACT: This paper explores the depiction of southern cavaliers and poor whites in Harper’s Weekly, Godey’s Lady’s Book, and Saturday Evening Post from 1857 to 1870. Using C. Vann Woodward’s and W.J. Cash’s theories of southern cavalier mythology and southern identity, this study explores the depiction of southern cavalier myth and poor whites in northern press. Particular attention is paid to the juxtaposition of southern cavaliers and poor whites and how these two images lend themselves to the overarching portrayal of the South and the creation of southern stereotypes. While historians like Woodward and Cash argue southern cavalier myth and depictions of poor whites are southern creations this analysis argues that northern magazines played an important role in this cultural and regional definition of the South. These articles, short stories, and illustrations show that southern cultural stereotypes and identities, particularly cavalier mythology, are developed and promoted through the northern press.

“We Don’t Want Your Damned Negro Paper!”: Mainstream Responses to the Nineteenth-Century African-American Press
Bernell Tripp, Associate Professor
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ABSTRACT: While the impact of the black press in helping define the identity of the race and the acceptance of this identity among abolitionists and the black community is well-documented, little has been done to understand the perceptions generated by the mainstream press and disseminated to its readers. This study attempts to understand the role of the black press from the perspective of mainstream newspapers. This study examines the coverage of black press activities by various mainstream newspapers, including the contents of some of the largest and most influential of nationally circulated publications of the nineteenth century, such as the New York Times,
Wall Street Journal, and Washington Post, as well as such regionally influential publications as the Atlanta Constitution and the Chicago Tribune. Understanding how (or whether) mainstream newspapers provided its readers with information about the black press presents a more accurate way of assessing how well and to what extent minority editors were having an influence on white perceptions of the race as a whole.

“Wireless Newspapers: Remote Publishing on Islands and Ships, 1899-1913”
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ABSTRACT: This study explores the curious phenomenon of “remote publishing,” defined as the transmission of news via wireless telegraphy to a distant location where it was then printed in a traditional newspaper format. This particular way of exploiting a new technology represents one of the first intersections of journalism and wireless telegraphy, a topic that has been little studied. In the early 1900s, the Marconi Company used remote publishing to print newspapers on ships, and the technique was also used to produce two island-based newspapers in 1903. Drawing from original archival research, this study analyzes “wireless newspapers,” as the publications were known at the time, as early precursors to modern forms of electronic publishing. Additionally, the phenomenon of remote publishing is discussed in relation to contemporary trends in journalism, particularly the desire to deliver news all the time, to every location.