

That is Good to Think of These Days: The Campaign by Hearst Newspapers to Promote Addition of “Under God” to the Pledge of Allegiance

By Ronald Bishop

At issue in this article is the historical precedent for the actions of journalists in their treatment of Michael Newdow, whose constitutional challenge to the Pledge of Allegiance gained national prominence in 2002. In 1954, the Hearst Newspaper chain, with able support from the Knights of Columbus, the nation's largest Catholic fraternal organization, mounted a national campaign in support of efforts to add the words “under God” to the Pledge. Reporters for Hearst's newspapers put aside the journalistic convention of objectivity to openly promote patriotism in the face of the largely imagined threat posed by Communism. The exploration of this effort is based on a close reading of the articles and editorials written by Hearst reporters, in particular those who worked for the New York Journal-American. Also included in the analysis are news stories crafted about the Pledge revision by reporters for some of the nation's most respected news organizations, including CBS and the New York Times. The theoretical foundation for this historical journey comes from application of the “guard dog” function of reporting developed by Donahue, Tichenor, and Olien. By repeatedly mentioning its role in creating the Pledge amendment drive, Hearst Newspapers made itself an essential part of the Pledge story. Hearst reporters provided a stage for public officials to enact a communication strategy de-

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Media Coverage and a Federal Grand Jury: Publication of the Secret Watergate Transcripts (1973)

By Mark Feldstein

Although scholarship about press coverage of the Watergate scandal has mostly been viewed through a journalistic frame—focused on debate about the true role of investigative reporters in precipitating President Richard Nixon's resignation—a more apt frame may be a legal one involving the clash between the media's First Amendment rights and the judiciary's Sixth Amendment responsibilities. As the Nixon administration attempted to cover up its crimes from the federal grand jury investigating the scandal, journalists tried to expose that wrongdoing by revealing confidential grand jury evidence. This article focuses on the single most extensive leak of secret grand jury information to the press during Watergate: syndicated columnist Jack Anderson's publication of verbatim grand jury transcripts of sworn witness testimony in April of 1973. Using oral history interviews and documents released after appeals under the Freedom of Information Act, the author reconstructs and analyzes a little-known but dramatic chapter in journalism history that continues to have relevance today.

The role of the news media in uncovering the Watergate scandal has become as much folklore as fact. A generation after President Richard Nixon's forced resignation, journalists continue to invoke the legacy of Watergate as their bright, shining moment in American history. "A mythology of the press in Watergate developed into a significant national myth," sociologist Michael Schudson observed, "a story that independently carries on a memory of Watergate even as details about what Nixon did or did not do fade away." According to this folklore, a vigilant watchdog news

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Betty Werlein Carter, A Writer in Her Own Regard

By Rebekah Ray

During her almost sixty years as a twentieth-century journalist, Betty Werlein Carter received several honors for her role as a civil rights activist and as a civic leader, although few sources have acknowledged her importance as a member of the press. Her career as a writer has been overshadowed by that of her acclaimed husband, Hodding Carter Jr., and her two journalist sons, Hodding, III and Philip. As a communicator, Betty Carter worked as a journalist, public relations practitioner, editor, civil rights advocate, feature and travel writer, hostess to numerous national and international personalities, and newspaper publisher. Yet, she did her most noteworthy work apart from her husband during World War II. This article records several of her journalistic endeavors.

“Mother told me to write and tell you that we are all very glad that you are coming and we will look forward to meeting you with pleasure. We are all so brown that I don’t think you will know us,” conveyed Betty Werlein in a neatly penciled note to a family friend in 1918.¹ A gracious hostess even at age 8, Betty Werlein Carter would mature into a journalist, public relations practitioner, editor, civil rights advocate, feature and travel writer, hostess to numerous national and international personalities, and newspaper publisher. Along the way, she would marry future Pulitzer-prize winning journalist Hodding Carter Jr. and mother their three sons, two of whom, Hodding III and Philip, would become journalists in their own regard.²

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They Had a Satellite and They Knew How to Use It: How Donna Allen Led Women to the Forefront of the Technological Revolution in Communication

By Danna Walker

Donna Allen, founder of the Women's Institute for Freedom of the Press, and other women, weary of the lack of coverage by U.S. media of women's issues, undertook a project to circumvent the mass media by using the most cutting-edge technology available —satellites. They set out to prove that women could win their war with the nation's predominantly male editors and news directors, and that they didn't need the editors' or news directors' blessing as agenda setters to do it. Beginning in the 1970s, they began working to set up two international teleconferences as part of the global feminist movement and as part of the first movement of citizens to use satellite technology. This research reveals how developments in technology, changes in public policy, and evolving societal and political attitudes provided the opportunity for those whose voices were thwarted by the traditional media structure to nevertheless participate in an international communication network. It describes a seminal effort by women to challenge mainstream media power and discourse, and to use technology to take the lead in decision-making on women's issues globally. It presents evidence establishing women as early adopters of communication technology and situates them at the forefront of the current critique of the corporate media structure in the United States.

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Formal Recognition of the Problem - 1975

In January 1975, the National Commission on the Observance of International Women's Year was established by executive order of the U.S. president, and among its top

E. H. Heinrichs: Profile of a Founding Practitioner

By Tim Ziaukas

A German immigrant who worked in journalism in Pittsburgh at the height of the Gilded Age played an important, yet largely undocumented, role in the early history of public relations. While E. H. Heinrichs has been cited in a few histories of public relations and in a number of college textbooks, this article is the first to profile at length the acknowledged founding practitioner of corporate public relations. Heinrichs, the first person to be hired by a corporation to coordinate its communications, played a role in “the battle of the currents,” the propaganda war waged between Heinrichs’s ultimately successful client, George Westinghouse, who proposed alternating current (AC), and Thomas Alva Edison, who supported direct current (DC), to determine the method by which the world would receive electricity.

When inventor George Westinghouse hired E. H. Heinrichs to coordinate communications for Westinghouse Electric Company in 1889, history was not on either of their minds. Westinghouse was under siege, engaged with Thomas Edison in “a macabre chapter in the history of marketing techniques.”¹ What was at stake was the future of the industrial revolution, in general, and the means by which electricity would be delivered to home, offices, factories and farms, in particular. This archetypal showdown between the two most eminent inventors in America² at the dawn of the industrial age came to be called “the battle of the currents” and created the impetus that hastened the emergence of public rela-

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