

Breaking Baseball Barriers: The 1953–1954 Negro League and Expansion of Women’s Public Roles

By Tracy Everbach

Newspaper coverage of the first women to play men’s professional baseball is analyzed in this historical study. The three women: Toni Stone, Mamie “Peanut” Johnson, and Connie Morgan, played in the Negro League during 1953 and 1954. Coverage in an African-American newspaper and in mainstream white newspapers reveals that the African-American press portrayed the women as precedent-setters and heroines in their community, while the mainstream press virtually ignored the women ballplayers. Stone, Morgan, and Johnson, all skilled athletes, were able to play baseball with men because of their athletic skills, a willingness by the Negro League to take risks to boost attendance, and an increased public role taken by African-American women in the postwar period of the early 1950s.

Lisa Sergio's "Column of the Air": An Examination of the Gendered History of Radio (1940–1945)

By Stacy Spaulding

Before her death in 1989, World War II radio commentator Lisa Sergio professed that she never did women's programs. Yet at least one reference claimed her programs contained "information mainly of interest to women." These claims are investigated by examining the surviving scripts from the "Column of the Air," located in the Lisa Sergio Papers at Georgetown University. First, this study shows that Sergio never aimed her commentary specifically at men or women. Second, this study finds that Sergio began giving newscasts after the bombing of Pearl Harbor, underscoring that event's influence in setting aside gender norms. Third, this analysis finds that Sergio's program was sponsored, evidence of the commercial acceptance and public approval she received. Finally, this study argues that the disappearance of Sergio's life and achievements from the historical record is evidence of what has been called the "suppressed history of women in radio."

"Lisa Sergio filled her sustaining radio column with information mainly of interest to women."

*--Encyclopedia of American Radio, 2000*¹

"I've never believed in the division between men and women; we don't in Italy. ... I just didn't think that there was any purpose in doing programs for women, because programs for women in those days meant kitchen pointers or ... ridiculous things."

*--Lisa Sergio in Hard News: Women in Broadcast
Journalism, 1987*²

This Wicked World: Masculinities and the Portrayals of Sex, Crime, and Sports in the *National Police Gazette*, 1879–1906

By Guy Reel

For generations during the late nineteenth and early twentieth centuries, the National Police Gazette was a leading New York City men's tabloid magazine that celebrated scandal, crime, sex and sports. It used splashy woodcut illustrations to highlight various aspects of masculinities and challenges to masculinities, gaining large numbers of mostly male readers in taverns, barbershops and gambling halls. A content analysis of Gazette illustrations during this period demonstrates its evolving use of pictures of men and women in varying roles. The analysis showed that the Gazette's sexually suggestive portrayals remained remarkably consistent over the years; during the same period, depictions of sports increased, while crime illustrations decreased. The tabloid used such portrayals to highlight, decry and sensationalize the reactions of men and women to the vices of Victorian America.

“Scrupulous Integrity and Moderation”: The First International Organization for Journalists and the Promotion of Professional Behavior, 1894–1914

By Ulf Jonas Bjork

This study discusses how the world’s first international journalism association, the International Congress of the Press, sought to promote professional behavior among its members during that organization’s most active years, from 1894 to 1914. While the tangible results of the association’s efforts were meager, the debates and initiatives surrounding the issue of proper journalistic behavior provide a unique perspective on international standards for journalists 100 years ago. Among the most ambitious proposals of ICP members was an international tribunal that would seek to impose moderation and dignity in press polemics. It was never realized, however, due to changing international perceptions of the overall purpose of newspapers.

An Historical Analysis of Journalists' Attitudes Toward Advertisers and Advertising's Influence

By Denise E. DeLorme and Fred Fedler

Journalists often seem to have contradictory attitudes toward advertisers and advertising's influence. The relationship is necessary but complicated and no studies have investigated its historic roots. Thus, this article explores the perspective of "journalism's early insiders," through an historical analysis of autobiographies, biographies, and magazine articles written by and about early U.S. newspaper reporters and editors. Results reveal eight interrelated factors contributing to the origins of these attitudes. The article concludes with implications and future research recommendations.

The Grudging Emergence of American Journalism's Classic Editorial: New Details About "Is There A Santa Claus?"

By W. Joseph Campbell

This article presents fresh insights into American journalism's best-known editorial—the New York Sun's lyrical "Is There A Santa Claus?" The common view that the editorial was an immediate success and that the Sun reprinted it every year at Christmastime until the newspaper folded in 1950 is inaccurate. The Sun in fact was slow to embrace "Is There A Santa Claus?" and resisted reprinting the editorial in the years immediately after its first appearance in 1897. The Sun's reluctant embrace of "Is There A Santa Claus?" likely stemmed from the newspaper's disinclination to promote its journalists as stars or celebrities.

The editorial's odd timing—it was published three months before Christmas—is best explained by the excitement of the girl whose letter of inquiry prompted the Sun's editorial. She said years after publication that, as a child, she began wondering at her birthday in July what gifts she would receive at Christmas.

A more precise understanding of the origins and emergence of "Is There A Santa Claus?" is important for several reasons. A fuller appreciation of the editorial's emergence offers a reminder that newspaper editors are not always as perceptive as readers in identifying and calling attention to the best in journalism. Repeatedly over the years, readers asked the Sun to reprint the editorial; ultimately, the Sun relented. Clarifying the lingering questions about the classic editorial also underscores the importance of treating cautiously accepted wisdom about fin-de-siècle American journalism. Recent scholarship has demonstrated how understanding of that period has been distorted by myth and imprecision.

“The Soldier Speaks”:*Yank* Coverage of Women and Wartime Work

By Barbara Friedman

During World War II, the U.S. government undertook a massive propaganda effort to alter public perceptions of working women, as critics charged their employment was a threat to the social fabric of American society, and an obstacle to job-seeking veterans. Mass media was the arbiter of public opinion, and while much of the commentary was offered on behalf of enlisted men, soldiers' opinions were rarely represented. This study considers the ways that Yank, a World War II-era armed services weekly, depicted women's wartime employment at a time when public sentiment was strongly opposed to it. How did Yank convey soldiers' attitudes on the subject, and how might its content have fit into a larger propaganda effort aimed at recruiting women for industrial work while instructing them to maintain their femininity? The study finds that while women figured significantly in the pages of the journal, Yank made women's work a “non-issue” for soldiers. The topic was given short shrift in nearly every part of the journal: letters to the editor, news from the homefront and feature articles, for example. When it did broach the subject, Yank suggested a return to pre-war gender roles was inevitable.

Bo's'n's Whistle:
Representing “Rosie the Riveter” on the Job

By Jane Marcellus

When the United States entered World War II, industrialist Henry J. Kaiser built three large shipyards on the Columbia River at Portland, Oregon, and nearby Vancouver, Washington. Like similar plants across America, the Kaiser shipyards employed a high number of female workers—collectively known as “Rosie the Riveter.” Kaiser also published a magazine for shipyard workers, Bo's'n's Whistle—an early example of an in-house employee publication. This article looks at the portrayal of female workers in this industrial magazine. While many researchers have examined mainstream media efforts to recruit women for wartime work, none have looked at how they were portrayed while on the job in a publication put out by the industry itself. The article argues that framing women in sexual language and as oddities on male turf may have been aimed at boosting male workers' morale and that it ultimately furthered the goals of mainstream propaganda urging women to become housewives at war's end.

An American Journalist in the Role of Partisan – Dickey Chapelle’s Coverage of the Algerian War

By Sheila Webb

This article argues that photojournalist Dickey Chapelle’s coverage of the Algerian War in 1957 was unique in American coverage of the conflict. The work of Chapelle prefigured the more engaged photography of the 1960s and thus served as a bridge in photographic practice between that later period and the style prevalent during the late 1930s. Unlike other reporters, Chapelle became a partisan of the FLN, viewed her work as a chance to further its cause, identified strongly with the Algerian rebels, and chose to present them sympathetically. Often the sole woman in the field of war correspondent, her automatic role as outsider helps explain her point of view.

Based on a content analysis of 160 articles, this study identifies the common themes in American coverage of the Algerian War. Edward Said’s concept of how the Occident framed the Orient as “other” provides an interpretive frame for understanding the American coverage of the conflict. Chapelle departed from the common discourse; in Erving Goffman’s terms, her photographs became a collaboration between her and the rebels. The photographs and copy she produced in the Algerian Hills in 1957 offered a fresh discourse in style, approach and visuals.

Building Resentment: How the Alabama Press Prepared the Ground for *New York Times v. Sullivan*

By Doug Cumming

The 1964 Supreme Court case of New York Times v. Sullivan, which gave American news organizations strong protection against libel suits from public officials, grew out of the civil rights turmoil in the Deep South. One aspect of that background was the simmering resentment that white Southerners had long felt toward outsiders who passed judgment on the South in racial matters. This sore spot in the Southern psyche became a specialty for certain editors in the 1950s, such as Grover C. Hall Jr., of the Montgomery Advertiser. Hall's editorial campaign against the "hypocrisy" of outside coverage of the South's racial troubles is examined here as part of the context out of which the Sullivan case emerged. The paper looks at how built-up resentment exploded when the sit-in movement of 1960 triggered a series of events in Montgomery that led Police Commissioner L.B. Sullivan to file his \$500,000 libel suit against the Times. It argues that the theme of Southern editorial resentment against "Yankee" coverage helped shape the way the Alabama courts favored Sullivan, which, conversely, helped push the Supreme Court toward a resounding, unanimous ruling against Alabama.

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Covering a Two-Front War: Three African American Correspondents During World War II

By Jinx Coleman Broussard and John Maxwell Hamilton

This article examines the largely unrecognized area of African American foreign correspondence during World War II, and it looks at local reporting about the conflict in order to ascertain how the black press framed the war. The Norfolk Journal and Guide, one of the most respected African American newspapers of the time, sent three journalists overseas to cover the war. This article provides a comprehensive textual analysis of editorials and articles in selected issues of the Journal and Guide between 1940 and September 1945 in order to ascertain how the newspaper framed the conflict. Findings indicate that the contributions and perspectives of the newspaper and its war correspondents reflected the intense African American domestic struggle for recognition, inclusion, and equal rights. In this two-front war, coverage chronicled discrimination against as well as contributions of African Americans, a reporting that used many of the techniques of establishment journalism but was driven by a different agenda. The study suggests the existence of a richly nuanced field of study, foreign reporting by non-establishment journalists.

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Reconnecting With the Body Politic: Toward Disconnecting Muckrakers and Public Journalists

By Frank E. Fee, Jr.

In the early 1900s, muckrakers unleashed aggressive journalism seeking better government for citizens, and themes inherent in their work and motivation continue to echo in modern journalism. At century's end, public journalists likewise adopted activist roles to remedy political and social malaise. Although public journalists proclaimed theirs a unique approach to journalism, some scholars link muckraking and public journalism. This paper argues that despite commonalities, the two movements differ in fundamental and largely unexplored ways.

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Creating the Kitchen Patriot: Media Promotion of Food Rationing and Nutrition Campaigns on the American Home Front During World War II

By Mei-ling Yang

This study examines media responses to two important food rationing orders introduced by the Roosevelt administration in the spring of 1943 and subsequent drives for nutrition awareness as part of the nation's war effort. The analysis of news reports, advertising campaigns, trade publications and propaganda strategies shows the media's instrumental role in mobilizing civilian support for the wartime government's food initiatives. Focusing on women as their target audience, news, advertising and propaganda worked in tandem to help condition Americans to changes in food consumption and preparation. The study suggests the political significance of women's pages, an overlooked genre of news where the kitchen patriot emerged as a prominent role model for American women.

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A Missing Link in the History of American War Correspondents: James Morgan Bradford and *The Time Piece* of St. Francisville, Louisiana

By Karen M. Rowley and John Maxwell Hamilton

James Morgan Bradford, publisher and editor of a tiny nineteenth-century newspaper in St. Francisville, Louisiana, filed an account of the Battle of New Orleans for that paper, The Time Piece, in January 1815, more than thirty years before George Wilkins Kendall sent back his reports on the Mexican War to the Picayune in New Orleans. A careful examination of early war correspondents and the characteristics they exhibited, along with a study of Bradford's actual report from the battlefield, shows Bradford fits the model of a war correspondent and can lay claim to being one of the first—if not the first—modern war correspondents. In addition, Bradford's accomplishment can be placed within the larger context of journalism because it also represents the beginning of the transition to timely, firsthand, fact-based reporting.

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Opposite Extremes: How Two Editors Portrayed a Civil War Atrocity

By Sonny Rhodes

The Battle of Poison Spring was one of the greatest Confederate successes of the Civil War in Arkansas. On the other hand, it was one of the greatest Confederate excesses in the state. One historian has referred to the battle as the Poison Spring Massacre, the "worst war crime ever committed on Arkansas soil." This article examines how two Arkansas newspapers covered the incident. One newspaper, the fledgling Fort Smith New Era, was pro-Union. The other newspaper, the Washington Telegraph, was pro-Confederacy. These newspapers are notable because the New Era, represented a strong Republican voice in Arkansas during the last two years of the Civil War and for 20 years thereafter, while the Telegraph was, by the time of the battle, the voice of Confederate Arkansas. Examining these newspapers' coverage provides an opportunity to compare how the same event was reported from sharply contrasting perspectives and to add to the body of scholarly research devoted to journalism as practiced in Arkansas during the Civil War. Compared with research about newspapers elsewhere in the Confederacy, research on Arkansas newspapers during this era has been relatively scant.

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From Barbarian Farmers to Yeoman Consumers: Curtis Publishing Company and the Search for Rural America, 1910–1930

By Douglas B. Ward

This article argues that rural America became an increasingly important focal point for marketers and advertisers in the early twentieth century even as the United States was becoming increasingly urban. It focuses on Curtis Publishing Company, the publisher of the Saturday Evening Post and the Ladies' Home Journal, and looks at how Curtis and others in the advertising world saw the farm market as crucial to creating a truly national marketplace as a consumer economy in the United States began to expand rapidly. It examines the rise of Curtis's farm magazine, Country Gentleman, and looks at how Curtis, especially, took the nineteenth-century symbol of the yeoman farmer and recast it in terms of consumption. In doing so, it created an idealistic image of a new class of consumers, an image that urban advertisers easily understood and willingly bought.

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The Chilling Effect of Politics: CBS News and Documentaries During the Fin-Syn Debate in the Reagan Years

By Thomas A. Mascaro

This study considers the controversy involving the CBS Reports documentary, "The Uncounted Enemy: A Vietnam Deception," not as a legal, ethical, or historical topic, as typically treated in the literature, but as a factor in the political battle over the repeal of the Financial Interest and Syndication Rules during the 1980s. It also explores how network news in the mid-1980s was affected by politics. Using historical-critical method, and incorporating evidence embedded within CBS annual reports, this article illuminates the impact of news and documentary coverage of the period on the political climate and the resultant effect on regulation of the networks. The findings show that the importance of "economics" in network decision-making, which eclipsed "public service" in the 1980s, became determinative because of a change in political philosophy in government. The outcome forged a watershed in journalism history, dividing the time in which a vigorous news division protected corporate profits on the entertainment side of the business from a time in which network news and documentaries became a direct threat to corporate health.

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