

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

## History made in San Francisco



San Francisco has changed since the Panama-Pacific Expo (left), but 100 years later, it was mighty welcoming to AEJMC's 98th convention in August. For articles and pictures, see inside on pages 3-4, 6, 14, 19, and 20-22.

### NOTES FROM THE CHAIR

#### *Local research and women in journalism history*

We often talk about diversity in the study of history. We speak about it in different ways but the one I would like to focus on for this column is diversity of location. In a time when there is a push to be more international in focus, I would argue that it is time to do the opposite—look to local history.

**Kim Voss**  
Chair



University of  
Central Florida

Florida is home to a large community of writers. In Central Florida, an especially supportive writing community supports the growing "Read Local" movement. Last winter, many Orlando writers came together

for the "Locally Grown Words" book festival sponsored by independent bookstore Bookmark It. It is done in the spirit of eating or shopping locally.

Many of the authors wrote about women who were important in the region or the state. The subjects of these books may not have been worthy of national attention but they made incredible impacts on their communities.

Working as a historian who focuses on local journalism history can be challenging. Academic journals tend to publish articles about journalists with a national impact. In my own case, my publications in regional journalism history journals (*Florida Historical*

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ONLINE  
[aejmc.us/history](http://aejmc.us/history)

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## Voss

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*Quarterly*, for example) counted as half a publication, compared to a national journal such as *Journalism History* or *American Journalism*.

A colleague trying to be helpful suggested that I research individuals such as *Washington Post* editor Ben Bradlee, who had a natural national presence. While there is no shortage of material about Bradlee, the women who worked at the newspaper during his tenure are

largely overlooked.

Sadly, the title of Marion Marzolf's 1977 book about women in journalism history—*Up From the Footnote*<sup>1</sup>—could apply today. While there are clearly more women's stories in journalism history today, they usually

require a national prominence. That's where the problem likely lies. Women more often made an impact at the local level.

Eileen Wirth addressed this issue in her book about the history of women journalists in Nebraska: "We cannot understand the history of women in the United States unless we consider local and regional dimensions. The nationally prominent women who are featured in the history of journalism and other fields are the exceptions."<sup>2</sup> To include more women in journalism history, we need to look at the local level.

Most states have history groups that publish peer-reviewed journals. One example of a new local history organization is the Midwestern History

Association. (The Midwest is based on the government-defined 12 states.) The organization joins the long-established Western Historical Association and the Southern Historical Association. As one of the Midwestern founders noted, "We write, teach and research in opposition to the bi-coastal view of the history of the nation."<sup>3</sup> The group also produces a peer-reviewed journal that is published by the University of Nebraska Press.

When Bradlee died last fall, there was no shortage of tributes to his legacy encompassing everything from the Pentagon Papers to Watergate. A few accounts included Bradlee's creation of the Style section at the Post—a move away from the women's pages where women defined soft news for decades. In giving Bradlee so much credit, there was no mention of the women who had made the Post's women's pages one of the best sections in the country.

As I wrote for the Ms Magazine blog in November 2014: "What happens when Bradlee is recognized for his work is that the women who were true groundbreakers get forgotten. Consider Marie Sauer who headed the Washington Post's women's section prior to the Style section's debut. Her women's section was a progressive mix of hard and soft news in a city where political decisions were often crafted at social events. It was she who wanted to change the name of the section in the 1950s to 'For and About People' but was denied."<sup>4</sup>

The following month, Judith Martin, who had worked for Sauer, wrote in the Post: "Miss Sauer—we never called her anything else—would bark that the society beat was no different from the police beat and send us to White House, State Department and embassy parties to quiz the newsmakers of the day. Whenever there was a major event in town—a presidential inauguration, a demonstration, the state visit of a foreign potentate, the citywide riots of 1968—she would dispatch teams of us around town."<sup>5</sup>

While Sauer might not be the best

example to use for making a case for local or regional histories, she does show how even women at the national level are overlooked when too much emphasis is placed on those already deified as historically significant. And if a person of Sauer's position is going to be marginalized, then certainly those at the regional level stand little chance of study.

Just as Sauer was important in defining the Washington social scene, many women's page editors were incredibly important to their communities. Editor Flo Burge told the stories of maids in the hotels in Reno, Nevada. Aileen Ryan helped the fashion industry grow in Milwaukee, Wisconsin. Journalist Bobbi McCallum documented the difficulties of teen mothers forced to give away their babies in a home for pregnant teens in Seattle. Vivian Castleberry helped change the lives of women in Dallas, as Marie Anderson did in Miami. Their stories are important to understanding women's roles in journalism.

Research about female (and even male) journalists who were important at the local level will strengthen the historical record. Including more regional history leads to a richer understanding of our field and leads to more diverse voices being represented.

## NOTES

1 Marion Marzolf, *Up From the Footnote: A History of Women Journalists* (New York: Hastings House, 1977).

2 Eileen M. Wirth, *From Society Page to Front Page: Nebraska Women in Journalism* (Lincoln, Nebraska: University of Nebraska Press, 2013), 164.

3 Pamela Riney-Kehrberg, "Why a Midwestern History Association?" History News Network, April 12, 2015.

4 Kimberly Wilmot Voss, "Remembering the Real Pioneers of Lifestyle Journalism," Ms Magazine blog, November 4, 2014.

5 Judith Martin, "In Defense of the Women's Pages," Washington Post, December 12, 2014.



# History Division's 2015 Business Meeting

## Minutes of the 2015 Business Meeting AEJMC History Division San Francisco

Division Chair **Yong Volz** of the University of Missouri called the meeting to order at 7 p.m. on August 8. The first order of business was a review of the 2014 meeting minutes, which had been distributed via listserv to all History Division members several days before the conference. The 2014 minutes were approved as submitted.

### Michael S. Sweeney



### Vice Chair Ohio University

The next order of business was the presentation of awards.

The first award was the History Division Book Award, presented by **John Ferré**. Out of 24 entries, the winner was **Matthew Cecil** of Wichita State University for the book *Hoover's FBI and the Fourth Estate: The Campaign to Control the Press and the Bureau's Image*, which was published by the University of Kansas Press in 2014. Ferré thanked the judges, **Fred Blevens** of Florida International University, **W. Joseph Campbell** of American University, and **Linda Steiner** of the University of Maryland. In accepting the award, Cecil said that the history of Hoover's FBI is the history of the foundation of today's information-gathering state, and he criticized the vast majority of journalists who parroted Hoover's self-promoting press releases while failing to question the FBI's attacks on civil liberties and constitutional freedoms.

The Covert Award came next. The award is given annually to the best mass communication history article or essay published in the previous year. The award is named and endowed by the late Dr. **Catherine Covert**, who was

the first woman to head the History Division. The winning article, out of 14 submitted, was written by **Katherine Fink** of Pace University and **Michael Schudson** of Columbia University. The article, "The Rise of Contextual Journalism, 1950s-2002s," appeared in *Journalism*, volume 15, number 1. In accepting the award on behalf of herself and her co-author, Fink spoke about not only the emergence of non-traditional journalistic styles, such as anecdotal, non-inverted-pyramid leads, but also about how the debate about the role of a journalist as interpreter continues in the present.

Research Chair and Vice Chair **Kim Voss** presented the conference research awards. The top faculty paper award went to **Victor Pickard**, University of Pennsylvania, for "Charles Siepmann: A Forgotten Pioneer of Critical Media Policy Research." Second place went to **Roger Mellen**, New Mexico State University, for "The Lee Family and Freedom of the Press in Virginia." Third place went to **Stephen Bates**, University

of Nevada-Las Vegas, for "Assault on the Ivory Tower: Anti-Intellectualism in Coverage of the Hutchins Commission." The top student paper awards were as follows: First place (winner of the Warren C. Price Top Student Paper Award), went to **Rob Wells**, University of Maryland, for "A Strong Sense of Outrage: The National Thrift News and the Savings and Loan Crisis." Second place went to **Nicholas Gilewicz**, University of Pennsylvania, for "Being the Newspaper: Ontological Metaphors and Metonymy at the End of the Newspaper, 1974-1998." And third place went to **Pamela Walck**, Ohio University, for "A Riot 'Never Out of Control': World War II Press, Bamber Bridge Collective Memory."

Voss of the University of Central Florida gave checks to first and sole author student presenters to help defray the costs of traveling to and attending the San Francisco conference. Recipients were **Nicholas Gilewicz**, University of Pennsylvania; **Nicholas Hirshon**,

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## History Division 2015-2016 Goals

- **Increase** the History Division's presence and engagement in social media. Establish a Twitter presence and broaden interaction on the Facebook account. Connect with other Division members' work in social media, especially Academia.edu.
- **Support** and assist members with increasing their public profiles and promoting scholarship as part of a public conversation both in social media and popular media.
- **Grow** partnerships with other divisions engaged in the growing scholarship reliant on historical context, such as in the areas of gender and advertising.
- **Maintain** and expand connections with graduate students and assist in turning presentations into publications.
- **Establish** a connection with regional journalism history organizations and publications, in the spirit of "Eating Local" and "Shopping Local," and address the need to "Conduct Local History." It is essential to the study of women in journalism history whose roles were less likely to be nationally or internationally known.
- **Continue** the conversation about how we measure and promote our historical research in a citation driven, h-index academic world.

## Minutes

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Ohio University; **Alexandra Hitchcock** (an undergraduate freshman), Indiana University; **Madeline Liseblad**, Arizona State University; **Natalee Seely**, University of North Carolina-Chapel Hill; **Pamela Walck**, Ohio University; and **Rob Wells**, University of Maryland-College Park.

Volz announced the winners of the His-

### Slate of Incoming Officers

**Chair/Program Chair** | Kimberly Wilmot Voss (Central Florida)

**Vice Chair/Research Chair** | Michael Sweeney (Ohio)

**Secretary/Newsletter Editor** | Doug Cumming (Washington & Lee)

**Teaching Chair** | Kristin Gustafson (Washington-Bothell)

**PF&R Chair** | Tracy Lucht (Iowa State)

**Website Administrator** | Keith Greenwood (Missouri)

**Membership Co-Chairs** | Carrie Teresa (Niagara); Teri Finneman (South Dakota State)

**Graduate Student Liaison** | Robert Greene II (South Carolina)

**Co-Coordinator, Joint Journalism & Communication History Conference** | Carolyn Edy (Appalachian State)

**Southeast Colloquium History Research Chair** | Erika Pribanic-Smith (Texas at Arlington)

**Book Award Committee Chair** | John Ferré (Louisville)

**Covert Award Committee Chair** | Nancy Roberts (Albany-SUNY)

tory Division poster competition. First place went to **Wendy Melillo**, American University, for “Exploring the Hero Archetype and Frontier Myth in Ad Council’s Peace Corps Campaign, 1961-1970.” Second place went to **Mike Conway** and **Alexandra B. Hitchcock**, Indiana University, for “Frances Buss, ‘Television’s Playgirl’: The Groundbreaking Career and Divergent Reception of Television’s First Female Director.” Third place went to **Elizabeth Atwood**, Hood College, for “Point Counterpoint: The Debate the Embodied a Decade.”

Officer reports were the next order of business. Volz had distributed these to members via listserv several days before the conference, but several printed copies also were handed out to meeting attendees who had not seen them. These reports came from the chair, vice chair, newsletter editor, membership chair, website administrator, graduate student liaisons, co-coordinator of the Joint Journalism and Communication History Conference, and the history division research chair for the Southeast Colloquium. Volz shared summaries of these reports in a PowerPoint presentation. Oral presentations included a description of Generations of Scholars, a new initiative of Membership Chair **Kristin Gustafson** to pair graduate students or new faculty with established history scholars for conversations about the craft of history, with a goal of diversifying and expanding Division membership. Five interviews were transcribed and published in *CLIO*, the Division newsletter. Gustafson invited more members to participate in the mentorship program. Website supervisor **Keith Greenwood** gave an update on his redesign of the [Division website](#), including more photographs and a more user-friendly interface that displays more intelligently on mobile devices. Greenwood said he had begun making digital video recordings of brief interviews with History Division members to place on the website as a means to

generate interest and excitement, and eventually membership.

Volz then gave a summary of Division finances, which also had been shared previously via listserv. The Division spent more than it took in, but Volz noted that the Division wants to spend money in support of its members. She presented a PowerPoint slide comparing the Division’s financial state from 2013-14 with 2014-15. This summary appears here:

**10/01/2013 – 09/30/2014 (fiscal year of AEJMC)**

#### **General Funds**

- Balance \$9,075.37
- Income \$3,025.00 (Membership fees: \$10 regular, \$7.50 students)
- Expenses \$4,726.26 (Awards, plaques, graduate student travel funds, non-member speaker, social, etc.)

**10/01/2014-06/30/2015 (complete data will be available in the October statement)**

#### **General Funds**

- Balance \$10,648.27
- Income \$1,892.50
- Expenses \$319.60 (this does not include expenses for the 2015 conference)

#### **Edwin Emery Fund**

- Balance \$21,211.00
- Interest does not cover the annual awards. Money from the general fund has been used to supplement the Emery Fund interest.

#### **Covert Award Fund**

- Balance \$21,266.00
- Interest does not cover the annual award. Money from the general fund has been used to supplement the Covert Award Fund interest.

#### **Membership Report**

Volz detailed membership numbers and demographics. She noted that the Di-

## PF&amp;R COLUMN

# Ambassadors for the Discipline

A couple of months ago, I got an email—the kind we are all used to receiving—with a request: Would I write a feature article about women in journalism for the quarterly magazine of the [National Women's History Museum](#)? The museum provides the

**Tracy Lucht**

PF&R Chair  
Iowa State

publication as a benefit to its 50,000 members, who “enjoy learning about historical women who have overcome adversity, achieved success, or made a distinctive mark,” Liz Maurer, NWHM program director, wrote to me.

Because this is my area of research, it was easy for me to say yes. I wholeheartedly support the mission of the NWHM, which publishes a website and is raising money to build a physical museum in the nation's capital. The request impressed me for another reason, though. In addition to asking for an article, the NWHM wanted to know whether I would be available for a Google Art Talk with women who are currently working as journalists.

It is the practice of the NWHM to draw attention in each issue of its magazine to women in a particular field or endeavor. The group asks a historian to write an overview of the subject, which staff members supplement with photos and sidebars about individual women. (In my case, I wrote in broad strokes about U.S. women's history in print media, namely women's journalistic traditions of femininity, advocacy, novelty and equality, which they used to achieve success in an otherwise male-dominated field.) Once the magazine issue comes out, NWHM, which is a member of the Google Cultural Initiative, schedules a 45-minute webinar that includes the historian

along with working professionals to address ways in which the field has or has not changed. The video is streamed live and then [made available](#) with others on Google's YouTube channel. As Maurer described it: “The historian provides a historical context—in this case, the opportunities that existed for women in early journalism and a discussion of any challenges and barriers to equality that they faced. The contemporary perspective acts as a bridge to current issues and talks about the legacies of those historical challenges and barriers that still exist today.”

I describe this project because I am convinced there are other opportunities to bring together scholars, professionals, and stakeholders of various sorts who share a passion like women's history. I am looking forward to sharing my scholarship with current professionals, who may or may not know the history behind their practices. I also am looking forward to learning from them. (As I see it, this is my chance to investigate how much has changed. Could

one argue that femininity, advocacy, novelty and equality are still the primary themes in women's print media careers?) Beyond my own specialized interests, however, I see a concrete model for using technology to engage scholars and professionals in a dialogue that links past and present, research and practice.

We in AEJMC have made our academic homes within a discipline that does not always connect well with its field of practice. To be sure, many of us began as practitioners and made our way into the academy after years of experience. Once there, however, sometimes we found tension at our institutions between the missions of research and professional training. We

also might have felt as if our research went unnoticed or unappreciated by our former colleagues. In addition, those of us who do historical research have had to battle a perception that our scholarship and teaching hold less relevance than the latest technology or big data trend.

I think we can make the opposite case. As historians—scholars with expertise in change over time—we have the contextual knowledge that can help current practitioners make sense of a new order. Further, at least in journalism, the historical method comes closer than any other to the storytelling done by those in the field and thus might resonate particularly well with that audience. There is political value in seeking opportunities to pair presentations of our research with talks given by professionals—and to make

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**I am convinced there are other opportunities to bring together scholars, professionals, and stakeholders of various sorts who share a passion like women's history.**

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those appearances available online. This could happen at regional conferences, such as those of the Society of Professional Journalists, the Public Relations Society of America, or the American Advertising Federation. It could also happen at meetings of historical societies—here in Iowa, the state historical society is holding its first [History Camp](#) in November—at fundraising events, and at specialized conferences.

Every audience member is a potential advocate. Given the political and cultural challenges facing higher education, I believe it is becoming more important for institutions to connect with the communities they serve. Let's appoint ourselves the ambassadors.

## Minutes

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vision is the fourth largest in AEJMC, behind Newspaper and Online News; Mass Communication and Society, and Public Relations. The History Division had 292 members in June 2015, down from 312 the previous year. There has been a steady decrease in membership – not only in History, but also in every division except Public Relations – but she noted an increase in the History Division's African-American membership.

### Old Business

John Ferré reported on a charge from last year's meeting. He investigated the possibility of naming the History Division Book Award, possibly for someone willing to donate to the fund, but the proposal stalled over concerns about possible corporate sponsorship of such an award. He also pursued the idea of raising the cash prize for the book award to \$750, from \$500, but met resistance from AEJMC because the overall AEJMC book award, named for James Tankard, provides a cash prize of \$500, and there was concern about an individual division providing a prize of greater monetary value. Given the above, he had no recommendations to bring to the meeting.

At last year's meeting, some members asked about the current status of the Covert Award Funds. Volz noted that a member had given anonymously a gift of \$4,000 to the fund. She said the interest since 2008 has not covered the amount of the award. In response to low returns, the central AEJMC office began this year to reinvest funds through Janney Montgomery Financial to increase the interest available for spending.

### New Business

Volz presented four contending sites for the 2019 AEJMC conference for a vote of History Division members. The results were to be presented to the Council of Divisions before the end of the San Francisco conference. The four contending sites were Toronto, Philadel-

phia, Tampa, and Atlanta.

The vote was:

Atlanta 4

Philadelphia 22

Tampa 7

Toronto 8

*CLIO* editor **Michael S. Sweeney** presented plans for the newsletter in the coming year, including increasing the number of photographs (with a call for reader-submitted photographs); greater promotion of the newsletter on social media; and the possibility of linking to individual *CLIO* columns and articles via hotlinks in social media—instead of linking to the entire PDF as it is currently distributed. He noted that **Doug Cumming** of Washington & Lee University will be the new *CLIO* editor.

Volz thanked the previous year's leadership team, and introduced the slate of the proposed leadership team for 2015-16. At the request of member Roger Mellen on a point of order, the floor was opened to other nominations. Volz asked for further nominations, and there were none. The members then voted unanimously to approve the slate of incoming officers. See box.

Volz extended an invitation to members to volunteer to serve as a Division officer.

Incoming Chair Voss then outlined her goals for 2015-16: See box.

Volz invited the members to the second annual social co-sponsored by the Graduate Student Interest Group immediately after the meeting. She also thanked members and officers for their support.

Voss thanked Volz for serving as the Division chair for the excellent and encouraging year. She presented Volz with a plaque and a small gift and thanked her. Volz also had a small gift for Voss.

The meeting was adjourned at 8:25 p.m.

# CLIO

## AMONG THE MEDIA

Editor

**Doug Cumming**

Washington and Lee University

Design

**Lindsay Cates**

Washington and Lee University

Listserv Manager

**Keith Greenwood**

University of Missouri

Clio Logo

**Nat Newsome**

Augusta State University

Clio Among the Media is published quarterly by the History Division of the Association for Education in Journalism and Mass Communication.

Submissions to Clio are welcome. For general items such as paper calls, please send them to: Mike Sweeney at [sweenem3@ohio.edu](mailto:sweenem3@ohio.edu).

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)

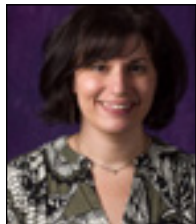
Recent issues of Clio may be accessed at

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

## MEMBERSHIP COLUMN

# Our goals as membership co-chairs

Carrie Teresa

Niagara  
University

Teri Finneman

South Dakota  
State University

**Hello, History Division! We are excited to be your membership co-chairs. For those of you who don't know us, we would like to take this opportunity to briefly introduce ourselves.**

**Carrie Teresa** is assistant professor of communication studies at Niagara University. She earned her Ph.D. in Media & Communication from Temple University in 2014. Her research focuses on the evolution of celebrity journalism in the early twentieth century Black press. She is also working on two projects involving public memory, race and celebrity culture. Teresa's dissertation, "Looking at the Stars: The Black Press, African American Celebrity Culture, and Critical Citizenship in Early Twentieth Century America, 1895-1935" will receive the [Margaret A. Blanchard doctoral dissertation prize](#) at this year's American Journalism Historians Association conference.

**Teri Finneman** is a former political reporter and multimedia correspondent from North Dakota who is now teaching at South Dakota State University. She earned her master's degree and Ph.D. from the Missouri School of Journalism. Her research focuses on historical news coverage of U.S. first ladies, women politicians and women journalists. Finneman also conducts oral histories and studies media ethics. Her dissertation, "[Press Portrayals of Women](#)

[Politicians, 1870s-2000s.](#)" received a book contract and is slated for release this holiday season (Lexington Books).

Now that you have a better idea of who we are, here are some of our goals as membership co-chairs for this year:

We plan to continue the Generations of Scholars feature. This was a great idea that we believe benefitted all of the scholars who participated. We thank the previous membership chair, Kristin Gustafson, for all of her hard work in spearheading this initiative. We agree with a recommendation we heard at the 2015 conference to expand this by also allowing senior scholars to interview junior scholars. We also plan to continue to use this as an outlet for the continuing development of the division's promotion of diversity, multiculturalism and intersectionality initiatives. If you would like to participate in this feature,

let us know.

In addition to the Generations of Scholars column, we also hope to add to the rotation a member spotlight column. This is an opportunity to recognize the important work that our members do. If you think one of our division colleagues deserves to be in the spotlight, let us know.

We would like our division colleagues to consider the idea of including brief member profiles on our website. Discussion came up during the 2015 conference concerning the fact that many of our members are unsure of who else belongs to the division. Knowing more about who is a part of the division and sharing each other's research interests could potentially increase collaborations as well as help to recruit additional members.

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## Some member discussion we had on Facebook:

### *What reading is a **must** in your history syllabus?*

**Carrie Teresa** | Patrick Washburn's *The African American Newspaper: Voice of Freedom*.

**Will Mari** | Ted Smythe's "The Reporter" (Subtitle "Working conditions and their influence on the news"). It's a fun, short social-history of pre-1920s newsroom conditions

**Kimberly Wilmot Voss** | At the risk of self promotion, I use an article that Lance & I wrote about Marjorie Paxson from *Media History Monographs*. My students love reading about Marjorie and it leads to some great online discussion. Many students later describe Marj as their new hero which always makes me smile. It is available for free: <http://facstaff.elon.edu/dcopeland/mhm/mhmjour10-1.pdf>

**Teri Finneman** | Feighery, G. (2003). "The Warren Report's Forgotten Chapter: Press Response to Criticism of Kennedy Assassination Coverage." *American Journalism*.

**Lisa Burns** | In my sophomore level Media History course, I do a muckraking exercise using Judith & William Serrin's *Muckraking! : The Journalism that Changed America*. It's a great introduction to the muckraking tradition, especially if you're in need of edited/shorter versions of the original articles

# Social Media and the Modern Scholar

I look forward to serving as the new graduate liaison for the History Division. As a historian who works in both journalism and intellectual history,

## Robert Greene II



Graduate Liaison  
University of South  
Carolina

I am eager to use this space to discuss the ways in which historians of various stripes can combine the fields of journalism and mass communication to enhance their own work. In this column I will also write about

the ways in which blogging and social media can be effective tools for graduate students and professors alike.

As a blogger and book review editor for the Society of U.S. Intellectual Historians, I see the need for historians to interact with one another, and with the general public, using social media. Twitter and Facebook have allowed me to get the word out about blog posts and to engage ideas that I struggle with in my research. Social media is a tool that more historians should use. Using the #twitterstorians hashtag as a scholarly signal to others helps to call attention to your own tweets, and to begin a conversation about history that can lead to some interesting new directions in research and writing.

Another hashtag, #blktwitterstorians, has become popular in the last year among scholars who study the African American experience. In light of recent social upheaval in Ferguson, Missouri, and Baltimore, #blktwitterstorians has also become a rallying cry for scholars who

want to interact with the public on the historical context for modern-day race relations. Scholars using these hashtags are trying to do what many historians and mass communication students say they want to achieve: a working relationship with concerned citizens outside the academy who also want to learn.

Blogging serves as another effective method of getting work out. As my predecessors have argued in previous columns, writing as much as possible is an important part of the maturation process as a scholar. Learning the importance of writing for a digital age is now an additional

part of the process for both students and professors. It is clear that more serious scholarly work is going to end up on

the web. It is important for graduate students and professors alike to get used to this new reality. At the moment, the physical scholarly journal serves as the academic publishing standard. However, with more academic work moving to the web this is by no means certain for the near future. We will have to think about online publications, such as Southern Spaces, in the same way we consider publications such as a *Journalism and Mass Communication Quarterly*.

Social media and blogging can serve two primary functions for scholars: as avenues for an intellectual dialogue with other professional historians, and as a way to reach a broader public. Both goals are what we strive for in traditional academic settings such as

conferences and academic journals. Besides thinking about how to use the internet as a place to disseminate history, we will also have to think about social media itself in a historical context. This means considering the importance of Twitter to recent events such as the Arab Spring and Occupy Wall Street. It also means thinking about mass communication theory and history in the context of a digital age. The use of digital space as a way to consider the framing of recent history means understanding both the advantages—and drawbacks—of historians working in digital media. For example, a

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Twitter and Facebook have allowed me to get the word out about blog posts and to engage ideas that I struggle with in my research. Social media is a tool that more historians should use.

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historian-blogger will not always be able to count on the permanent existence of hyperlinks she or he uses in a post. Then there's the pesky problem of YouTube videos disappearing for any number of reasons. The sometimes ephemeral nature of websites, videos, and even social media communication that exist online should cause any historian of the recent past to think carefully about the use of such sources.

Nonetheless, historians should embrace the digital humanities and use social media, blogging, and multimedia. These are not meant to overtake older forms of networking and publishing. Instead, at best digital scholarship can enhance our work and put us in touch with more readers.





## Membership

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Growing membership and emphasizing the importance of journalism history were key issues that came up during the 2015 conference. USA Today recently included journalism history in an article emphasizing “[8 classes all college students should take](#).” We need to get this message out. Last year, AEJMC sponsored the first “National News Engagement Day,” an event that spread nationally. We could implement a similar event for journalism history by choosing one week of the school year to emphasize why journalism history is important to not only our current journalism students but to all students on our campuses and to our communities. This could be done via special events, lectures, and/or partnerships. If anyone has ideas about this, let us know. Our goal is to organize an event for the spring 2016 semester.

Finally (for now!), we are working on increasing our presence on social media. We encourage you to chime in on our Facebook page ([AEJMC History Division](#)). If you are an active social media user, please let us know, and we will be sure to promote your Twitter handle, blog, or Facebook page through the History division’s Facebook page.

To submit newsletter items or to chime in on membership issues, write to both Teri at [finnemte@gmail.com](mailto:finnemte@gmail.com) AND to Carrie at [cteresa@niagara.edu](mailto:cteresa@niagara.edu). Please include the subject line “Clio” for all emailed newsletter items. Carrie handles the printed newsletter updates, while Teri is primarily in charge of promoting you on social media.

We look forward to working with you this year!

■ Carrie and Teri

## Call for Papers

### **SULTANS OF SWING: Baseball, Jazz, and the Short Story as American Art Forms**

April 14-15, 2016 | On the Campus of Wright State University, Dayton, Ohio

**Keynote Speaker** | Amber Roessner, Ph.D., University of Tennessee

**Luncheon Speaker** | Roberta Newman, Ph.D., New York University

The first Midwest conference on baseball writing is soliciting 1-2 page proposals for presentations to be given at the conference on Friday, April 15, 2016. Presenters will have 15 minutes in both traditional and table talk sessions. Proposals should summarize the talk as clearly as possible.

The conference theme seeks papers and presentations that explore the synergies between baseball, jazz, and the short story in the early Twentieth Century, especially the years 1916-1941. The conference defines “baseball writing” and “jazz writing” broadly, so papers may address baseball/jazz journalism, fiction, film, drama, radio, and popular song. Touching on one, two, or all three themes, proposals should examine how baseball, jazz, and/or the short story were emerging as three American art forms in the early part of the twentieth

century. Thus, the conference is particularly interested in multi-, cross-, or interdisciplinary essays that examine the intersection of those three contributions to world art.

Proposals should be sent to Scott D. Peterson ([scott.peterson@wright.edu](mailto:scott.peterson@wright.edu)). Include on the proposal your name, address, phone number, academic affiliation, and e-mail address. The deadline for proposals is November 23, 2015. Presenters will be notified of acceptance by November 30, 2015. The conference registration fee (for both presenters and attendees, payable in person or by mail) will include a keynote address on Thursday evening and breakfast, lunch with a speaker, and a ticket to a Wright State University ball game on Friday.

The conference is sponsored by CELIA, Collaborative Education, Leadership, and Innovation in the Arts

## HISTORY DIVISION OFFICERS 2015-16

### **Kimberly Wilmot Voss**

Central Florida  
Chair/Program Chair

### **Michael Sweeney**

Ohio  
Vice Chair/Research Chair

### **Doug Cumming**

Washington & Lee  
Secretary / Newsletter Editor

### **Carolyn Edy**

Appalachian State  
Co-Coordinator, Joint Journalism  
& Communication History Conference

### **Erika Pribanic-Smith**

University of Texas-Arlington  
SE Colloquium History Research Chair

### **Tracy Lucht**

Iowa State  
PF&R Chair

### **Kristin Gustafson**

Washington-Bothell  
Teaching Standards Chair

### **Keith Greenwood**

University of Missouri  
Website Administrator

### **Carrie Teresa**

Niagara

### **Teri Finneman**

South Dakota State  
Membership Co-Chairs

### **Robert Greene**

South Carolina  
Graduate Student Liaison

## WEBNOTES

# History Division website now fits all (screen) sizes

The revised [History Division website](#) was unveiled at the annual convention in San Francisco.

As advertised, the website features a new look that also is more flexible for display on smart-phones and tablet devices. The large banner that was at the top of the home page has been replaced by a simpler text heading identifying the site. The fonts are more readable, and the

**Keith Greenwood**  
Website Administrator



University of  
Missouri

blue/light gray color scheme is a little easier on the eyes than the brown palette from the previous version of the site.

The bigger difference in the site layout is its compatibility with different types of devices. The previous layout was flexible and adapted to different screen sizes, but the menu options at the top of the screen wrapped onto

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**The website features a new look that also is more flexible for display on smart phones and tablet devices.**

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new lines as the screen got smaller. On a smartphone, a lot of the screen space was taken up by the banner and navigation before the user could read the content.

In the new version of the site, once the screen drops below a certain size the navigation collapses into a button, which makes more content visible on the screen as the site loads. Clicking the menu button will expand the menus into a vertical list, allowing the user to



jump directly to any of the different sections on the website.

Speaking of sections, in addition to a new look the website has some new and revised content sections. The Resources link in the previous site structure did not really describe the focus of the content in that area. In the new site, useful resources have been broken into research and teaching categories to better reflect how they might be used. Some resources may have value to both areas and will appear in both sections to make them easy to find.

There is a separate area in the Research section for paper and panel proposal calls.

The Teaching section contains an area for the syllabi and teaching materials we've been collecting and a new area comprised of teaching columns from past issues of *Clio*.

The About section of the website contains information that would inform others about the division's history and membership along with new sections devoted to the division's annual awards. Current sections provide an overview of the Covert and the book awards and

a list of past recipients. If you want to know more about History Division history, there also is a list of past division heads and the years they served.

The site is still a work in progress. Like all good websites, it will evolve as the needs of the division evolve. The work to be done immediately includes addition of a members information section that will share professional accomplishments of members and information about the listserv, among other topics as identified, and continued addition of teaching columns from *Clio*.

We also want to include more photographs on the website! We have the ability to create galleries of pictures related to the History Division. If you have photographs from past or current conventions, meetings or other items related to the History Division, we want to include them in the site. You can send digital files to me at [greenwoodk@missouri.edu](mailto:greenwoodk@missouri.edu). If you have prints that need to be digitized, email me and we'll figure out the best way to get that done. And if there are other items you think should be part of the website, send those ideas along too.

And don't forget to visit the History Division's Facebook group. There's a button on the website that will take you there.

## TEACHING STANDARDS

# Silence as a strategy toward inclusive teaching

When a History Division member asked at our August business meeting about considering nominations from

**Kristin L. Gustafson**  
Membership Chair  
(outgoing)



University of  
Washington–Bothell

the floor, we first met his question with silence. On the screen before us were the names—including my own—to fill proposed leadership positions. Many of us were eager to run an efficient meeting and do the vote. Yet his question invited us to slow down

the process.

Silences like these can be awkward.

Perhaps our collective silence reflected respect for the behind-the-scenes labor needed to recruit volunteers. We all know the hard work it takes to cultivate division leadership and find members who will take valuable time to run our division successfully. Perhaps our silence reflected recognition of how our process might lack transparency and limit inclusion. We value rigorous scholarship that does not preordain answers.

Whatever the silence meant, we stayed with it momentarily. We paused. We listened. And then we acted. We addressed the question. We invited nominations from the floor. We changed the process.

There was something about this moment that reminded me of the way excellent classroom teaching requires similar careful attention and structure to make learning accessible to all. As teaching chair, my aim in the year ahead is to engage with inclusive teaching strategies—practices that encourage diversity, collaboration, community and justice. I invite you to help by sharing your best practices for classrooms and projects.

One of the lessons I learned early on in my teaching was about silence. Whether students self-nominate to speak or wait for me to call on them directly, it is easy for me to reward those who speak first. It makes the classroom feel alive and interesting. As an extrovert myself, I enjoy these vibrant, electric moments.

But Susan Cain, author of *Quiet: The Power of Introverts in a World That Can't Stop Talking*, challenges us all to resist this impulse of prioritizing external and verbal discussion. Doing so can exclude valuable voices and insights. The “Extrovert Ideal,” as she calls it, prioritizes gregarious and action-oriented people over those people who might take heed and value contemplation.

To encourage the best ideas in our classrooms, we might work against the extrovert norm and find ways for more ideas from all of our students. We can welcome ways to become comfortable with silence and recognize quiet as a space for learning and growth.

There are many strategies for doing this. John Bean, in *Engaging Ideas: The Professor's Guide to Integrating Writing, Critical Thinking, and Active Learning in the Classroom*, offers one that involves

writing. He encourages “time-outs” in conversations when there are more hands in the air than can be called upon. Students get five minutes to write out their ideas. This method offers students space to say their arguments in writing completely and clearly without fear of being interrupted by their more vocal classmates.

Let me share an example of how this strategy has worked in my classroom recently.

Once a year, students in one of my introduction journalism classes visit small newspapers in their communities. They spend an hour talking with the publishers, editors, writers and photographers. (As we know, this is sometimes the same person.) In the days leading up to the visit, the day of the visit, and then the days after the visit, students work in groups to create a blog documenting their experiences. Through guided prompts, they write about their feelings, thoughts, analysis and reflections.

One learning goal of the course is to learn through revision. So we take time to evaluate the six blogs produced mid-stream. It gives everyone time to refine and improve. By seeing the work of others, students get a sense of best practices for the blogs.

When I first taught the quarter-long course, we would spend an hour of one class evaluating each of the six blogs in progress. This was all the time we had, and the amount of feedback was too

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To encourage the best ideas in our classrooms, we might work against the extrovert norm and find ways for more ideas from all of our students. We can welcome ways to become comfortable with silence and recognize quiet as a space for learning and growth.

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limited. In a class of 30 students, we got through three or four comments per 10 minutes. If every student spoke once, then we heard from 18 to 24 students at most. And the ideas of six to 12 students went unheard. And as might be expected, some students spoke more than once. So the number of student

# Into the future with ‘Generations’

**Kristin L. Gustafson**

*University of Washington-Bothell*

Beginning with the winter 2015 CLIO, we added a new feature—our “Generations of Scholars” articles. The stories produced are part of our larger attempt to recognize, strengthen,



Generations of Scholars. l-r, John Nerone, Meagan Manning, Carrie Teresa, Teri Finneman, Maurine Beasley

diversify and expand our membership. The effort brings together junior and senior members through the interviewing process, and we set aside time in San Francisco to bring the participants face to face and recognize their service.

The pairings this year began with **Carrie Teresa** and **Jinx Broussard** last winter’s CLIO. Then we ran two articles in spring 2015 featuring **Meagan Manning’s** interview with **John Nerone**, and **Teri Finneman’s** interview with **Maurine Beasley**. The summer 2015 issue included **Konstantin V. Toropin’s** interview with **Hazel Dickson-Garcia**, and **Will Mari’s** interview with **Betty Winfield**.

All 10 participants were honored at the AEJMC History Division business meeting held at the conference hotel on Saturday, August 8, and five made it in person. Following that meeting, the social hour continued at a joint event sponsored by the History Division and

the Graduate Student Interest Group.

Mari, who is a Ph.D. candidate at the University of Washington’s Department of Communication, described Winfield as a “shadow member” of his dissertation committee, which is chaired by another Division member, **Richard Kielbowicz**. “She’s taken the time to meet with me, well before my

interview with her, to talk about my dissertation and suggest secondary sources and places to dig for primary material,” Mari said.

Winfield has continued to offer him encouragement well into “the writing-and-trying-not-to-go crazy stage.” Mari conducted the interview as he was finishing a yearlong position as the University of Washington Press’s Graduate Fellow; in autumn he begins a one-year position as visiting assistant professor of communication at Northwest University in Kirkland, WA, while he finishes his dissertation. Interviewing Winfield was an honor, Mari said. “She makes me want to see and study media history everywhere I go,” he said.

Carrie Teresa, one of our former graduate student chairs and now an assistant professor at Niagara

University, played a central role with our early discussions of this project. A year ago—when she, **Yong Volz**, and I sat together at a coffee shop discussing how we might deepen and strengthen our membership—Teresa pointed out to us that being a History Division member is a “hidden gem.” Her interview of Broussard began the series and demonstrated the value of bringing together scholars at different stages of their careers. Broussard, a professor at Louisiana State University’s Mansfield School of Mass Communication, recently won the Division’s annual Book Award for African American Foreign Correspondents and has been a Division member for more than a decade.

Teresa was one of eight division members who won top AEJMC History Division paper awards at the 2014 conference. “I love the program,” Teresa said recently about Generations of Scholars. “I got so much out of making that connection with Dr. Broussard. I really think we should keep this going as long as we can!”

The “Generations of Scholars” idea builds on the mentoring program previ-

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“When those of us who are retired look back over our careers, what stands out are the students.”

- Maurine Beasley

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ously coordinated by all of AEJMC. However, we wanted to do more. And we especially wanted to call our attention to why diversity matters to us. “The cornerstone of an inclusive history,” Yong Volz wrote in CLIO last fall, “begins with a diverse body of historians in the field.” We decided that the Generations of Scholars could help us strengthen our membership from

## Generations

Continued from Page 12

within. Although our membership continues to decrease in numbers, our list includes recognized idea leaders in media history and scholars who have been members for three, four or five decades. And we have new members with fresh insight and thoughtful scholarship.

When Teri Finneman did her interview, she was a doctoral candidate at University of Missouri. In September, she will start a position as lecturer for the Journalism and Mass Communication Department at South Dakota State University. She said it was “fun” to have another opportunity to learn from Beasley during the interview. “I owe her a lot,” Finneman said. “She was so encouraging of my initial first ladies paper when she moderated my first academic conference panel, and she’s had a hand in other academic successes that I have had as well.” She added: “It helps to have an encouraging source within your field who is willing to help you out.”

The questions asked during the Generations of Scholars interviewing process are these:

1. What new project is the senior scholar working on? (This could include media history research, leadership or curriculum.)
2. How did the senior scholar come to study his/her area of scholarship? Or, what was the key moment when that scholar decided on this approach to historical research?
3. What advice might the senior scholar have for junior faculty?
4. How does the teaching or research of the senior scholar add to the diversity goals of AEJMC History Division, if at all?

The article style has been informal. **Mike Sweeney**, editor of CLIO when the series launched, described it as “like a professor talking in a coffeehouse with grad students who are picking her

brain.”

The interviewees also spoke positively of the program and their experiences. Beasley, interviewed by Finneman, said she was “honored” to be included in the group “When those of us who are retired look back over our careers, what stands out are the students,” she said. “To pass the torch of historical study on to younger colleagues means that we have not labored in vain.” Beasley added: “The Generations of Scholars articles testify that our efforts have and will continue to be rewarded through connections made in the History Division. They personalize the important role that AEJMC plays in our field.”

Hazel Dicken-Garcia, who was interviewed by Konstantin V. Toropin, a University of Minnesota graduate student, said Generations of Scholars is a good idea. “Over time, it can become increasingly significant in graduate student participants’ research and studies,” Dicken-Garcia said. She suggested that in the future, we might turn the tables

and include at least some interviewing of the graduate students in the articles. “Konstantin is an accomplished, impressive ‘emerging scholar,’” she said, “and I liked collaborating with him.”

Generations of Scholars is only one effort of many to recognize, strengthen, diversify and expand our membership. Inviting others to consider our Division as a home is another strategy. The greatest benefit to our members is networking with other members at the [AEJMC](#) annual conference, the Joint Journalism and Communication History Conference in New York (sponsored jointly by the AEJMC and American Journalism Historians Association), and the AEJMC’s Southeast Colloquium. These conferences happen every year, and it is through these events that we get to know one another, share research expertise, plan edited books and special symposia together, learn about publication venues, etc. Membership also includes reaching a wider audience about our scholarship and accomplishments through *CLIO*’s News & Notes.

## Teaching

Continued from Page 11

voices not heard was about half the class most quarters.

This measure was misaligned with my goals toward inclusive pedagogy. I wanted to hear from all students. So I changed things around.

Through a flipped-classroom strategy, I assigned each student to view the blogs of other students and make a comment. This work was done online and outside of class time. For example, one person from each team had to respond to these sets of questions: “How well does the blog address all of the W’s? Are there any gaps? Is there one W that is addressed especially well? Respond for each of the blogs.” Another person from that same team had to respond to these: “Look at how the book provides tips for writing blogs. Which of these tips have been applied

the best? Which ones do you recommend the group look at more closely? In what ways does the blog provide quick-and-easy information? Be specific. What works well? What could be improved? Respond for each of the blogs.”

What happened as a result of this shift was that every student had an opportunity to verbalize a response to the prompts. The strategy increased the amount of feedback for each group significantly as well. It created the space that Cain and Bean promote.

In the year ahead, I welcome your ideas for inclusive teaching strategies that work for you. Tell me about your classroom practices and curriculum designs that encourage diversity, collaboration, community, and justice. Send them to me at [gustaf13@uw.edu](mailto:gustaf13@uw.edu).

# Pre-conference session: *Usable Oral History*



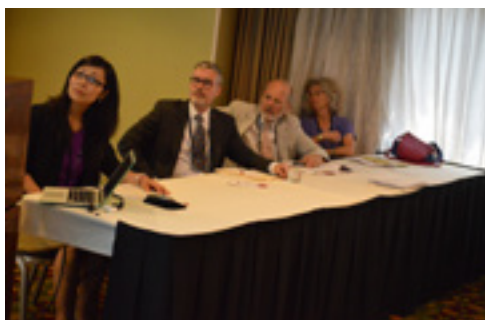
Yong Volz explains the benefits of using and experiencing oral history.

When the study of journalism meets oral history, you get some pretty interesting overlaps and role-reversals. Take for example the pre-convention panel “Beyond Storytelling: How to Turn Oral History into Scholarship and Public Knowledge (August 5), co-sponsored by the History Division and the Newspaper and Online News Division. The panel, moderated by **Susan Zake** of Kent State University, was followed by a how-to workshop on oral history led by **Bonnie Brennen** of Marquette University.

Panelists were involved in four projects in which journalists became the subjects instead of the interviewers. Three of these were university-based (interviews with notable Pennsylvania journalists, North Dakota newspaper hall-of-famers and the journalists of JAWS: the Journalism and Women Symposium). The fourth was a book, *China Ink* (2008), based on interviews of 20 young Chinese journalists. The author of that book, University of Iowa’s **Judy Polumbaum**, talked about “all the elusiveness, complexity and problems with oral history,” from problems of verification and selective sampling to signed releases from subjects.

Oral history projects that were not

specifically about journalism illustrated the wide variety of form that these kinds of histories can take. “Native Americans Tell Their Stories” (presented by Northwestern University’s **Loren Ghiglione**, the former dean of Medill) was designed to give voice to the “virtually invisible,” while **Paul Burnett** of the [Oral History Center at UC Berkeley](#) described the opposite: his center’s vast storehouse of long-form transcripts that have public, often-famous figures telling their stories to “make sense of the public record.” While oral history emerged from a “history from the bottom” trend, the



On panel, l-r, Volz, Burnett, Ghiglione, and Polumbaum (above) and Northwestern’s Ghiglione (right).



4,000 transcripts produced by his center are what he called “history from the middle.”

The digital transformation of oral history is making available online more of the video, audio and transcripts. **Yong Volz**, University of Missouri, presented “Herstory,” the JAWS project. Combining 20 years of JAWS newsletters with 42 interviews, the project became [a website](#) launched in April. Team member **Teri Finneman**, of South Dakota State, said that as a Millennial she found it natural to want to make her oral histories of North Dakota newspaper figures available online and interactive.

Penn State’s **Ford Risley**, who coordinated the Pennsylvania Newspaper Journalists Oral History Program that began in 2005, pointed out the importance of interviewing subjects such as prominent journalists at the right time in their lives—right after they retire.

■ Doug Cumming



Ford Risley (left) and Teri Finneman (below).



## BOOK EXCERPT

# HOOVER'S FBI AND THE FOURTH ESTATE

## The Campaign to Control the Press and the Bureau's Image

**Matthew Cecil, Professor, Wichita State University**

*Editor's note: Matthew Cecil, director of the Elliott School of Communication at Wichita State, won this year's History Division Book Award for this scrupulously researched and gracefully written book. In it, he follows the long and shrewd career of Hoover from the Palmer Raids following World War I to the Nixon years. Hoover's FBI and the Fourth Estate (University Press of Kansas, 2014) unfolds with fresh understanding how Hoover made reporters his lackeys in the beginning, coordinating a public image that gave the FBI unconstitutional power and immunity. And eventually, he made other reporters his targets. Cecil said in receiving the division's book award that Hoover's unchecked power to snoop on Americans is a lesson we need to re-learn today under the shadow of Patriot Act rationale for warrantless surveillance. The following is the conclusion of the book.*

### Matthew Cecil



Wichita State  
University

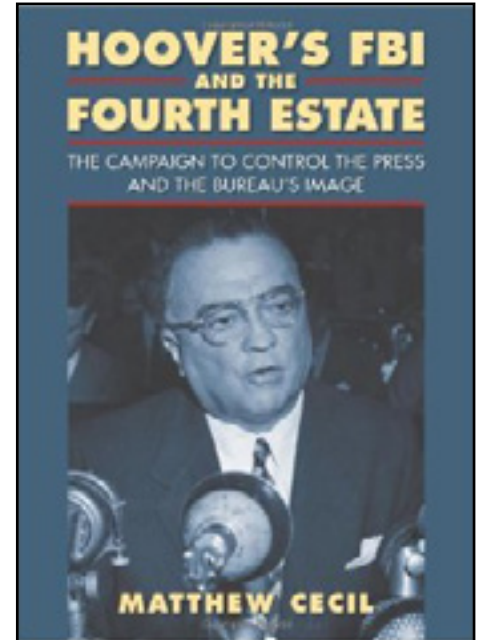
From its founding in 1908, the FBI and its precursors faced an ongoing crisis of legitimacy among those Americans who feared the agency would inevitably devolve into a corrupt and intrusive secret police force. During the late 1910s and early

1920s, those fears were realized as the Bureau of Investigation stumbled from the repressive mass arrests of the Palmer Raids into the corruption of the Teapot Dome scandal. To those members of the public who were predisposed to fear a loss of civil liberties and who shared a pessimistic view of the corrupting influence of power, those early missteps must have seemed obvious signs that the Bureau should be eliminated. J. Edgar Hoover, the young head of the General Intelligence Division who coordinated the Palmer Raids, learned his lesson well. What had begun as a triumph of good over evil in press accounts evolved into a travesty of justice that reinforced public concerns about the legitimacy of a federal law enforcement agency. The

Palmer Raids no doubt opened Hoover's eyes to the power of the press to shape and reshape the meaning of events.

According to his Bureau-authored hagiography, Hoover agreed to take the directorship only if several conditions were met that would ensure the agency's incorruptibility. Given the consequences of Attorney General Harlan Fiske Stone's decision over the next forty-eight years, the moment when the attorney general convinced himself that Hoover could clean up the Bureau stands as one of the most consequential in American civil liberties history. Having lived through the furor over the Palmer Raids, Hoover understood the power of public opinion and chose to regroup and wait for an opportunity to expand his power. To his credit, though, the young director did purge political hacks and corrupt officials from the Bureau. Hoover also instituted his first tentative public relations tactics and adopted the then-controversial science of fingerprint identification.

Yet the Bureau remained a little-known federal agency in 1932, when Franklin Delano Roosevelt was elected president. Even before Roosevelt took office, Hoover faced a crisis when FDR selected Montana senator Thomas Walsh as his nominee for



attorney general. Walsh was an anti-corruption crusader who, in the weeks following his selection and prior to the inauguration, pledged to reorganize the Department of Justice with "almost completely new personnel."<sup>1</sup> Walsh was among those who questioned the FBI's legitimacy and worried about its potential for corruption and overreach. Walsh died of a heart attack before he could be confirmed, but his intention to replace Hoover reinforced the director's view that he needed an alternative to the Palmer Raids and Teapot Dome narratives that were still percolating through American society.

Walsh's replacement, Homer S. Cummings, cared little about Hoover's past, and during the 1930s, Hoover's agency grew as part of the Roosevelt administration's war on crime. As the arrests and shootings of high-profile outlaws mounted, Americans responded with enthusiasm to the one government agency that seemed to be able to get things done. At the same



Matthew Cecil receives Book Award plaque from John Ferré, left, and chats with his mentor Jeff Smith of Wisconsin-Milwaukee.



## Book Excerpt

Continued from Page 15

time, Hoover's initial forays into public relations had yielded little in the way of publicity; then he encountered two journalists, Rex Collier and Courtney Ryley Cooper, who provided him with a useful template for public relations—an appealing set of themes that undermined critics' concerns about the FBI's legitimacy. For instance, whereas secret police agencies were subject to the whims of individuals and irresponsibly engaged in intrusive investigations, the FBI, according to the Collier-Cooper thesis, eliminated the possibility of corrupt individuals abusing the agency's power by relying on dispassionate science to solve crimes.

In addition, the FBI was reluctant to get involved in local issues, and most important, Hoover was a trustworthy defender of civil liberties. In the 1930s, public relations helped Hoover keep his job and helped normalize the controversial notion of federal law enforcement.

Public relations pioneer Edward Bernays referred to persuasive communication based on an understanding of audience motivations as the "engineering of consent." Hoover's public relations team understood what motivated its

audience of supportive journalists. Access to information from the FBI had professional benefits, allowing journalists to write and publish stories about the Bureau. At the same time, Hoover's iconic status and personal fame made friendship with the director a powerful motivator for his admirers, all of whom knew the personal and professional implications of a failure to cooperate. For the FBI, engineering

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**Hoover's "friends" were courted and flattered, and in return, they became "objective" promoters and defenders of the FBI; some even became confidential informants.**

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consent among journalists meant metering their access based on their willingness to adhere to the Bureau's conditions (such as allowing their articles to be edited by agents in the Crime Records Division). In essence, the FBI, with its massive cache of valuable information, coerced the consent of reporters who were willing to play along.

During Hoover's forty-eight-year tenure as director, thousands of FBI stories appeared in newspapers, magazines, and comic strips; on radio programs; in motion pictures; and

ultimately, on television. Most of those stories were produced with the assistance, and often with the editorial input, of the Crime Records staff.<sup>2</sup> The Bureau had another powerful public relations tool: no other organization had a leader who could match the public profile of the iconic Hoover, a bureaucrat turned law enforcement giant whose name became synonymous with the FBI.

Whereas FDR intended his orders authorizing the Bureau to enter into the intelligence-gathering business to be limited mandates, Hoover saw an opportunity to consolidate power and counter his critics. The wiretaps, buggings, and surreptitious entries of the late 1930s and beyond allowed the director to cite the danger posed by the enemy within to normalize and legitimize his agency's work. With the rise of communism came a new "responsible" mission for the FBI, a mission that further marginalized concerns about the Bureau's power. To counter the potentially revolutionary communist movement forming within

the United States, the logic went, the nation needed a secret force to uncover those communist cells. FBI public relations messages provided the nation with a trustworthy defender of civil liberties

(Hoover) who would control any overzealous intelligence work.

Of course, the story of a scientific and careful FBI led by the trustworthy Hoover obscured the real nature of the Bureau's work from the 1940s to the 1970s. Meanwhile, the agency tasked with protecting the nation against subversion and crime expended enormous resources to investigate, monitor, and even actively undermine thousands upon thousands of people whose worldview did not mesh with Hoover's narrow and rigid conceptualization of Americanism.

See **Book Excerpt** | Page 17



## Book Excerpt

Continued from Page 16

As has been demonstrated in this study and elsewhere, that group of “subversive” Americans included many members of the American press who were busily exercising their First Amendment rights. For Hoover, a focus on the press was an act of self-preservation. Friendly reporters provided the amplifier for the theme of a responsible, scientific FBI that need not be feared because the steady Hoover was at the helm. Unfriendly reporters who actively or even potentially undermined the Bureau’s legitimacy through their criticism of the agency or its director were lumped together with communists and others who advocated the overthrow of the U.S. government. Criticism of the FBI was, in Hoover’s mind, an un-American act and the first step toward a return to the anarchy that had sparked his rise to power.

The relationships created and maintained through the FBI’s public relations tactics (such as “personal” correspondence with Hoover) encouraged the individual targets of these messages to draw lines, identifying members and nonmembers of a community of meaning. Members of a community of meaning share a similar set of understandings about the organization and, ideally, are willing to act on those beliefs. The quest for excellence in the practice of public relations may be seen as an ongoing search for the perfect tactic and the perfect message to create those shared meanings. By fabricating the impression of close friendships with Hoover, the letter writers at the FBI strategically engaged a powerful community of meaning to promote and defend the Bureau.

According to FBI public relations messages, the Bureau was a responsible, scientific agency led by the steady and trustworthy Hoover. Armed with that

message, which characterized Bureau public relations throughout Hoover’s tenure and beyond (in the form of The F.B.I. television series), the director built a formidable public relations infrastructure led by experienced officials who understood how to handle the news media. Key opinion leaders such as reporters, editors, publishers, and broadcasters were carefully “taught” the Collier-Cooper thesis through their access to FBI stories. Those who proved adept at amplifying the science, responsibility, and Hoover themes, particularly if they were strategically placed, became friends of the Bureau. Hoover’s “friends” were courted and flattered, and in return, they became “objective” promoters and defenders of the FBI; some even became confidential informants.

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In essence, the FBI, with its massive cache of valuable information, coerced the consent of reporters who were willing to play along.

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One natural question that arises from a review of FBI public relations and its dealings with the news media is this: is democracy served when a government agency essentially manufactures consent by manipulating public opinion? The answer seems clear, particularly when that government agency is a massive law enforcement organization with extraordinary powers to monitor and investigate dissenters, including members of the press. Hoover’s FBI, an often innovative law enforcement agency, used public relations to hide its more intrusive intelligence activities from the American public. Public relations constructed the facade that hid the framework of political intelligence gathering that eventually led to the active subversion of constitutionally protected dissent in America. Hoover used public relations as one tool to simultaneously normalize

the idea of his agency and preserve his own position of power.

Journalists ostensibly serve as the public’s agents, holding government officials accountable to standards of law and truth. But in their dealings with the FBI, journalists often failed to maintain a high standard of professionalism. Many journalists agreed to put their critical sensibilities on hold when it came to the FBI, perhaps acceding to Hoover’s requirements for collaboration because of patriotism or ambition. As a result, the FBI’s great misdirection scheme worked. The evocative science, responsibility, and Hoover themes promoted by the Bureau and amplified by compliant journalists succeeded in distracting Americans from real questions about the antidemocratic potential of centralized law enforcement and domestic intelligence power. When those questions did slip into the public sphere, Hoover’s friends in newsrooms throughout America stood ready to silence that dissent, agreeing with the FBI that a “smear campaign” was under way to undermine democracy.

In fact, those dissenters’ concerns that the FBI was trampling on civil liberties and subverting democratic principles have proved true. Journalists, engaged as adjuncts through FBI public relations, provided the “objective” cover that Hoover needed to overcome his agency’s ongoing crisis of legitimacy.

(Endnotes)

1 Athan Theoharis and John Stuart Cox, *The Boss: J. Edgar Hoover and the Great American Inquisition* (Philadelphia: Temple University Press, 1988), 111.

2 For a concise review of the FBI in popular culture, see Athan G. Theoharis, Tony Poveda, Susan Rosenfeld, and Richard Gid Powers, eds., *The FBI: A Comprehensive Reference Guide* (New York: Oryx Press, 2000), 261–308.

# AJHA awards honor Lamme, Lucht, and Sweeney

## Membership Co-Chairs

**Teri Finneman**

*South Dakota State University*

**Carrie Teresa**

*Niagara University*

Welcome to our “News & Notes” section. Here you will find updates on our History Division’s members. Please share the news—Updates, Publications, Awards, Promotions, and Top Papers—that you find here. You can also share your media history research and teaching materials via [our Facebook group](#), the [Media History Exchange](#), and the [AEJMC History Division](#), a site that includes the 2014 AEJMC History Division Archive.

## Updates

We have two new membership directors, Teri Finneman and Carrie Teresa. Please send news to [finnemte@gmail.com](mailto:finnemte@gmail.com) and [cteresa@niagara.edu](mailto:cteresa@niagara.edu) for Clio’s future editions. For an updated list of AEJMC History Division officers for 2015-2016, please visit the History Division [website](#).

## Promotions

**Matthew Cecil** of Wichita State University was promoted to full professor effective July 1, 2015. His book, *Hoover’s FBI and the Fourth Estate: The Campaign to Control the Press and the Bureau’s Image* (University Press of Kansas, 2014), was also the winner of this year’s History Division book (see Excerpt, Page xx).

**Janice Hume** has been named the [Carolyn McKenzie and Don E. Carter Chair for Excellence in Journalism](#) at the University of Georgia’s Grady College of Journalism and Mass Communication, according to a university news release. The purpose of the Carter Chair is to teach journalistic excellence to students entering the profession, emphasizing journalistic values of clarity, accuracy, fairness, balance and credibility—values that characterize the Carters’ professional careers.

## Awards

The American Journalism Historians Association announced several [awards](#) in advance of its October 2015 convention in Oklahoma City. **Margot**

**Opdycke Lamme**, a professor in the Department of Public Relations at the University of Alabama, received the 2015 AJHA Book of the Year Award for Public Relations and Religion in American History: Evangelism, Temperance, and Business (Routledge, 2014). The book is part of the 2014 Routledge Research in Public Relations series and it “traces evangelicalism to corporate public relations via reform and the church-based temperance movement,” according to the AJHA news release. Her book was selected out of 19 entries. **Tracy Lucht**, assistant professor for Iowa State University, won the organization’s 2015 Rising Scholar Award winner. The award recognizes the achievements and potential of an untenured scholar and is accompanied by \$2,000 in research funding toward Lucht’s research proposal, “Soloists or Members of the Choir? Professional Networks in the Careers of Midwestern Women Broadcasters.” Lucht said in the AJHA news release that the work is part of a larger project investigating women’s methods of exercising agency in the field. This year’s award will be funded by a gift from Stan Cloud in honor of his wife, the late Barbara Cloud, who was an early member and former president of AJHA. **Mike Sweeney**, Associate Director for Graduate Studies at the E.W. Scripps School of Journalism, Ohio University, won this year’s Sidney Kobre Award for Lifetime Achievement in Journalism History. Sweeney has been this year’s newsletter editor for the AEJMC History Division and is the incoming vice chair/research chair for

2015–16.

**Berkley Hudson**, associate professor for Missouri School of Journalism, University of Missouri, and [Visual Communication Quarterly’s](#) editor-in-chief, announced that he was among the five faculty members out of the 2000-plus, full-time faculty selected as a 2015 Kemper Teaching Fellow. The award included a \$10,000 check. Caleb O’Brien, described by Hudson as “one of my star master’s students,” describes Hudson’s teaching in a [video](#). Hudson also now chairs a campus-wide committee focused on race relations and working with Faculty Council, chancellor and other administrators, students and staff to name the problems and solutions. He said that the work ties to his research into media representation of race, ethnicity and identity.

An article by associate professor **Mike Conway** of Indiana University won the Best Article Award, an annual honor bestowed by [American Journalism](#) for excellent scholarship. Conway’s 2014 study, “The Origins of Television’s ‘Anchor Man’: Cronkite, Swayze, and Journalism Boundary Work,” is a comparative analysis of the role of the “anchor man” during the advent of television news in the United States.

## Publications

**Matthew C. Ehrlich**, professor of journalism at the University of Illinois at Urbana-Champaign, and Joe Saltz

## News and Notes

Continued from Page 19

**Matthew C. Ehrlich**, professor of journalism at the University of Illinois at Urbana-Champaign, and **Joe Saltzman**, professor of journalism and communication and director of the Image of the Journalist in Popular Culture have



recently published *Heroes and Scoundrels: The Image of the Journalist in Popular Culture* (University of Illinois Press, 2015). Drawing on portrayals of journalists in television, film, radio, novels, comics, plays, and other media, Ehrlich and Saltzman survey how popular media have depicted the journalism profession across time. They cover such fundamental issues as how pop culture mythologizes and demythologizes key

events in journalism history and how it confronts issues of race, gender, and sexual orientation on the job. The book is one part of the [IJPC multimedia project](#) of the Norman Lear Center at Annenberg School for Communication and Journalism at the University of Southern California.

Ehrlich, Matthew C. & Saltzman, Joe. *Heroes and Scoundrels: The Image of the Journalist in Popular Culture*. (University of Illinois, 2015). *At Home with Ernie Pyle*, written by **Owen V. Johnson**, associate professor emeritus at the Media School, Indiana University, is scheduled for publication by the Indiana University Press, January 5, 2016. *At Home with Ernie Pyle* celebrates Pyle's Indiana roots, gathering for the first time his writings about the state and its people. These stories preserve a vivid cultural memory of his time. In them, we discover the Ernie Pyle who was able to find a piece of home wherever he wandered. By focusing on his family and the lives of people in and from the Hoosier state, Pyle was able to create a multifaceted picture of the state as it slowly transformed from a mostly rural, agrarian society to a modern, industrial one. For more information on Pyle's legacy, follow [@PyleFootsteps](#) on Twitter.

- Johnson, Owen V.. *At Home with Ernie Pyle*. Indiana University Press, 2016.
- Paula Hunt**, doctoral candidate at the

Missouri School of Journalism, recently published "[Sybil Ludington, the Female Paul Revere: the Making of a Revolutionary War Heroine](#)," in the June 2015 issue of *New England Quarterly*. In it, Hunt examines a figure from America's past who has been remembered and celebrated for something she may not have done, and she considers the broad spectrum of audiences—from the NRA to *Ms. Magazine* — who have embraced her. In conjunction with its publication, Hunt spoke with Marla Miller of the University of Massachusetts, Amherst, for a [podcast](#) about Sybil Ludington, memory, and American history.

- Hunt, Paula, "Sybil Ludington, the Female Paul Revere: The Making

## USPS Research Prize Money

The United States Postal Service sponsors two biennial prizes for scholarly works on the history of the American postal system. Conference papers, theses, dissertations, or published works by students are eligible for a \$1,000 award; published works by faculty members, independent scholars, and public historians are eligible for a \$2,000 award. The next deadline is Dec. 1, 2015. For further details, see the web site for the Rita Lloyd Moroney Awards, <http://about.usps.com/who-we-are/postal-history/moroney-award.htm> or contact Richard Kielbowicz, Department of Communication, University of Washington, [kielbowi@uw.edu](mailto:kielbowi@uw.edu).

## Poster session winners



Indiana University's Mike Conway and his undergraduate student Allie Hitchcock won second place for their poster presentation on Frances Buss, "The Groundbreaking Career and Divergent Receptions of Television's First Female Director."



Wendy Melillo, of American University, won first place for her poster on "Exploring the Hero Archetype and Frontier Myth" of the Ad Council's 1961-70 advertising campaign for the Peace Corps.



Liz Atwood of Hood College took third place for her poster representation of her paper "Point Counterpoint: The Debate that Embodied a Decade," on the TV micro-arguments between James J. Kilpatrick and Shana Alexander.

# History Division co-hosts panels every which way



**Marcia Prior-Miller** of Iowa State University and **David Abrahamson** of Northwestern University confer after a Thursday morning research panel on “The Future of Magazine History,” co-sponsored with the Magazine Division. Prior-Miller and Abrahamson co-edited *The Routledge Handbook of Magazine Research: The Future of the Magazine Form* (June 2015), with essays by 39 authors, including other members of this panel **Berkley Hudson**, Missouri; **Lyn Lepre**, Marist; **Carolyn Kitch**, Temple; and **Abe Peck**, Northwestern.



**Earnest Perry** of Missouri speaks on the importance of teaching undergraduates to connect the current news headlines on race to the history of the Civil Rights Movement. He is flanked by Frances Ward-Johnson, Elon, left, and Cathy Jackson, Norfolk State, right on a Thursday morning research panel titled “Giving Voice: The Untold Stories from Selma to Montgomery,” co-sponsored by the Minorities and Communication Division.

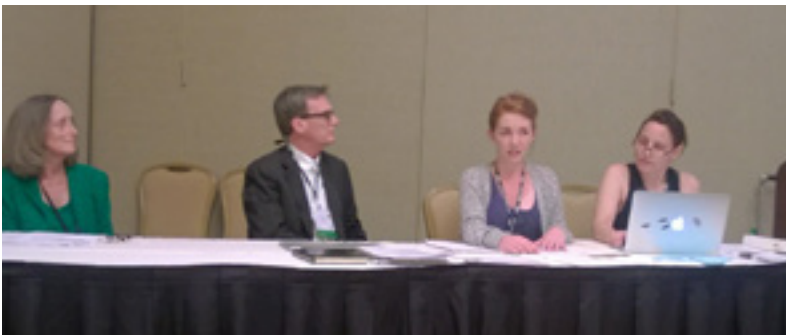


A research panel Thursday on the JHistory Interest Group, “Journalism, Disruption, and the Frontiers of Change,” brought together (left to right) panel moderator **David Mindich** of St. Michael’s, **Kathy Roberts Forde** of Massachusetts-Amherst, **John Pauly** of Marquette, and **Carolyn Kitch** and **Magda Konieczna**, both of Temple.

Arkansas State Professor **Gabriel B. Tait**, a former news photographer for the St. Louis Post-Dispatch, talked about the role of photojournalism in the Ferguson, MO, protests. The teaching panel on “News Coverage of Protests & Activism” was co-hosted by the Minority and Communication Division and moderated by Arkansas State’s **Lillie Mae Fears**, who completed her year as the History Division’s Professional Freedom & Responsibility chair.



Participants in the Friday research panel “Doing Recent History: The Place of the Recent Past in Media History” relax after the session. From left, **Katie Day Good** of Miami, moderator **Sid Bedingfield** of Minnesota, W. **Joseph Campbell** of American, and **Kathy Roberts Forde** of Massachusetts-Amherst. It was co-sponsored by the Graduate Student Interest Group.



Co-sponsored by the Visual Communication Division, a research panel on “Visualizing History with Historical Archives” featured, left to right, **Jane Kirtley**, media law professor at Minnesota; **Berkley Hudson** of Missouri; **Dana Potter**, and **Bettina Fabos**, both of Northern Iowa. Potter was the designer and Fabos the developer of Fortepan Iowa, a project of open-source chronologically arranged snapshots of everyday life in Iowa in the 19th and 20th centuries (right).



# Division's awards recognize best papers, articles and books



Matt Cecil's book, *Hoover's FBI and the Fourth Estate*, won the division's book award for the year. See an excerpt from the book starting on page 15.

John Ferré, head of the book award, presents the award to Matt Cecil. The minutes of the business meeting by Sweeney begin on page 3.



Rob Wells, a Ph.D. candidate at the University of Maryland, receives top student paper plaque from chair Kim Voss. A former business reporter, Wells won for his paper, "A Strong Sense of Outrage: The National Thrift News and the Savings and Loan Crisis."



Roger Mellen of New Mexico State University won second place among the top papers for his paper on "The Lee Family and Freedom of the Press in Virginia."



Stephen Bates of Nevada-Las Vegas receives third place award from incoming division chair Kim Voss for his paper "Assault on the Ivory Tower: Anti-Intellectualism in Coverage of the Hutchins Commission."



Victor Pickard of University of Pennsylvania speaks from the lectern on his paper, the first prize winner of the History Division's top papers, on a little-known media scholar, "Charles Siepmann: A Forgotten Pioneer of Critical Media Policy Research."

# Our San Francisco treat



A century after San Francisco dazzled the world with its 1915 Panama-Pacific International Exposition (proving it could recover in a jiffy from the earthquake of 1906), AEJMC returned to the city by the Bay for five gossamer August days and nights. A historic and hip city of contrasts, San Francisco will take you lumbering up steep streets in a tourist-jammed cable car or whisk you to the Mission District by BART. Homeless travelers find their way into the soaring Grace Cathedral, where well-heeled pilgrims cast eyes downward to walk the medieval labyrinth. On our last Saturday night, after a well-staged History Division annual meeting, we slipped out of the Marriott Marquis to party at a pool-and-beer bar called Jillian's SF for the 2nd Annual Joint History Division/Graduate Student Interest Group Social.



Grace Cathedral



Cable cars



Wendy Melillo, of American University, celebrates at Jillian's after winning first place in the division's poster session Saturday afternoon.



At Jillian's SF

## Who's keeping a digital record of all this stuff?

### A. The Internet Archive



Group outside



Yong Volz and Kathy Roberts Forde



Little Internet Archive employees



Peabody and Sherman with the Way Back Machine