

# Clio

AMONG  
THE MEDIA



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

## NOTES FROM THE CHAIR

# Promises and challenges

*Bienvenue à Montréal!*

In my final column as chair of the History Division, I want to celebrate the promises of the moment—and to think through some of the challenges that lie ahead for our division.

**Kathy Roberts  
Forde**



Chair  
Univ. of  
Massachusetts-  
Amherst

First, the promises!

This issue of *Clio* is devoted to important news about the History Division's program at the AEJMC annual conference in Montreal this August. Read carefully, plan your conference-going schedule, and enjoy! I'm delighted with our diverse and high-quality program, and I hope you will attend as many

History Division sessions as you can.

### Business Meeting

Our members' business meeting is scheduled Thursday, August 7, 6:45-8:15 pm. Those who usually attend will notice that our business meeting does not follow the top paper research session as usual. That traditional schedule was a casualty of the new session scheduling process, but I hope we will adapt with good cheer. Change is inevitable, and this change is easy enough. If you are a new member, or a member who doesn't usually attend the business meeting, please come! The meeting is a great place to get to know division members and division business, and we welcome graduate students

and new members with open arms.

What happens at the business meeting? This year, the meeting will be just a bit different from recent past meetings. Before we all travel to Montreal, I will circulate (using the division's new listserv) officer and committee annual reports about division initiatives; the goal is 1) to shorten the length of the business meeting, in which we typically present reports, and 2) to provide time for a conversation about the division's future. It's a conversation we need to begin and to continue in the coming year. More on that later in the column. At the meeting, we also present all paper awards, poster awards, the division's Book Award, and the Covert Award. It's a wonderful celebration of the excellent historical scholarship produced in our division and our subfield. Finally, we will address any new business items, share our news, and make announcements.

### Our New Social!

We have been actively recruiting graduate students to our division (we are up to 28 grad student members). With this new social, we hope to give graduate students in our division and the Graduate Student Interest Group a chance to meet our more senior members. We also want to welcome and meet all our new division members. Whatever your membership category, please come and be part of our community for this fun event! We even have door prizes!

Our division's active and excellent

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ONLINE  
<http://aejmc.us/history>

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## Forde

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graduate student liaisons, Annie Sugar and Carrie Isard, have helped us plan a History Division/Graduate Student Interest Group co-sponsored social at Brutopia, a celebrated brew pub near the conference hotel (1219 Rue Crescent), on Friday, August 8, from 8-10:00 pm (or later for the night owls in the crowd). We will provide a robust array of finger foods; you provide your own beverage. Make sure this social is on your schedule!

### Anniversaries and Memory

As you browse the History Division's program in this issue of *Clio*, you will notice that we have several "anniversary" panels. Collective memory studies has almost become a subfield unto itself, and it has found a congenial home in our division. Many of our members—Carolyn Kitch, Janice Hume, and Jill Edy, to name a few—have pioneered this conceptual approach in media history. Our "anniversary" panels speak to our own desires as practicing historians to remember collectively our own past as a subfield (mass communication history), as an academic association of higher education, and as those concerned with the fortunes of professional media practice.

We have a terrific research panel revisiting the historical record of Watergate and the press, 40 years later. A PF&R panel explores the legacy of *Brown v. Board of Education* in higher education and in the context of AEJMC diversity initiatives, 60 years after the historic 1954 US Supreme Court ruling. Finally, a second PF&R panel asks us to consider, 50 years later, the historic connections between the landmark libel case *New York Times v. Sullivan* and the struggle for civil rights in America.

### Teaching Panels

Teaching is an important part of our lives as journalism and media historians, and this year we offer three teaching panels with something for everyone. We have a teaching panel on transnational

journalism history, another on incorporating digital media in the teaching of media history, and a third on teaching historical and qualitative methods and research.

### Civil Sphere Theory

Our final panel introduces Jeffrey Alexander's theory of the civil sphere to mass communication historians and scholars. For anyone interested in the role of communication in social and political change and democratic struggles, this research panel is a must.

### Promoting Our Scholarship and Ourselves

Lisa Burns, last year's chair of the History Division, has put together an incredibly valuable preconference event with the Public Relations Division on Tuesday, August 5, 1-5:00 pm. You will find more details in this issue of *Clio*, but let me say here that you don't want to miss this opportunity to learn how to be a better steward of your public profile and your scholarship.

### The Challenges Ahead

At 312 members, the History Division is the fourth largest division in AEJMC. Even so, our membership numbers have fallen steadily since 1995, when we had 475 members. In addition, for the past several years, our average annual paper submission number has fallen to 65 from our previous average of 85. If we look at the numbers only, it might appear that our division is going through a period of declension. Of course, numbers must be contextualized to have useful meaning. As historians, we know this better than most. At our business meeting in Montreal, I will share some longitudinal membership data and offer a framework for contextualizing and thinking through what our decreasing membership and paper submission numbers might mean. I will offer this framework to begin a conversation at the business meeting about the future of our division, with the goal of continuing the conversation in the year ahead, perhaps through working groups and other avenues our members suggest. The goal is to think and talk

about the adaptive challenges we face as a community and to plan for the years ahead to keep our community healthy and strong. Yong Volz, the incoming chair of our division for 2014-15, is committed to this effort. I hope we will all find ways in the coming year to participate.

I also invite a conversation about the diversity of our membership. Our division is approximately 60% male, 40% female. Although 32 members chose not to indicate race/ethnicity on their membership forms, we know, according to categories provided by AEJMC, that we have 21 African American members, 6 Latina/Latino members, 2 Asian American members, and 7 "international" members. We have 299 members in the US, 7 in Canada, and 11 from other countries. These numbers may not be surprising, but they *are* concerning. Keep in mind that AEJMC is an *international* academic association, and one of its strategic directions is to "engage globally and multiculturally." In my view, our division needs to do more to appeal to mass communication historians of color and those who hail from countries other than the United States. I hope we will discuss these issues, too.

But let me end with good news about how our division has met a particular challenge this year: decreased travel funds for graduate students in so many programs. This year, the division is awarding a \$300 conference travel stipend to all graduate students who are first authors on accepted research papers. Those students who have won top paper awards will receive this \$300 stipend in addition to the \$200 travel award from the Emery Fund for student top paper award winners.

I'm proud to be chair of a division whose members decided at last year's business meeting to make this commitment to the future of our community. I am confident that we will meet the challenges that lay ahead with a similar generosity of spirit and sense of community.

## 2014 AEJMC History Division Research Sessions in Montreal

# Division accepts 33 papers

The History Division received 65 research paper submissions this year. Of these submissions, 33 will be presented at the AEJMC Annual Convention in Montreal, Canada. The acceptance rate for the Division was 50.8%.

**Yong  
Volz**



**Vice Head and  
Research Chair  
Univ. of Missouri**

Each paper was evaluated by three reviewers and chosen based on standardized scores calculated from the reviewers' rating sheets, in

conjunction with each reviewer's comments and overall recommendation. The Division is grateful to the 66 volunteers who took the time to perform this valuable service during a very busy time of the academic year.

This year's submissions continued to reflect the broad definition of media history promoted by the Division in recent years. The papers discussed many interesting and some unexplored topics in different historical times, from pre-Civil War journalism to the more recent developments of convergence journalism and the Internet. They also represented a variety of theoretical approaches and methodological positions.

As last year, this year's research program features three traditional research paper sessions and a large scholar-to-scholar poster session. The first traditional research paper session highlights the top faculty papers and the top student paper, and is scheduled for Friday, August 8, from 5:15 to 6:45 p.m. Kimberley Mangun (Utah) won the top faculty award, Ronald Zboray and Mary Zboray (both of Pittsburgh) the second place faculty paper award,

and Tim Vos and Teri Finneman (both of Missouri) the third. Perry Parks (Michigan State) received the top student paper award. Janice Hume (Georgia) will serve as the discussant.

Other accepted submissions were grouped by theme into the other two traditional research paper sessions and one scholar-to-scholar poster session. On Saturday, August 9, a research session on "Politics and the Making of Media Policy: A Historical Perspective" is scheduled from 9:15 to 10:45 a.m. Paper presenters are Victor Pickard (Pennsylvania), Stephen Bates (Nevada-Las Vegas), Jim Foust (Bowling Green State), and Julie Lane (Boise State). Aimee Edmondson (Ohio) will serve as the discussant. Later that day from 12:45 to 2:15 p.m., a

session titled "'Otherness' in Media: Representation, Resistance and Cultural Production of Identity" will feature papers by Ronald Rodgers (Florida), Brian Carroll (Berry College), Nathaniel Frederick II (Winthrop) and Michael Fuhlhage (Wayne State). Caryl Cooper (Alabama) will serve as the discussant.

The Division's scholar-to-scholar poster session will be held on Thursday, August 7, from 8:15-9:45 a.m. This session features 21 papers covering a wide variety of topic areas including censorship and propaganda, international press, foreign correspondents, muckrakers, food journalism, frontier journalism, women in media, media and politics, advertising, entertainment, journalistic

See **Volz** | Page 4

## Reviewers for the 2014 History Division Paper Competition

The History Division wishes to thank and to recognize our 66 colleagues listed below for serving as reviewers for the 2014 AEJMC research paper competition.

Carol Atkinson	Donna Harrington-Lueker	John Pauly
Elizabeth Atwood	David Henry	Erika Pribanic-Smith
James Aucoin	Janice Hume	Katrina Quinn
Jon Bekken	Carol Sue Humphrey	Aleen Ratzlaff
Joseph Borrell	Richard Junger	Sonny Rhodes
Katherine Bradshaw	Richard Kaplan	Ford Risley
Lauren Bratslavsky	Paulette Kilmer	Ronald Rodgers
Sandra Braun	Meg Lamme	David Schreindl
Lisa Burns	Gerry Lanosga	Stephen Siff
W. Joseph Campbell	Kevin Lerner	Edgar Simpson
Matthew Cecil	Tracy Lucht	Stacy Spaulding
Ross Collins	Kimberley Mangun	Andrew Stoner
Caryl Cooper	Jon Marshall	Andris Straumanis
Erin Coyle	Diana Martinelli	Harvey Strum
Dave Davies	Nicole Maurantonio	Randall Sumpter
Michael DiBari	Gwyneth Mellinger	Michael Sweeney
Kate Dunsmore	Joe Mirando	Ann Thorne
Frank Durham	Jennifer Moore	Bernell Tripp
Lillie Fears	Katherine Orloff	John Vivian
Patrick File	Chad Painter	Tim Vos
Keith Greenwood	Frank Parcels	Kimberly Voss
Kristin Gustafson	Randall Patnode	Julie Williams



# History Division hosts preconference workshops on ways to promote scholarship

By Lisa M. Burns  
Quinnipiac University

The History Division is teaming up with the Public Relations Division to host a preconference workshop on Tuesday, Aug. 5, from 1-5 p.m. The theme is “Promoting Our Scholarship and Ourselves: Increasing Public Visibility of Communication Research.”

The afternoon will include two sessions. The first panel, running from 1-2:30 p.m., will focus on ways to increase the public visibility of our scholarship by promoting our work through a variety of channels. Participants and topics include:

- Lisa Burns (Quinnipiac), Becoming a Media Expert
- Marcia DiStaso (Penn State), Working as a Consultant
- Kimberly Wilmot Voss (Central Florida), Benefits of Social Media and Speaking Engagements
- Elizabeth Johnson Avery (Tennessee-Knoxville), Doing Government Funded Research

This discussion will be followed by a grant-writing workshop from 2:45-5 p.m. featuring the following panelists:

- Marie Hardin (Penn State)
- Rochelle Ford (Howard)
- Michelle Ferrier (Ohio)
- Berkley Hudson (Missouri)
- Elliot King (Loyola-Maryland)

## Volz

Continued from Page 3

values, convergence journalism, and history of the Internet. Katie Day Good (Northwestern), winner of the second place student paper award, and Carrie Teresa (Temple), winner of the third place student paper award, will present their papers in this session. Discussants for this session include Lisa Burns (Quinnipiac), W. Joseph Campbell (American), Lillie Fears (Arkansas

• Ron Zboray (Pittsburgh)

In the first part of the workshop, the speakers will share tips on all aspects of grant writing, including identifying funding sources, keys to a successful application, grant administration, and reporting your results. Then workshop participants will break into groups where they will have the chance to ask specific questions about their current or future projects and seek advice from the panelists.

Scholars at all phases of their careers are encouraged to attend. The session organizers believe that the topics covered will be especially beneficial to graduate students embarking on their academic careers and faculty working towards tenure and promotion. But more senior scholars can also benefit. By promoting ourselves and our scholarship, all communication scholars can raise our individual profiles as nationally/internationally recognized experts while also elevating the status of our discipline.

Registration is requested, but not required. You can sign up through the following link: <https://docs.google.com/forms/d/1R-CZ01U1HvqZi9AxftOSZnr7mSH3L3ZJXrwUQmnl38/viewform>

If you have questions or for more details, please contact Lisa Burns ([Lisa.Burns@quinnipiac.edu](mailto:Lisa.Burns@quinnipiac.edu)). Rendez-vous à Montréal!

State), John Ferré (Louisville), Elliot King (Loyola University Maryland), John Pauly (Marquette), and Tim Vos (Missouri).

Please plan on supporting your History Division colleagues as they present their scholarship at the conference. And please plan on attending the Division business meeting Thursday, August 7, from 6:45 to 8:15 p.m. We look forward to seeing many of you in Montreal this August.

# Clio

## AMONG THE MEDIA

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Submissions to *Clio* are welcome. For general items such as paper calls and research notes, please send them to Kimberly Voss at [voss.kimberly@gmail.com](mailto:voss.kimberly@gmail.com).

For membership updates to be included in “News & Notes,” please send them to Kristin Gustafson, Membership Chair, at [gustaf13@u.washington.edu](mailto:gustaf13@u.washington.edu)

Recent issues of *Clio* may be accessed at <http://aejmc.us/history/clio/>

# AEJMC History Division 2014 Program

**Tuesday, August 5**

**1:00-5:00 pm**

**Preconference Research Panel:  
Promoting Our Scholarship and  
Ourselves, & Increasing Public  
Visibility of Research through  
Communication and Grant Writing  
(co-sponsor: PR)**

Part One: Promoting Our Scholarship  
and Ourselves, 1-2:30 pm.

*Moderating:*

Don W. Stacks, Miami

*Panelists:*

Lisa Burns, Quinnipiac, Becoming a  
Media Expert

Marcia W. DiStaso, Penn State,  
Working as a Consultant

Kimberly Wilmott Voss, Central  
Florida, Benefits of Social Media and  
Speaking Engagements

Elizabeth Johnson Avery, Tennessee,  
Doing Government Funded Research

Part Two: Grant Writing Workshop,  
2:45-5:00 pm

*Moderating:*

Don W. Stacks, Miami

*Panelists:*

Marie Hardin, Penn State

Rochelle Ford, Howard

Michelle Ferrier, Ohio University

Berkley Hudson, Missouri

Elliot King, Loyola-Maryland

Ron Zboray, Pittsburgh

\* *Registration is requested but not  
required. To register for this workshop go  
to: [https://docs.google.com/forms/  
d/1R-CZ01U1HvqZi9AxftOSZnr7mSH  
3L3ZJXrwUQmnl38/viewform](https://docs.google.com/forms/d/1R-CZ01U1HvqZi9AxftOSZnr7mSH3L3ZJXrwUQmnl38/viewform)*

**Wednesday, August 6**

**10-11:30 am**

**Teaching Panel Session: Open  
Questions: Building the Transnational  
History of Journalism (co-sponsor:  
ICIG)**

*Moderating:*

Robert Stewart, Ohio University

*Panelists:*

Debbie van Tuyl, Georgia Regents,  
What Is Transnational Journalism  
History and Why Does it Matter?

Mark O'Brien, Dublin City  
University, Connecting the Irish and the  
Irish-American Press

Kevin Rafter, Dublin City University,  
E.J. Dillon and the Mexican Civil War

Karlyga Myssayeva, Al-Farabi Kazakh  
National University, Kazakhstan and  
Russia's Transnational Journalistic  
Norms and Routines across Central Asia

**Wednesday, August 6**

**3:15-4:45 pm**

**PF&R Panel Session: *New York Times  
v. Sullivan: Civil Rights History  
and Media Law, 50 Years Later* (co-  
sponsor: LAWP)**

*Moderating:*

Aimee Edmondson, Ohio

*Panelists:*

Doug Cumming, Washington & Lee  
Ashley Messenger, counsel, National  
Public Radio

Melvin Urofsky, Virginia  
Commonwealth

Stephen Wermiel, American  
University Washington College of Law

**Wednesday, August 6**

**5-6:30 pm**

**Research Panel Session: Beyond the  
Mythology of Watergate: Revisiting  
the Historical Record About  
Woodward, Bernstein, and Deep  
Throat (co-sponsor: ETHC)**

*Moderating:*

Mark Feldstein, Maryland, author,  
*Poisoning the Press: Richard Nixon, Jack  
Anderson, and the Rise of Washington's  
Scandal Culture*

*Panelists:*

W. Joseph Campbell, American,  
author, *Getting It Wrong: Ten of the  
Greatest Misreported Stories in American  
Journalism*

Max Holland, author, *Leak: Why  
Mark Felt Became Deep Throat*

John C. Watson, American, author,  
*Journalism Ethics by Court Decree*

**Thursday, August 7**

**7-8:00 am**

**Business Session: Executive  
Committee Meeting**

*Moderating:*

Kathy Roberts Forde, Massachusetts-  
Amherst

**Thursday, August 7**

**8:15-9:45 am**

**History Division Poster Session**

*Moderating:*

Yong Volz, Missouri

*Presenters:*

Press Freedom in the Enemy's  
Language: Government Control of  
Japanese-Language Newspapers in  
Japanese American Camps during  
World War II, Takeya Mizuno, Toyo  
Collective Memory of Japanese  
Colonial Rule, Hwalbin Kim, South  
Carolina

Tracking the Blizzard: Justifying  
Propaganda Leaflet Psyop During the  
Korean War, Ross Collins and Andrew  
Pritchard, North Dakota State

"Magnetic Current" in *The New York  
Times*, Vincent Kiernan, Georgetown

Cat Tales in *The New York Times*,  
Matthew Ehrlich, Illinois at Urbana-  
Champaign

The Journalist Who Knew Too  
Much: John W. White's Tumultuous  
Tenure as *The New York Times* Chief  
South American Correspondent, Kevin  
Stoker and Mehrnaz Rahimi, Texas Tech

Newspaper Editorials on Marijuana  
Prohibition During the Early War  
On Drugs, 1965-1980, Stephen Siff,  
Miami, Ohio

Newspaper Food Journalism: The  
History of Food Sections & The Story  
of Food Editors, Kimberly Voss, Central

## Program

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### Florida

Wine, Women, and Film: Drinking Femininity in Post-Prohibition American Cinema, Annie Sugar, Colorado at Boulder

The Journalist and the Gangster: A Devil's Bargain, Chicago Style, Julien Gorbach, Louisiana at Lafayette

Promulgating the Kingdom: Social Gospel Muckrakers Josiah Strong and Hugh Price Hughes, Christina Littlefield, Pepperdine

Socialist Muckraker John Kenneth Turner: A Journalist/Activist's Career a Century Ago, Linda Lumsden, Arizona

The Untold Story of An American Journalism Trailblazer: Carr V. Van Anda's Methods as Contemporary Guidance, Wafa Unus, Arizona State

Evolve or Die: Early Industrial Catalysts that Transformed Frontier Journalism, David Vergobbi, Utah

Rhetorical Repertoires of Puerto Rican Anarchist Journalist Luisa Capetillo in the Early 20th Century, Ilia Rodriguez and Eleuterio Santiago-Diaz, New Mexico

The Many Lives of the USP: A History of Advertising's Famous and Infamous Unique Selling Proposition, Daniel Haygood, Elon

Listening to Pictures: Converging Media Histories and the Multimedia Newspaper, Katie Day Good, Northwestern\*

Why the Internet Cannot Save Journalism: A Historical Analysis of the Crisis of Credibility & the Development of the Internet, Kristen Heflin, Kennesaw State

Southern Values and the 1844 Election in the South Carolina Press, Erika Pribanic-Smith, Texas at Arlington

The Past as Persuader in *The Great Speckled Bird*, Janice Hume, Georgia

A Rainbow of Hope - The Black Press's Engagement with Entertainment Culture, 1895-1935, Carrie Teresa Isard, Temple\*\*

*Discussants:*

Lisa Burns, Quinnipiac  
W. Joseph Campbell, American  
Lillie Fears, Arkansas State  
Elliot King, Loyola, Maryland  
Jon Marshall, Northwestern  
John Pauly, Marquette  
Tim Vos, Missouri

\* *Second Place Student Paper, History Division*

\*\* *Third Place Student Paper, History Division*

**Thursday, August 7**

**Noon-2:30 pm**

**Off-site Program: Cinémathèque Québécoise Tour**

*Moderating/Presiding:*

Kathy Roberts Forde, Massachusetts-Amherst

\*\**Meet in lobby at 11:50 am to arrange group cab rides to museum*

**Thursday, August 7**

**3:15-4:45 pm**

**PF&R Panel Session: *Brown v. Board of Education*—Its Meaning: Yesterday, Today and in the Future (co-sponsor: MAC)**

*Moderating:*

Jannette Dates, Howard

*Panelists:*

Sixty Years After *Brown*: The Status of African-American Students, Faculty and Administrators in Higher Education, AEJMC & ACEJMC Accredited Programs, Anita Fleming-Rife, Northern Colorado

The Future: "Keeping the Flames Burning—A Perspective from the Architects of *Brown*", Okianer Christian Dark, Howard

Corridor of Shame – Still, Kenneth Campbell, South Carolina

The Fourteenth Amendment: From *Brown* to Obamacare to Marriage Equality, Earnest Perry, Missouri

**Thursday, August 7**

**5-6:30 pm**

**Teaching Panel Session: Integrating the Digital Curriculum: Critical and**

**Cultural Approaches To Journalism History (co-sponsor: CCS)**

*Moderating:*

Jeffery A. Smith, Wisconsin-Milwaukee

*Panelists:*

Lucinda Davenport, Michigan State  
Jeffery A. Smith, Wisconsin-Milwaukee

Michael McDevitt, Colorado at Boulder

Frank Durham, Iowa

**Thursday, August 7**

**6:45-8:15 pm**

**History Division Business Meeting**

*Presiding:*

Kathy Roberts Forde, Massachusetts-Amherst

**Friday August 8**

**8:15-9:45 am**

**Teaching Panel Session: Teaching Qualitative and Historical Research: Challenges and Opportunities (co-sponsor: MCS)**

*Moderating:*

Nan Yu, North Dakota State

*Panelists:*

Carol J. Pardun, South Carolina

Carolyn Kitch, Temple

Ross Collins, North Dakota State

Mike Conway, Indiana

Bonnie Brennen, Marquette

**Friday August 8**

**3:30-5:00 pm**

**Research Panel Session: Civil Sphere Theory in Media History and Communication Scholarship: Culture and Communication in the Project of Civil Society (co-sponsor: CCS)**

*Moderating:*

Richard Popp, Wisconsin-Milwaukee

*Panelists:*

Sid Bedingfield, Minnesota

Kathy Roberts Forde, Massachusetts-Amherst



## PROFESSIONAL FREEDOM &amp; RESPONSIBILITY

# 50 years ago: What the press learned by covering civil rights struggles in the U.S. and South Africa

For this final column as chair of the PF&R committee, I found myself once again pondering for several hours over what would be a suitable topic. Finally,

## Lillie Fears



PF&R Chair  
Arkansas State  
Univ.

I remembered that I had submitted a panel proposal last fall that was not accepted for the 2014 program. Bingo! I thought, ‘why not make that proposal the focus of my final *CLIO* column!’ After all, I thought it was a pretty interesting topic (smile). So,

that is what I’ve done in the following paragraphs.

An excerpt from that PF&R panel proposal reads as follows:

“This panel is intended to have scholars look back at the year 1964 and discuss the role of the press in covering civil rights stories in the United States and in South Africa. ... The year 1964 (50 years ago) is remembered as the year that three young adults, 21-year-old black Mississippian, James Chaney, and two white New Yorkers, Andrew Goodman, 20, and Michael Schwerner, 24, lost their lives in the struggle to help underprivileged citizens and blacks achieve voting rights.

“Others, such as former South African President Nelson Mandela, were arrested and convicted of sabotage and sentenced to life in prison that same year. Although more than two decades would pass before Mandela was exonerated and set free, citizens in the United States would experience some victory as a result of their struggle in the form of the passage of the 1964 Civil Rights Act, when President Lyndon

Baines Johnson asked for and received the most comprehensive civil-rights (legislation) to date. ....”

Well, as I mentioned, the proposal, like many others, never made it to the final cut. Still, I am of the opinion that many journalism historians will agree that the press played a vital role in covering the civil rights struggles in the United States and in South Africa some 50 years ago. Without the press, particularly the television cameras, the American public would have been kept in the dark about so many of the atrocities that citizens endured while agitating and fighting to obtain basic civil rights during the 1950s and 1960s decades.

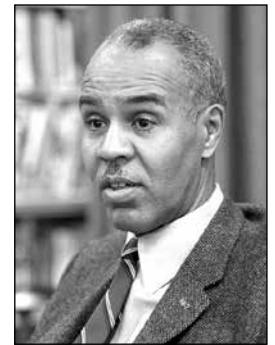
One fellow journalist who used his power of the pen to help advance the cause for civil rights, and whom I failed to mention in my proposal, was the late Roy Wilkins, a journalist and former longtime executive director of the National Association for the Advancement of Colored People. From the time he joined the staff of the NAACP in 1931 until today, Roy Wilkins’ name is synonymous with the nation’s oldest and largest civil-rights organization.

### Roy Wilkins fought racism with journalism

When Wilkins, who was born in 1901 in St. Louis, was 4 years old, his mother died. His sister, brother and he were sent to St. Paul, Minn., to live with an aunt and uncle. Growing up in a poor but integrated predominantly Scandinavian neighborhood, Wilkins knew little of racial hatred in his early life. He attended an integrated high school, where he developed a passion for journalism and became editor of his school’s newspaper. This interest in journalism continued during his

years at the University of Minnesota, where he worked as night editor of the college’s paper, *The Minnesota Daily*. He joined the student chapter of the NAACP and was elected secretary of the branch.

After graduating in 1923 with a bachelor’s degree in sociology, Wilkins returned to Missouri to work for *The Call* in Kansas City.



Wilkins

It was there that he found an outlet for not only his journalistic skills, but a vehicle to address the growing problem of racial discrimination in the United States. He said once, “Kansas City ate my heart out. It was a Jim Crow town through and through.” He advanced through the ranks to editor of the newspaper, which was founded in 1919 by Chester Franklin and was one of three thriving black newspapers in the state. The others were the *St. Louis Argus* and the *St. Louis American*.

Wilkins’ concern with fighting racism grew, and in 1931, he joined the NAACP as top aide for executive secretary Walter White. When Dubois left the organization, Wilkins took over the position of editor for *The Crisis* journal.

### The NAACP’s greatest victory

Wilkins succeeded White as executive secretary in 1955. This appointment came after the 1954 *Brown vs. Board of Education* decision for school desegregation, a

## Program

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John Nerone, Illinois  
David Paul Nord, Indiana

**Friday, August 8**

**5:15-6:45 pm**

**Refereed Paper Research Session: Top Papers**

*Moderating:*

Kathy Roberts Forde, Massachusetts-Amherst

*Presenters:*

The “Eloquent Dr. King”: How E. O. Jackson and the *Birmingham World* Covered Martin Luther King and the Montgomery Bus Boycott, Kimberley Mangun, Utah\*

Summer for the Scientists? The Scopes Trial and the Pedagogy of Journalism, Perry Parks, Michigan State\*\*

The “Sound of an ‘Extra’”: Representing Civil War Newsboys by Pen and in Print, Ronald Zboray and Mary Zboray, Pittsburgh\*\*\*

Legitimizing News Judgments: The Early Historical Construction of Journalism’s Gatekeeping Role, Tim Vos and Teri Finneman, Missouri\*\*\*\*

*Discussant:*

Janice Hume, Georgia  
\* *Top Faculty Paper*

\*\* *Top Student Paper*

\*\*\* *Second Place Faculty Paper*

\*\*\*\* *Third Place Faculty Paper*

**Friday, August 8**

**8-10:00 pm**

**Off-site social at Brutopia to celebrate History Division Graduate Students (co-sponsor: GSIG)**

*Hosting:*

Kathy Roberts Forde, Massachusetts-Amherst; Carrie Isard, Temple; Annie Sugar, Colorado (History); and Amanda J. Weed, Ohio (Graduate Student Interest Group)

\**Meet at Brutopia: 1219 Rue Crescent, walking distance*

**Saturday, August 9**

**9:15-10:45 am**

**Refereed Paper Research Session: Politics and the Making of Media Policy: A Historical Perspective**

*Moderating:*

Earnest Perry, Missouri

*Presenters:*

The Strange History of the Fairness Doctrine: An Inquiry into Shifting Policy Discourses and Unsettled Normative Foundations, Victor Pickard, Pennsylvania

Prejudice and the Press Critics: Colonel McCormick’s Assault on the Hutchins Commission, Stephen Bates, Nevada-Las Vegas

The Paternalistic Eye: Edwin Johnson and the Senate Interstate and Foreign Commerce Committee, 1949-1952, Jim Foust, Bowling Green State

Senator Joe McCarthy and the Politics of the 1960s, Julie Lane, Boise State

*Discussant:*

Aimee Edmondson, Ohio

**Saturday, August 9**

**12:45-2:15 pm**

**Refereed Paper Research Session: “Otherness” in Media: Representation, Resistance and Cultural Production of Identity**

*Moderating:*

Kimberly Voss, Central Florida

*Presenters:*

The Sabbath and the “Social Demon”: Sunday Newspapers as Vehicles of Modernity, Ronald Rodgers, Florida

Sports, Scribes and Rhymes: Poetry in Black Newspapers, 1920-1950, Brian Carroll, Berry

Hoyt W. Fuller, Cultural Nationalism, and *Black World* Magazine, 1970-1973, Nathaniel Frederick II, Winthrop

Josiah Gregg’s Vision of New Mexico: Early Othering about Mexicans in *Commerce of the Prairies*, Michael Fuhlhage, Wayne State

*Discussant:*

Caryl Cooper, Alabama

## Fears

Continued from Page 7

result of the efforts of the NAACP’s legal defense fund. The late Supreme Court Justice Thurgood Marshall, then special counsel for the NAACP, successfully argued the case, but it was Wilkins who planned the case and who hailed the landmark decision as “the NAACP’s greatest victory.”

His other notable achievements include being awarded the Presidential Medal of Freedom by President

Lyndon Johnson in 1967; and spearheading the efforts that led to other major victories, including the Civil Rights Act of 1964, and the Voting Rights Act of 1965.

**Dispute leads to retirement**

Wilkins’ last years with the organization were overshadowed in a dispute with the group’s directors who suggested that he had been in too long. In 1977 at the age of 75, he surrendered his power to Benjamin Hooks, former head of the Federal Communications Commission. Wilkins’ resignation was met with an

outpouring of appreciation for his 46 years of service.

Wilkins, who died in 1981, had received many awards including the NAACP’s Spingarn Medal, the Freedom House Award and the Medal of Freedom.

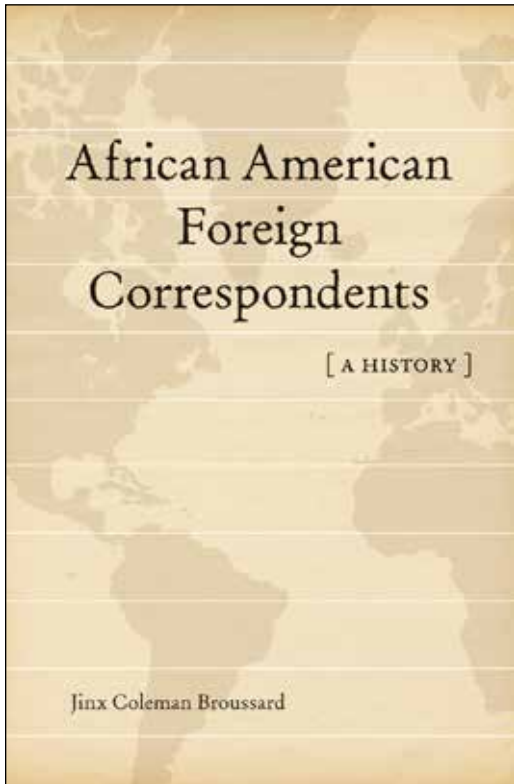
For these reasons, I salute Roy Wilkins and other journalists who have covered and continue to cover the tough civil rights stories in the United States, South Africa and elsewhere!

(Source: The NAACP, <http://www.naacp.org/pages/naacp-history-Roy-Wilkins>)



# LSU's Broussard wins 2014 History Book Award

By John Ferré (Louisville), Book Awards Chair



The 2014 AEJMC History Division Book Award, honoring the best journalism and mass communication history book published in 2013, has been won by Jinx Coleman Broussard for her *African American Foreign Correspondents: A History* (Louisiana State University Press). A professor at theanship School of Mass Communication at Louisiana State University, Broussard is the author of *Giving a Voice to the Voiceless: Four Pioneering Black Women Journalists* (Routledge).

A panel of three distinguished media historians chose *African American Foreign Correspondents* from a field of 36 entries. Calling this study “earnestly researched and engagingly written,” the judges praised Broussard’s illuminating 150-

year history that “connects readers with a number of African American journalists who had notable or

distinguished reporting assignments overseas.”



**Broussard**

Broussard, who will receive a plaque and a cash prize, has been invited to speak about her work during the History Division business meeting

on Thursday, August 7 (6:45 - 8:15 p.m.) at the Association for Education in Journalism and Mass Communication convention in Montréal.

## Sweeney, Washburn win 30th annual Covert Award

By Nancy L. Roberts (Albany-SUNY), Covert Award Chair

The 30th annual Covert Award in Mass Communication History has been won by Michael S. Sweeney, Associate Director of Graduate Studies, and Patrick S. Washburn, Professor Emeritus, both of the E.W. Scripps School of Journalism at Ohio University, for “‘Aint Justice Wonderful’: The Chicago Tribune’s Battle of Midway Story and the Government’s Attempt at an Espionage Act Indictment in 1942,” *Journalism Monographs*, 20:10 (December 2013), 1-91.

The piece was selected from 12 articles nominated.

The award, endowed by the late Catherine Covert, a professor of public communications at Syracuse University and former head of the AEJMC History Division, goes to the article or chapter in an edited collection that represents the year’s best essay in mass

communication history.

The Covert Committee includes some long-time members, several of them Cathy’s students and colleagues, as well as current and past heads of the History Division. Committee members this year were: Susan Henry, Cal State-Northridge (emerita), (1996); Elliot King, Loyola (2010); Lisa Burns, Quinnipiac (2011); Kathy Roberts Forde (2013); and Nancy Roberts, Chair, State University of New York at Albany (1992).

The History Division will present the award to Professors Sweeney and Washburn at its business meeting at the annual convention in August in Montreal.

# World War I visual communication materials available online

This summer marks the 100<sup>th</sup> anniversary of the beginning of World War I. While American forces were not involved in the early years of the war, American media covered it. Digitized online resources offer a look at different ways in which the war was visually represented, and newly discovered

## Keith Greenwood



Website Administrator  
Univ. of Missouri

photographs offer views that were not seen during the war.

The most recent find to come to light is a cache of glass plates made by an unnamed French Viscount in the French army's armored cavalry. The photographer's title gave him access to the trenches.

The photographs show the daily life of soldiers there more than actual battle activity, along with capturing images of important military leaders. The viscount apparently made some images with a stereoscopic camera. Reuters, in presenting a selection of the photographs, has combined the left and right views into animated GIF images. It doesn't do much for adding meaning, but you can readily see the different perspective between the two lenses. The pictures do not reflect what the public would have seen in print, but they do offer a contrast to the views available to most photographers during the war. The Reuters selection of images is available at <http://blogs.reuters.com/fullfocus/2014/05/22/unseen-images-from-wwi/>. A more complete digital archive is not yet available.

The public had a limited view of the war in print. In *American Photojournalism Comes of Age*, Michael Carlebach marks WWI as the most rigidly censored conflict of the 20<sup>th</sup>

century. Military officials were wary of reporters and photographers. Access to the front was limited, with no guarantees of writing or photographing freely once they got there. Thus, while publications promoted their use of photographs, the images did little to get beneath the surface of the war.

Despite the limited view, the photographs coming in from Europe were the impetus for the *New York Times* to launch a separate section, the Mid-Week Pictorial. A pioneering step in visual journalism, the Mid-Week Pictorial used large photographs reproduced well to show the important events of the world, including events related to the war in Europe. The American Memory project of the Library of Congress has gathered several rotogravure images in the Newspaper Pictorials collection, and a search for "mid-week pictorial" will take you to a compilation of photographs from the Mid-Week Pictorial called *The War of the Nations* for a glimpse of some of the published photographs.

Not all visual communication in the WWI era was photographic. Posters were used in the war effort for military recruitment. Various posters encouraged men to join the military, including the familiar "Uncle Sam" poster with the slogan "I Want You." Patriotic messages on posters were aimed at civilians as well, encouraging people to directly support the war effort through bond drives but also to indirectly support it by producing more of their own food. Again, the Library of Congress has a collection of WWI-era posters, useful



for the study of both the visual and textual representations in persuasive messages. Find out more at: <http://www.loc.gov/pictures/collection/wwipos/>.

\*\*\*\*\*

This summer is also a good time to send in your journalism history teaching materials and syllabi to add to the History Division website. We have a number of items already, from syllabi for undergraduate and graduate courses to outlines for assignments and research papers. As you update your materials for fall, consider adding them to the resources on the website. Email any documents to me at [greenwoodk@missouri.edu](mailto:greenwoodk@missouri.edu).

And if you are looking for some new ideas to incorporate, check out the materials already posted at <http://aejmc.us/history/syllabi-and-teaching-materials-for-journalism-history/>.

# Call for Papers

*Symposium on the 19th Century Press,  
the Civil War, and Free Expression*  
November 6-8, 2014  
*The University of Tennessee at Chattanooga*

The steering committee of the twenty-second 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, freedom of expression in the 19th century, presidents and the 19th century press, images of race and gender in the 19th century press, sensationalism and crime in 19th century newspapers, and the press in the Gilded Age. Selected papers will be presented during the three-day conference in Chattanooga, Tennessee, Thursday, Friday, and Saturday, November 6-8, 2014. The top three papers and the top three student papers will be honored accordingly. Due to the generosity of the Walter and Leona Schmitt Family Foundation Research Fund, the winners of the student awards will receive \$250 honoraria for delivering their papers at the conference.

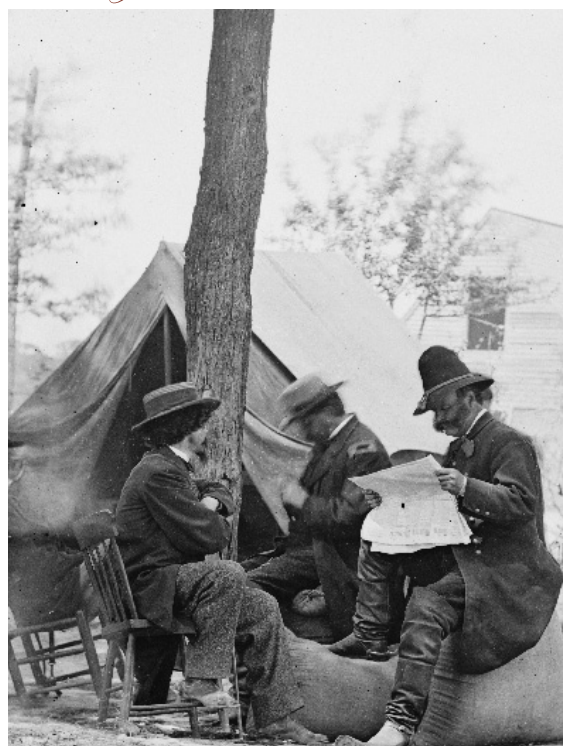
The purpose of the November conference is to share current research and to develop a series of monographs. This year the steering committee will pay special attention to papers on the Civil War and the press, presidents and the 19th century press, 19th century concepts of free expression, and the press in the Gilded Age. Papers from the first five conferences were published by Transaction Publishers in 2000 as a book of readings called *The Civil War and the Press*. Purdue University Press published papers from past conferences in three distinctly different books titled *Memory and Myth: The Civil War in Fiction and Film from Uncle Tom's Cabin to Cold Mountain* (2007), *Words at War: The Civil War and American Journalism* (2008), and *Seeking a Voice: Images of Race and Gender in the 19th Century Press* (2009). In 2013, Transaction published *Sensationalism: Murder, Mayhem, Mudslinging, Scandals, and Disasters in 19th-Century Reporting*, and next it will publish *A Press Divided: Newspaper Coverage of the Civil War*.

The symposium is sponsored by the George R. West, Jr. Chair of Excellence in Communication and Public Affairs, the University of Tennessee at Chattanooga, the University of Tennessee, Knoxville, the Walter and Leona Schmitt Family Foundation Research Fund, and the Hazel Dicken-Garcia Fund for the Symposium, and because of this sponsorship, no registration fee will be charged.

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](mailto:West-Chair-Office@utc.edu) or mail four copies of your paper and abstract to:

Dr. David Sachsman  
George R. West, Jr. Chair of Excellence in Communication  
and Public Affairs, Dept. 3003  
The University of Tennessee at Chattanooga  
615 McCallie Ave.  
Chattanooga, Tennessee 37403-2598  
(423) 425-4219, [david-sachsman@utc.edu](mailto:david-sachsman@utc.edu)  
[www.utc.edu/west-chair-communication/symposium/index.php](http://www.utc.edu/west-chair-communication/symposium/index.php)

*Deadline  
August 29, 2014*





## TEACHING STANDARDS

# *The Bipolar Synthesis: Journalism in the Academy*

We have a relatively small journalism program here at Washington & Lee University, without grad students or professors of public relations,

**Doug Cumming**



Teaching Chair  
Washington &  
Lee University

advertising or anything that is primarily theoretical. Yet we feel confident in our academic status. The history books say journalism education started here, although it's a stretch to equate the scholarships that Washington College President Robert E. Lee started offering to printer's

apprentices in 1870 with the sort of journalism-school education that began in 1908 at the University of Missouri. We hold to the idea that a good liberal arts education is fundamental for journalists – or for anyone called to contribute to a democratic society through communication. We also believe in the value of Ph.D.s and ACEJMC accreditation and all that. So our website says with pride, we are “the nation’s only accredited journalism and mass communications program in a highly competitive liberal arts university.”

But it can be an uneasy mix – the best journalism as it is actually practiced and the culture of the ivory tower.

Not that these can't reinforce each other. I see the two worlds blend well where faculty members had highly successful newsroom careers twinkling with Pulitzers, Murrows, SPJ awards or Nieman fellowships before coming to their advanced degrees and classroom teaching. When colleagues have had

more than 25 good years in the news business, they have connections that remain.

The best moments are when these connections reach students. I recently dropped in on the final presentations of our journalism majors' in-depth, multi-media capstone reporting projects. The professor, Brian Richardson, was himself a Phi Beta Kappa W&L journalism major, '73, who reported and edited for the Tallahassee Democrat and Miami Herald for a decade before getting a Ph.D. at the University of Florida. He had taught this in-depth reporting course for more than a decade. He also worked many summers on the Philadelphia Inquirer copy desk between academic years of teaching.

As it happened, Gene Foreman, the long-time managing editor of Philadelphia Inquirer during those halcyon years of Pulitzers, was a visiting professor here who was just finishing up teaching a spring term course he called “Journalism that Changes the World.” (During one class, he brought in by Skype former New York Times reporter Roy Reed, who had been with Foreman at the Arkansas Gazette when that paper was doing its legendary coverage of the Little Rock Crisis of 1957. Enjoying Reed's great Southern gift for storytelling there on the big screen, I was reminded of the way Shelby Foote stole the show in Ken Burns' “Civil War” series.) Foreman came to the In-Depth student presentations. And on that particular day, he had brought in one of his former star reporters, Jim Steele, of the famed Bartlett & Steele team of investigative reporters, now at Vanity Fair. So the students got a critique from Richardson, Foreman and Steele. They were tough critics, but



PHOTO BY DOUG CUMMING

**Gene Foreman in his class, Skyping with Roy Reed, whose face can be seen on the monitor behind Gene.**

honestly, were wowed by the students' work.

The best of the newsroom culture, that rakish tribe of well-seasoned news gatherers, has an uneasy relationship with the good university culture in which journalism programs and schools are embedded.

This is not that old chestnut, Those who can't do, teach. I am grateful for the good theoretical models, historiography and sociology that created the groundwork for this generation of journalism professors. The work continues. As our chair Kathy Forde pointed out in her previous Clio column, sociology has played a key role in our understanding of media history, and provides useful tools for us to continue the work.

But journalism is not just a craft or trade that we are preparing some of our undergraduates to enter. It is also a mode of knowing, worthy of a respected



PHOTO BY DOUG CUMMING

A critique session featuring (from l-r) student Cory Smith, Gene Foreman, Brian Richardson and Jim Steele.

## Cumming

Continued from Page 12

place in a liberal arts education. I was struck by a recent David Brooks column (“Stairway To Wisdom,” New York Times, May 16) in which he hinted at this. In order to understand a social problem in depth, he said, you start with the data, then move on to the academic literature – the theory and sociology of it. But life experience tells us that individuals, you and I, for example, aren’t entirely generalizable in the way of groups and categories. To get at the deeper meaning of a social problem, you need individual cases, and for that, nothing can match the journalistic practice of skillful listening, writing with style and a gut sense for the story.

“My academic colleagues sometimes disparage journalism,” Brooks wrote, “but, when done right, it offers a higher form of knowing than social science research.”

The Freedom Forum, formerly the Gannett Foundation, wanted to help bring more award-winning seasoned journalists into the academic fold to teach the next generation of reporters. So it created a fast-track, two-and-a-half year Ph.D. program at UNC-Chapel Hill, offering \$50,000 a year,

free tuition and research money. The program accepted three fellows a year for nearly a decade, then shut down. I was in the last group; we turned off the lights.

I had always been drawn to universities, their deeper draughts of thought and longer time-horizons. But leaping into the world of the Mass Comm terminal degree, especially my first AEJMC convention, was painfully disorienting. After writing for multitudes on daily deadlines and editing magazines, I was getting hazed into this other world of blind review fixations and formulaic research papers. I felt, at first, that I had left a reality of consequence for one of weightlessness and non-importance. My colleague Brian Richardson recalled his experience of that transition as well. His reporter instincts kicked in, and he sensed the whole university system lacked outside accountability. So he grilled administrators with basic reporter questions, and that was apparently a startling experience for them.

But having endured the hazing, we now enjoy the benefits, not only in lifestyle but in intellectual payback. The best of it is achieving some kind of synthesis of journalism, as a way of questioning the world and relating to readers, and the art of teaching it.

# HISTORY DIVISION OFFICERS 2013-14

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University of Massachusetts-Amherst  
Chair

**Yong Volz**  
University of Missouri  
Vice Chair

**Kimberly Wilmot Voss**  
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**Carrie Isard**  
Temple University  
**Annie Sugar**  
University of Colorado  
Graduate Student Liaisons

## BOOK EXCERPT

# Inventing Baseball Heroes:

Ty Cobb, Christy Mathewson, and the Sporting Press in America

**Amber Roessner**

■ *In Inventing Baseball Heroes, Amber Roessner examines “herocrafting” in sports journalism through an incisive analysis of the work surrounding two of baseball’s most enduring personalities—Detroit Tigers outfielder Ty Cobb and New York Giants pitcher Christy Mathewson. While other scholars have demonstrated that the mythmakers of the Golden Age of Sports Writing (1920–1930) manufactured heroes out of baseball players for the mainstream media, Roessner probes further, with a penetrating look at how sportswriters compromised emerging professional standards of journalism as they crafted heroic tales that sought to teach American boys how to be successful players in the game of life.*

*Cobb and Mathewson, respectively stereotyped as the game’s sinner and saint, helped shape their public images in the mainstream press through their relationship with four of the most prominent sports journalists of the time: Grantland Rice, F. C. Lane, Ring Lardner, and John N. Wheeler. Roessner traces the interactions between the athletes and the reporters, delving into newsgathering strategies as well as rapport-building techniques, and ultimately revealing an inherent tension in objective sports reporting in the era.*

*Excerpt is from the prologue of Inventing Baseball Heroes: Ty Cobb, Christy Mathewson, and the Sporting Press in America by Amber Roessner. © 2014 by LSU Press. All rights reserved. No part of this excerpt may be reproduced or reprinted without permission in writing from the publisher.*

The seeds of the idea for this book were planted in the early 1980s. As a young girl, I spent hours playing catch with my father in our backyard. On those early summer evenings before lightning bugs came out to play, I liked to pretend that I was Ty Cobb, the “Georgia Peach.” My goal was simple: to hit a line drive over the rickety shed near the forest. Doing so would not only earn the pride of victory but the spoils: a Dairy Queen ice-cream sundae. Connecting with the perfect pitch, however, was elusive. Even still, each evening, as dusk settled on the foothills of Northeast Georgia, I begged for just one more pitch — one more chance to meet my destiny.

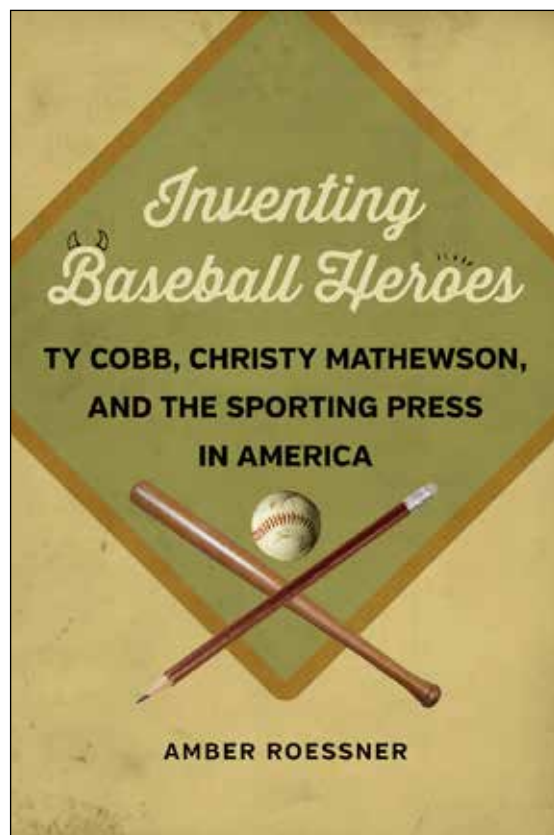
As divine providence would have

it, my fate was not to trample the base paths of a Major League ballpark. It was not even to toil in the press box of a big league stadium or to sit in the grandstands all that often. My destiny, instead, consisted of long stretches in newspaper offices and library basements.

It was during one of those stints in a newsroom that I first reconnected with Cobb. In June 2004, I wrote a series about mill league baseball for the *Gainesville Times*. As I researched stories of blue-collar textile mill workers, who fielded line drives alongside baseball royalty such as the “Georgia Peach” and “Shoeless” Joe Jackson on primitive baseball diamonds in rural communities in Northeast Georgia and upstate

South Carolina, I was intrigued by the local interest in heroes of the Dead Ball Era (1900-1919), a period in professional baseball known for its quality pitching, relatively low batting averages, and innovative small-ball techniques.

Men such as Jake Miller of the New Holland squad recounted pitching against local legends such as Demorest’s Johnny “Big Cat” Mize.<sup>1</sup> As children, others claimed to have spotted Ty and “Shoeless” Joe playing in tiny towns throughout the region. These individuals shared stories of what the national pastime had meant to them and their communities. Each day





## Roessner

Continued from Page 14

after the original series was published e-mails and letters poured in from men and women of all ages who wanted to share their stories, too. As I perused countless letters, I became certain that I had stumbled upon a story that ran deeper than an enterprise piece. This yarn, I realized, was rooted in the hearts and minds of countless Americans, and newsprint would not do justice to the tale of America's love affair with

lost — but how you played the Game.”<sup>3</sup>

Legendary *Atlanta Journal-Constitution* sportswriter Furman Bisher was familiar with those words and plenty of others written by Grantland Rice and his pals in the sports pages at century's turn. They were guilty pleasures of his youth, the 90-year-old columnist admitted, smiling as he leaned back in a swivel chair in my Athens' office on a warm autumn afternoon in October 2009. Bisher had encountered this “gee whiz” school of journalists, as they later became known

*“Ultimately, this book tells the story of two of the Dead Ball Era's greatest heroes, the storytellers that helped them, and the implications that their tales had on American culture.”*

baseball's first cast of sports heroes.

This thought returned to me a little more than two years later as I scanned microfilm of *Sporting Life* for a seminar paper in my second semester of graduate school. In the basement of the University of Georgia's Richard B. Russell Library, I once again encountered the “Georgia Peach.” I was struck by the reverence with which *SL* editor Francis C. Richter and his correspondents wrote about Cobb and another Dead Ball Era hero — New York Giants' pitcher Christy Mathewson. In that moment, I resolved to embark on a larger examination of the practice of herocrafting in early twentieth-century sports journalism and its contribution to the national adulation for two of baseball's greatest paragons.<sup>2</sup>

Along the way, memories of the words of my father often rang in my ears. During the more trying times, I would remember an old saying that he taught me: “For when the One Great Scorer comes to mark against your name, He writes — not that you won or

for their rosy rhetoric, in his local post office in the early 1920s. There, he “devoured the Major Leagues” for breakfast.

\*\*\*

With the voices of Bisher and Rice echoing in my ears, I set out on a journey to gain a new understanding of the practice of “gee whiz” sports journalism. This book is the end result of my trek to baseball grandstands, press boxes, newspaper morgues, institutional archives, and library basements across the nation. As I unearthed historical artifacts in these disparate spaces, I came into contact with what cultural historian Raymond William referred to as the material traces of “a whole way of life.”<sup>4</sup> Through the process of examining these relics, I gained a greater sense of how the sports writing of the early twentieth century influenced the lives of a generation of Americans — from writers such as Furman Bisher to U.S. Senator Richard B. Russell. I discovered how these tales have contributed to the negotiation of constructs about gender,

nationality, and success; and I have even come to grips with how yarns about this “noble American game” have shaped my family and myself.<sup>5</sup>

Ultimately, this book tells the story of two of the Dead Ball Era's greatest heroes, the storytellers that helped make them, and the implications that their tales had on American culture. It also shares the yarn of the rise and fall of the “gee whiz” school of sports journalism, and its resurrection in a different form after the stark days of the Great Depression. Most importantly, it sheds light on what heroes such as Mathewson and Cobb meant to America in the early twentieth century and by extension what they mean to us today. So, now, in the words of Ring Lardner, one of the era's most famous sportswriters, “Sit down here a while, kid, and I'll give you the dope” on two of the biggest stars of the Dead Ball Era and the men who crafted them.<sup>6</sup>

### End Notes

1. Amber Roessner, “Baseball and the Mill: Remembering the Mill Leagues,” *Gainesville Times*, July 1, 2004, Retrieved at <<http://archive.gainesvilletimes.com/news/stories/20040701/localsports/12934.shtml>> (accessed on May 15, 2012).
2. Lori Amber Roessner, “Hero-Crafting in *Sporting Life*, An Early Baseball Journal,” *American Journalism* (Spring 2009) 26: 39-65.
3. Grantland Rice, *The Tumult and the Shouting: My Life in Baseball* (Berkeley: The University of California, 1954), 169.
4. Raymond Williams, *The Long Revolution* (New York: Chatto & Windus, 1961), 63.
5. In 1857, *Spirit of the Times* editor William Trotter called baseball, the “noble American game.” Cited in Allen Guttman, *From Ritual to Record: The Nature of Modern Sports* (New York: Columbia University Press, 1978), 95.
6. Ring Lardner, “Tyros, the Greatest of ‘Em All,” *American Magazine*, June 1915, 19 (Readers' Guide Retrospective Index).

# Tips for navigating the academic job market

In fall 2014, I will begin a tenure-track appointment at a competitive regional university in western New York. Though I am sad to leave the Temple University community, I am beyond thrilled to be starting this new chapter in my academic career at a great institution. Therefore, I thought it only fitting to author my final Clio article as one of the History Division's graduate student liaisons with some pointers on how to approach the academic job market based on the wisdom gained through my own experience.

The academic job market can be both overwhelming and downright intimidating. There are many questions to ponder including location, institution size, teaching load, and research funding before you even begin to consider the faculty and students with whom you could potentially work. These factors influence everyone's approach to the job

## Carrie Isard



Graduate Student Liaison  
*Temple Univ.*

think seriously about what factors are most important to you and tailor your search accordingly. The transition from graduate student to assistant professor is exciting and somewhat terrifying, but the following tips will help make the process management, and even enjoyable, on your way to landing the

market in different ways; for some, staying close to their hometown may be the most important goal, while for other candidates, having an active research agenda may take priority over location or institution size.

Before beginning to apply to jobs,

academic job you seek.

### Timing Your Transition

I found it challenging to decide when to go on the market. I began to draft my dissertation last summer and fell into a writing groove in the fall, when I was also teaching two courses. I feared entering the market would compromise my writing momentum, my teaching, or both, so I chose to wait to go on market until mid-February 2014 – the day after I handed in a completed dissertation draft to my advisor. Though some of my colleagues may have thought delaying was a dangerous move, I believe it worked in my favor. Having a draft completed and being able to offer a relatively concrete defense date in my letters of interest may have given me an edge over candidates that had just become ABD or were still drafting their manuscripts. Therefore, it may be

See **Job Market** Page 17

## A special message for graduate students attending Montreal

With our annual gathering in Montreal just weeks away, we would like to extend a special welcome to the graduate students who will be joining us at the conference this August. As the division's graduate liaisons, we both look forward to meeting you in Quebec. In preparation for the conference, we want to bring a few opportunities to your attention:

### Get a Mentor

If you are new to the AEJMC annual conference, be sure to take advantage of the History Division's mentoring program when it opens later this summer. Participants will be matched with seasoned members of the division to welcome and guide you in all aspects, from presenting to socializing and networking, of our time together in Montreal. Large conferences are much

## Annie Sugar



Graduate Student Liaison  
*Univ. of Colorado*

8<sup>th</sup>. Watch for time and details online and in your inbox as the conference approaches, but be sure to save the date on your calendar and come out for beers and food with your fellow master's and Ph.D. students. We guarantee a good time!

easier to navigate with a friendly face there to greet and help you along.

### Save the Date

We invite you to attend the joint grad student social we will host with the Graduate Student Interest Group at Brewtopia brewpub on Friday evening, August

### Connect Online

If you have not already done so, we welcome you to join the AEJMC History Division – Graduate Student Group on Facebook. It's a great way to meet other members of the division and those interested in media and journalism history, get research assistance, and learn more about graduate student and History Division events at the AEJMC annual conference.

And finally, please feel free to contact either Carrie at [tuc16417@temple.edu](mailto:tuc16417@temple.edu) or Annie at [anne.sugar@colorado.edu](mailto:anne.sugar@colorado.edu) if we can answer your questions or help in any way. We are here to support you and point you in the right direction. We look forward to meeting you in Montreal in August and hearing your presentations.

## Job Market

Continued from Page 16

beneficial to focus first on writing the bulk of your dissertation before going on market, rather than writing and applying concurrently.

### General Application Materials

First, decide whom you feel most comfortable asking to act as references, and speak to those individuals early in the process. Most applications request three academic references. Generally, your dissertation advisory committee members will be your references, but this is not always the case. Some schools will ask for reference letters, while others will ask for a list of individuals that they can contact who can attest to your teaching and research skills. Asking for reference letters can be awkward because it puts extra work onto your already taxed committee, so be sure to be as organized and considerate as possible in making your requests. For example, though it was not always possible to do so, I tried to give my references at least two weeks' notice for every letter, and I organized my requests into lists that I sent to them via email, rather than making my requests one at a time.

Second, make sure you have perfect copies of the materials that nearly every search committee will request: your curriculum vitae, your teaching statement, your graduate transcripts, and your list of academic references. Keep both .doc and .pdf copies of these documents somewhere easily accessible. You will need to send them out over and over again.

Finally, keep a spreadsheet of job postings to which you have considered applying. The most common academic employment sites are the Chronicle of Higher Education and HigherEdJobs.com. However, I also found following AEJMC's employment Twitter account, @AEJMCjobs, was also very helpful. The spreadsheet should include the university name, position title, link to the posting, application deadline, and materials required for application.

Review and update the spreadsheet often with new postings, and keep the postings in order by deadline. Once you apply to a position, highlight it on the spreadsheet so that you can see your progress and avoid missing a deadline or applying to the same position twice. This spreadsheet will help you stay organized, as you may end up applying to anywhere between 20 and 50 positions before you find the right opportunity.

### Quality Over Quantity

Rather than casting the widest net possible, take your time and carefully craft each application as though it is the only one you are submitting. I received the most positive feedback from the jobs to which I convincingly explained how I would fit in the overall mission of the institution and the department. This depth and detail required time and energy researching the department website, the faculty profiles, and the overall mission of the school. I also used specific language from each posting to describe my own qualifications in a specifically tailored letter rather than just sending out a standard letter with the school name and position changed. If I applied to a teaching institution, I made sure to include my teaching statement with the application, whether or not it was required. If you get to the on-campus interview, you will have to do a teaching demonstration. Sending your teaching philosophy ahead of time primes the search committee to view your demonstration in the purview your statement. Your statement can offer a rationale for decisions you made in crafting your teaching demonstration. To avoid the typos and awkward phrases proofread your letters of interest carefully and recruit friends and family members to read them over as well to avoid being eliminated from consideration for a small error.

### Enjoy the Ride

Finally, do not fret over finding a job; rather, use it as a learning opportunity. In approaching the job market, it is imperative to fight off your self-doubt and apprehension in

order to successfully sell yourself. A bout of imposter syndrome, or the idea that you are somehow unworthy of your accomplishments, is particularly problematic when it shows up at the very time when you have to exude confidence and sell yourself, but know that this experience is common for everyone making the jump from student to instructor. This anxiety can be intensified by persistent rumors that the academic job market is foundering and too competitive for you to reasonably compete. I emphatically advise you not to let your inner voice and outside discouragement thwart your efforts and instead focus on your strength and achievements.

I avoided getting trapped into conversations with colleagues, reading pessimistic articles posted on social media sites, and paying attention to any other source that harped on how few jobs were available or how competitive other candidates in my field were. I focused only on the positives of the situation – I was almost done with my Ph.D.; I was on the search not just for a job, but for my dream job as a professor at an academic institution; and I was learning a lot about the types of universities that exist all over the country, which helped me to think about what kind of career I might want in the long-term. As you go through postings and put together applications, think about not only what you want now, but what you may want 10 years from now. Look at how different institutions conduct their searches. Ask questions. Take feedback into consideration as you move forward. Make your search work for you – not just in getting a job, but in learning about the professional environment you are about to enter.

I have truly enjoyed my time as the History Division's graduate student liaison, and I am grateful to the division for this opportunity. I wish all of my colleagues in the division the best wishes for the future, and I am looking forward to seeing you all in Montreal!



## News & Notes

Welcome to our “News & Notes” section. This is one of the benefits of being a History Division member. Please enjoy the news and updates you find here and share them with your colleagues.

This edition features **Publications**. In the future, we will also share your news about **Promotions, Awards, Updates, and Top Papers**. Send your updates to [gustaf13@u.washington.edu](mailto:gustaf13@u.washington.edu) for *Clio's* future editions.

### Kristin Gustafson



Membership  
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& Media Sciences at Zayed University, Abu Dhabi, U.A.E., and Dr. David B. Sachsman, the George R. West, Jr. Chair of Excellence in Communication and Public Affairs and communication professor for the University of Tennessee at Chattanooga, announced publication of their book of essays they co-edited. *Sensationalism: Murder, Mayhem, Mudslinging, Scandals, and Disasters in 19th-Century Reporting* describes the Penny Press' rise in the 1830s and careers of its editors and reporters. The book's synopsis explains that it “begins with a look at yellow journalism by historian W. Joseph Campbell, who argues that sensational has developed a somewhat undeserved stigma historically,” and includes other essays about “sensationalized stories about presidents, titillating crime stories, hoaxes that absorbed the public, and the uses of stereotypes in the coverage of minority groups.” The book is the latest in a series inspired by the annual Symposium on the 19th Century Press, the Civil War, and Free Expression held each fall at the University of Tennessee at Chattanooga.

David B. Sachsman and David W. Bulla, *Sensationalism: Murder, Mayhem, Mudslinging, Scandals, and Disasters in 19th-Century Reporting*. Piscataway, NJ: Transaction Publishers, 2013

Donna L. Halper, associate professor for Business Management and Communications at Lesley University in Cambridge, Massachusetts, announced publication of another chapter in a new SABR (Society for American Baseball Research) book, *The Miracle Braves of 1914: Boston's Original Worst-to-First World Series Champions*, edited by Bill Nowlin. Halper says her chapter, “The Press, The Fans, and the 1914 Boston Braves,” is about how the local and national sportswriters covered baseball, and how fans followed their favorite team, in that pre-radio era.

Donna L. Halper, “The Press, The Fans, and the 1914 Boston Braves,” in *New Century, New Team: The 1901 Boston Americans*, ed. Bill Nowlin (Phoenix, AZ: SABR [The Society for American Baseball Research] Digital Library, 2013), accessed March 15, 2014, <http://sabr.org/latest/sabr-digital-library-miracle-braves-1914>.

Kimberly Wilmot Voss, an associate professor of journalism in the Nicholson School of Communication at the University of Central Florida in Orlando, Florida, announced publication of her new book in April. *The Food Section: Newspaper Women and the Culinary Community* examines the food sections of newspapers from World War II through the early 1970s. The food editors—often a mix of trained journalist and home economist—reported on everything from nutrition news to features on the new chef in town. Included in the chapters are profiles of such food editors as Jane Nickerson, Jeanne Voltz, and Ruth Ellen Church, who were unheralded pioneers in the field, as well as Cecily Brownstone, Poppy Cannon, and Clementine Paddleford, who are well known today; an analysis of their work demonstrates

changes in the country's culinary history. The book concludes with a look at how the women's pages folded at the same time that home economics saw its field transformed and with thoughts about the foundation that these women laid for the food journalism of today.

Kimberly Wilmot Voss, *The Food Section: Newspaper Women and the Culinary Community*. Lanham, Maryland: Rowman & Littlefield, 2014.

Tracy Lucht, an assistant professor of Journalism and Communication at Iowa State University in Iowa City, Iowa; Jane Marcellus, a professor of journalism at Middle Tennessee State in Murfreesboro, Tennessee; and Kimberly Wilmot Voss, an associate professor of journalism in the Nicholson School of Communication at the University of Central Florida in Orlando, Florida; along with their co-author Erika Engstrom, a professor of communication studies at the University of Nevada Las Vegas, published their book *Mad Men and Working Women: Feminist Perspectives on Historical Power, Resistance, and Otherness* in February. This book offers interpretive and contextual tools to read the AMC television series *Mad Men*, providing a much-needed historical explanation and exposition regarding the status of women in an era that has been painted as pre- or non-feminist. In chapters aimed at helping readers understand women's lives in the 1960s, *Mad Men* is used as a springboard to explore and discover alternative ways of seeing women. Offering more than a discussion of the show itself, the book offers historical insight for thinking about serious issues that “modern” working women continue to face today: balancing their work and personal lives, competing with other women, and controlling their own bodies and reproductive choices.

Erika Engstrom, Tracy Lucht, Jane Marcellus, and Kimberly Wilmot Voss, *Mad Men and Working Women: Feminist Perspectives on Historical Power, Resistance, and Otherness*. New York, New York: Peter Lang Publishing, 2014