

Clio

among the media



The Quarterly Newsletter of the History Division of the Association for Education in Journalism and Mass Communication

AEJMC paper deadline is April 1

By Debbie van Tuyl

Augusta State
Vice Chair

The adoption of an all-electronic submission process marks a notable advance for AEJMC, one that promises to speed up the paper review process and quickly inform authors about the fate of their papers. Referees will receive papers at least several days sooner than before because mail time is no longer part of the equation. Reviews will come back to the research chairs instantaneously, and they can be sent to authors just as fast.

According to the AEJMC Uniform Call for Papers, the deadline to submit papers is April 1 at 11:59 p.m. Central Standard Time. You must submit your paper by this time for it to be accepted by the system; at midnight, the system shuts down and will not accept additional papers.

Jan Slater, the chair of the AEJMC Council of Divisions, says that there will be no problems due to the specification of standard time in the call for papers even though we have already made the switch to Daylight Saving Time this year. However, if you get a rejection notice (for any reason), please contact me at my home e-mail address vantuyl@bellsouth.net (I'll be out of the office

the first week of April because of spring break at my university). To be on the safe side, plan to submit your paper early.

To clarify other aspects of the submission process, I've created a paper submission checklist. For more detailed instructions, see the Winter edition of *Clio*. These instructions will allow authors to submit their papers without trouble:

1. Log onto the site (<http://convention2.allacademic.com/one/aejmc/aejmc07>)
2. If you haven't created an account yet, create a new account.
3. Follow the links to submit your paper.
4. Make sure your paper is in one format accepted by the system: Microsoft Word, Adobe PDF, or Word Perfect.
5. Be sure to go to the message center and print out the confirmation that the system has received your paper.
6. If you decide to withdraw a paper, return to the main menu and click on Asubmit or edit a paper.@
7. A single author may submit no more than two History papers. Only one of those papers can be accepted for presentation at the conference. This rule applies to multiple-authored works as well as single authored works. If a person's name appears in the list of authors, that counts as a submission.



notes

from the chair

Lessons found in revisiting top History papers

By W. Joseph Campbell

American
Chair



With the approach of the April 1 paper deadline for this year's AEJMC convention, I thought it both timely and revealing to recall the research that won the History Division's top paper awards in recent years.

This is something we don't do often enough—remembering award-winning papers from conventions past. A look back certainly can offer insights and inspiration to faculty and students planning to submit research papers to the Division's competition this year. And revisiting top papers of the recent past can illuminate broader lessons as well.

So let's recall—and salute again—the authors of the Division's top

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First U.S. conference on postal history emphasizes relationships to U.S. media communication

By Dane S. Claussen

Point Park

What apparently was the first academic conference in the United States on the history of the U.S. postal system was convened Nov. 3-4 at the National Postal Museum in Washington, D.C. (The National Postal Museum is operated by the Smithsonian Institution and the U.S. Postal Service, and is across the street from Union Station.)

The conference, the Winton M. Blount Annual Symposium on Postal History, was sponsored by the National Postal Museum, the American Philatelic Society, and the American Philatelic Research Library, the latter two organizations headquartered in the same group of buildings in Bellefonte, Pa., just outside State College, Pa. The APRL is the world's largest research library on postage stamps and all things related, while the APS is one of the world's largest organizations for stamp collectors. (Full disclosure: I have been an APS member for more than 27 years.)

What does this have to do with journalism and media history? For starters, I have noticed that a number of scholars are recognizing how under-researched and undervalued the long relationships between the U.S. journalism, U.S. mass media, and the U.S. postal system have always been and still are.

For instance, sociology professor Paul Starr recently wrote an entire

book on the history of the relationship between the U.S. government and U.S. communication, *The Creation of the Media: Political Origins of Modern Communication* (Basic Books, 2004).

It easily could have been written by a mass communication historian.

At the 2006 AEJMC convention, a University of Illinois graduate student, John Anderson, presented the paper, "Postal System Development During the Civil War."

Last fall, I was asked by University of Minnesota professor emeritus Irving Fang to comment on a chapter about postal systems for his communications history book.

A couple of years ago, I reviewed for JHistory Wayne E. Fuller's latest book, *Morality and the Mail in the Nineteenth-Century America* (University of Illinois Press, 2003), by Wayne E. Fuller, who earlier had written *The American Mail: Enlarger of the Common Life* (University of Chicago Press, 1972) and *RFD: The Changing Face of Rural America* (Indiana University Press, 1966).

About the same time, I was told by referees for the AEJMC History Division/American Journalism Historians Association joint Northeast Colloquium in New York City that I could not make a formal presentation of highlights of my collection of thousands of pieces of advertising mail sent by newspapers to potential and current subscribers, potential and current advertisers, and potential and current subscription sales agents (the latter group including

postmasters) between 1850 and 1925 as if actual historical artifacts/evidence of newspaper marketing practices were only a hobby rather than worthy of serious study. (If only there still existed more than a tiny amount of other historical records of newspaper management and marketing practices, such as internal memos, staff training materials, advertising sales kits, payroll records, budgets, profit/loss statements and balance sheets, tax returns, strategic plans, surveys of advertisers, surveys of readers, etc.)

Indeed, most journalism or media histories make only passing acknowledgments of the relationship between U.S. mass communication and the U.S. postal system. Many 18th and 19th century editor-publishers became postmasters and vice-versa. Check. Publishers always benefited from lower postage rates, now long codified as "second class." Check. Postal regulations, at various times, kept pornography, socialistic journalism, birth control advertisements, and out of newspapers and magazines that were mailed—which pretty much meant out period. Check. And maybe a few other points, and that would be about all.

This consensus among media historians to glance and gloss over the shared history of U.S. mass communication and the U.S. postal system also has been long evident in scholarly journals throughout the field of mass communication.

For instance, a search in the *Index*
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Scholars explore links between media, postal system

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to *Journals in Communication Studies Through 1995*, published by the National Communication Association in 1997, reveals only a single article having anything to do with any postal system: “Female/Male Portrayals on U.S. Postage Stamps of the Twentieth Century,” by Shirley M. Ogletree, Sara Merritt, and John Roberts (*Communication Research Reports* 11(1): 77-85 [June 1994]).

A search in the current Communication and Mass Media Complete index/database adds only a few more: “Mail Advertising and Consumer Behavior,” by Jean Li Rogers (Psychology & Marketing 13[2]: 211-233 [1996]); “The United States Postal Services’s Role in Fighting Survey Research Abuse,” by S.M. Ludwig (*Journal of Advertising Research* 31[2]: RC3-14 [1991]); “Word Wars at Home: U.S. Response to World War II Propaganda,” by A. Nagy (*Journalism Quarterly* 67[1]: 207-213 [1990]); “Consumer Response to Advertising Mail,” also by Rogers (*Journal of Advertising Research* 29[6]: 18-24 [1989-90]); and “The Federalist Party and Creation of a Court Press, 1789-1801,” by Carl E. Prince (*Journalism Quarterly* 53[2]: 238-241 [1976]).

Needless to say, no public relations and/or advertising scholars have conducted any social scientific research on the U.S. Postal Service’s massive public relations and advertising campaigns, which have involved everything from competing with Federal Express and United Parcel Service, to smoothing the way for rate hikes, to pushing stamp

collecting, to—surely—overcoming the stigma of several USPS employees “going postal.”

Therefore, it should surprise no one that at November’s Symposium, which included speakers from the Canadian Postal Museum, the U.S. Bureau of Engraving & Printing (it has its own Historical Resource Center, staffed by professional historians), and the Postal Rate Commission (well, a retired senior bureaucrat from there)—in addition to the current and a former U.S. Postmaster General—that speakers included NO mass communication historians and only one mass communication historian in attendance. (Regretfully, I did not have time to write and submit a paper.)

Thus, the academic community was represented by 12 scholars from 11 different institutions. They were:

Richard R. John, University of Illinois—Chicago (author of the important *Spreading the News: The American Postal System from Franklin to Morse* [Harvard University Press, 1996]); Cheryl Lyon-Jenness, Western Michigan University; Ryan K. Anderson, Purdue University; Sheila A. Brennan, George Mason University; Gwynne K. Langley, University of Illinois—Chicago; Alexander Russo, Catholic University of America; Konstantin Dierks, Indiana University; Steven R. Boyd, University of Texas at San Antonio; John Kevin Doyle, Benedictine University; Daniel A. Piazza, Syracuse University; Stephen Economides, Berlin University of Applied Sciences; Terrence Hines, Pace University; and

Thomas Velk, McGill University.

In addition, one of the conference’s co-chairs was David Straight, a librarian at Washington University in St. Louis. Doyle, Hines, and Straight (as well as Dr. Cheryl Ganz, a National Museum Curator who also was a Symposium co-chair) are philatelists well known in national, even international, philatelic circles, but they and all of the other presenters are serious scholars—in numerous disciplines other than mass communication! (Other conference presenters include Michael Laurence, executive director of the Philatelic Foundation and Julie M Boddy of the Library of Congress.)

Again, however, even a glance through Starr’s book, Fuller’s books, and—of course—John’s book provides overwhelming evidence of the historical (and current!) importance of the U.S. postal system to U.S. mass communication and vice versa. And at the Blount Symposium, mass communication was clearly relevant to, if not the main theme, of the papers by Lyon-Jenness (19th century Americans receiving seeds through the mail that were being widely advertised through magazines, newspapers, and junk mail); Anderson (the U.S. Supreme Court’s 1912 decision in *Smith v. Hitchcock*, which classified dime novels sent by subscription as books rather than magazines); Langley (the 1874 debates over how to classify various types of news and information for postal purposes); Russo (“Radio by Mail” [sending discs through the postal system]); and perhaps others

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Jeff Smith

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paper awards of the past four years.

The faculty winners were:

- Jeffrey A. Smith of the University of Wisconsin-Milwaukee, who won in 2003 for his splendid paper tracing the debate about privacy protection to the 1870s and 1880s, well before the famous 1890 *Harvard Law Journal* article by Samuel D. Warren and Louis D. Brandeis.
- Elizabeth Burt of the University of Hartford, who received the faculty award in 2004 for her thoroughly researched paper about newspaper coverage of the Colorado Mine strike and Ludlow Massacre of 1914.
- Carol Wilcox of Virginia State, who won in 2005 for her “Squeezing the ‘Exotic Bug’” paper, which analyzed Spanish press coverage of the “jailbreaking journalism” episode in October 1897. That was when William Randolph Hearst’s *New York Journal* rescued a 19-year-old political prisoner named Evangelina Cisneros from prison in Havana and brought her to New York City.
- Stacy Spaulding of Columbia Union, who won last year for her study of the enigmatic Lisa Sergio, a propaganda broadcaster in Italy in the 1930s who emigrated to the United States after what may have been a conversion to

Insights found in revisiting top History papers

anti-fascism.

Recent winners of the Warren Price Award—named for the Division’s first chair and given to the author of the top student paper—were:

- Jane Marcellus, who won in 2003 for her fine study of the magazine representations of female clerical workers during the period between the two World Wars.
- John Kirch, who won in 2004 for his earnestly researched paper about Raymond Bonner of the *New York Times* and his controversial reporting about the civil war in El Salvador.
- Noah Arceneaux, who won in 2005 for his smoothly written and imaginatively titled study, “How Much Is That Wireless in the Window?”
- Julie B. Lane, who won last year for her superb paper that directed attention to Richard Rovere, a veteran *New Yorker* correspondent who wrote critically about Sen. Joseph McCarthy, long before Edward R. Murrow’s famous “See It Now” television program in March 1954.

So what insights do these award-winning papers offer us? What lessons can be extracted from them, collectively?

Perhaps most significant is the importance of offering fresh interpretation and unanticipated findings. For example, Smith’s memorable paper thoroughly demonstrated that debate about privacy protections from intrusive journalists was underway long before 1890 and publication of the Warren and Brandeis article, which often is regarded as seminal. Similarly, Lane’s paper about Rovere was reminder that media criticism about McCarthy and his tactics did not begin with

Murrow. In fact, Murrow was fairly late in turning critical attention to McCarthy.

Burt’s paper also presented intriguing, even surprising findings. The 10 newspapers in her study “did not follow the typical or predictable pattern of covering conflict between labor and management,” she reported. Instead, many of the newspapers “developed themes unique to the Ludlow situation.”

The award-winning papers also offer a fresh reminders about the importance of locating and addressing significant gaps in journalism history research. Arceneaux, who is wrapping up his doctorate at the University of Georgia, has had notable success in identifying and working to fill one such gap. His paper in 2005 noted that “specific retailing techniques used” to sell radio receivers as they became popular in the 1920s had not been examined in any detail. He rightly asserted that his research addressed “a gap in scholarship by focusing on department stores, institutions whose role in the social construction of American broadcasting has been previously overlooked.”

Gap-filling on important topics is valuable, and salutary.

A related lesson offered by the award-winning papers is the importance of mining—of developing a significant and well-defined topic. Marcellus, now teaching at Middle Tennessee State, has done this admirably in her research on the depiction of women in magazines during the interwar period of 1918–41. She wrote her dissertation on that topic—and her award-winning paper in 2003 was a slice of the dissertation.

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Hayden and Pribanic-Smith Win History Awards

Report from the Southeast Colloquium

By **Vanessa Murphree**
University of South Alabama

Erika J. Pribanic-Smith, a doctoral student at the University of Alabama, and Joe Hayden, an assistant professor at the University of Memphis, won top awards for history papers presented at this year's AEJMC Southeast Colloquium. The Colloquium met March 8-10 in New Orleans.

Pribanic-Smith's paper, "The Emerging Sectionalism of Southern Newspapers: Missouri Statehood Debates in the Press, 1818-1821," won top student award. The paper examined six southern and two national newspapers and concluded that the Missouri Compromise contributed to an emerging sectionalism in the years preceding the Civil War.

Pribanic-Smith, who will expand the topic in her dissertation research, said that early as 1820 southern newspaper writers began to discuss the "desire to preserve the slavery-driven southern lifestyle at all costs" as well as a fear of northern oppression/aggression. Her future research will look at the role newspapers played in "setting the agenda for sectionalist discussion."

Hayden's top faculty award was for his study, "Storm Surge: Hurricane Katrina and Journalistic Objectivity." The paper evolved from Hayden's interest in presidential press relations. He said that he wanted to verify the "perceptible change in the way the

White House was treated in media accounts" after Hurricane Katrina.

Hayden studied media references to President Bush and found that terms like "incompetence" or "cronyism" increased dramatically in news stories. Hayden also found that Katrina coverage was "impassioned, courageous, and dramatic" and that reporters "were angry." He concluded



**Joe Hayden and
Erika Pribanic-Smith**

that "the more emotional persona many correspondents acquired was not merely a romantic pose or just conventional self promotion "... but "real people playing real life."

In all, six history papers were presented at the colloquium, which was hosted by Tulane University and the University of Mississippi. The history sessions and moderators are listed as follows:

Session: Building images and creating news

Moderating/Presiding: Beth Christian, University of Southern Mississippi
Discussant: Fred Blevens, Florida International University

"How Reporters from 1899-1939 Gathered the News"

Dianne Bragg, The University of Alabama

"Free Speech, Free Press, Free Love, and Free Thought: The Multiple Personalities of the National Defense Association"

Janice Wood, Ph.D., Texas Christian University

"A Victory Girl in the Office of War Information: Betty Werlein Carter"

Rebekah Ray, Ph.D., Mississippi State University

Session: Statehood, Disaster, and Epidemics

Moderating/Presiding: Patricia Mark, University of South Alabama

Discussant: Joe Bernt, Ohio University

"A Study of Consciousness and Collective Memory: An analysis of TB and HIV/AIDS letters in the New York Times"

Kim Smith, University of South Carolina

Erika J. Pribanic-Smith, The University of Alabama

Top Student Paper

"Storm Surge: Hurricane Katrina and Journalistic Objectivity"

Joe Hayden, The University of Memphis

Top Faculty Paper

Top papers address gaps in scholarship

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Marcellus further mined that subject for another History paper, which was runnerup for the faculty award in 2004.

"I definitely like having found my niche or focus," Marcellus told me in an email not long ago. "I think it's important to find something that you are really curious and even passionate about."

She added this interesting point: "I think a lot of good historical research draws on skills learned in journalism—find a 'hole in the story' (or historiography), think about who might have an opinion besides 'elite sources,' and let people's voices into the writing."

Offering fresh interpretation,

reporting unexpected findings, addressing significant gaps, and mining rich and important topics—all are useful reminders to be found in the Division's best recent research

In response to my query, Jeff Smith, a former History Division chair, offered another, broader reminder for journalism historians. "We need to understand more of the pre-history of the topics we examine," he said, adding:

"If we study something like the First Amendment, for example, we can have a better grasp of its meaning by seeing how press freedom was discussed for decades before the ratification of the Bill of Rights. Thought-leader periodicals published responses to invasions of privacy by

the press well before Warren and Brandeis took their stand on the subject in the Harvard Law Review."

The Division's recent award-winning papers offer a further insight as well: Nearly all of them were steeped in interpretation and analysis. They carried an analytical patina. As such, they serve as reminders that descriptive studies don't often cut it any more. Papers long on description and short on analysis and interpretation seldom have been recognized as the Division's best.

In my role as Division chair, I won't be evaluating History papers this year, but I fully expect the trend away from the descriptive, and toward the analytical, to be extended.

I'm counting on it.

Call for papers

Symposium on the 19th Century Press, the Civil War, and Free Expression
Nov. 8-10, 2007
The University of Tenn. at Chattanooga

The steering committee of the fifteenth annual Symposium on the 19th Century Press, the Civil War, and Free Expression solicits papers dealing with U.S. mass media of the 19th century, the Civil War in fiction and history, images of race and gender in the 19th century press, presidents and the 19th century press, and sensationalism and crime in 19th century newspapers. Selected papers will be presented during the three-day conference in Chattanooga, Tennessee, Thursday, Friday, and Saturday, November 8-10, 2007. The top three papers and the top three student papers will be honored accordingly.

The symposium is sponsored by the George R. West, Jr. Chair of Excellence

in Communication and Public Affairs, the Frank McDonald Chair of Communication, the UT-Chattanooga Department of Communication, the UT-Chattanooga Department of History, the Chattanooga Times Free Press, WRCB-TV Channel 3, and the Hazel Dicken-Garcia Fund for the Symposium, and because of this sponsorship, no registration fee will be charged.

Deadline: Aug. 31, 2007

Papers should be able to be presented within 20 minutes, at least 10 to 15 pages long. Send your paper (including a 200-300 word abstract) as an MS Word e-mail attachment to West-Chair-Office@utc.edu or mail four copies of your paper and abstract to:

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Clio

Among the Media

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Clio logo:

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Postal history offers endless research opportunities

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that I didn't get to hear, or couldn't by myself make a mass communication connection with.

I think it exciting that the connections between U.S. mass communication and U.S. postal history truly are an important but almost completely unplowed field for mass communication historians. (I mention below exceptions.) And it is even better news, to my mind, that so much research has been conducted and published on the history of the U.S. postal system by scholars in other disciplines and by non-scholars. Mass communication historians have nearly endless opportunities to build on others' work without starting from scratch.

So, has any U.S. mass communication historian published any work on U.S. postal history? Actually, yes. When non-scholar/postal historians, and scholars who work on postal history (such as sociologist Starr) cite the key books in the field, they not only cite John's book and Fuller's books, but also *News in the Mail: The Press, Post Office, and Public Information, 1700-1860s* (Greenwood Press, 1989), by Richard B. Kielbowicz, professor of communication at the University of Washington at Seattle.

This last fall, Kielbowicz published, "The Law and Mob Law in Attacks on Antislavery Newspapers, 1833-1860," in *Law and History Review* 24: 559-600 (2006). Mass communication history and postal system-related materials

at the American Philatelic Research Library, the National Postal Museum, the National Archives, and other libraries and archives also have barely been touched by anyone other than perhaps Kielbowicz, John, Fuller and a few students and philatelists. The APRL's holdings can be searched online at http://www/stamplib.org/thelibrary/lib_abouttheaprl.htm.

One gets dozens of hits by

**Second Blount
Symposium on Postal
History will meet in
Bellefonte, Pa.
Oct. 21-22**

searching both the article and book indexes for keywords such as "newspaper," "magazine," "television," "telegraph," and so on—and not just because the U.S. Post Office sold special "Newspaper and Periodical Stamps" from 1865 to 1899 for the bulk mailing of newspapers and magazines by train or by ship.

Finally, I should note that not only did the Blount Symposium introduce both academics and philatelists to the Bureau of Engraving and Printing's Historical Resource Center, as it seemed almost no attendees from outside the National Postal Museum were previously aware of it, but the Blount Symposium also was an unveiling of sorts for the Museum's

own online database of materials and information (<http://www.arago.si.edu/>), which its staff have been busy compiling and organizing.

The Second Annual Winton M. Blount Symposium on Postal History will be held Oct. 21-22, 2007, at the American Philatelic Center, Bellefonte, Pa.

Paper and poster proposals are due June 1, 2007, and accepted proposals will be announced in mid-July. The call notes:

"Possible themes for papers include the economic impacts of transportation technology, invention and innovation in mail transportation, the growth of transportation businesses, postal policy effecting mail carriers, and biographical studies," but

that other proposals of other topics will be accepted. More information is available by emailing symposium@stamps.org.



History Division off-site planned at the LOC

History Division members are invited to visit the Library of Congress—one of the exceptional resources of Washington, D.C.—during a special off-site program on the afternoon of Wednesday, Aug. 8, the day before the AEJMC convention opens.

The off-site will begin at 1 p.m. with a tour of the Library's majestic Jefferson Building on Capitol Hill. The neoclassical Jefferson Building was opened 110 years ago—on Nov. 1, 1897—and represented an unmistakable expression of America's growing self-assuredness at the end of the 19th century.

"In construction, in accommodations, in suitability to intended uses, and in artistic luxury of decoration," the old *Philadelphia Telegraph* said of the Library of Congress in 1897, "there is no building that will compare to with it in this country and very few in any other country." And the *Washington Post* declared that the library was "housed in the finest structure of its kind in the world."

At Thanksgiving 1897, Washingtonians stood in long lines for a chance to visit the grand new edifice.

After the tour of the Jefferson Building, participants in the History Division's off-site will meet at the Library's Whittall Pavilion to hear from LOC experts and curators about how to make use of the resources of the Newspaper, Manuscript, and Prints & Photographs reading rooms.

The off-site will wrap up by 5 p.m., following breakout visits to each of

the reading rooms.

For additional information about the Division's off-site at the Library of Congress, please contact W. Joseph Campbell at wjc@american.edu or at 202/885-2071.



History Division members are invited to visit the exceptional resources of the Library of Congress during the afternoon of Aug. 8, the day before the AEJMC convention opens.

[Photo: Library of Congress]

Upcoming AEJMC Conventions:

2008: Chicago
2009: Boston
2010: Denver

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