

The
UNIVERSITY OF MISSOURI
Bulletin

Kappa Tau Alpha
Research Awards

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**KAPPA TAU ALPHA
RESEARCH AWARDS**



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1944 to 1947



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Kappa Tau Alpha Chapters

(In the Order of Establishment)

University of Missouri, Columbia, Missouri.

University of Illinois, Urbana, Illinois.

West Virginia University, Morgantown, West Virginia.

University of Kentucky, Lexington, Kentucky.

University of Michigan, Ann Arbor, Michigan.

Butler University, Indianapolis, Indiana.

University of Georgia, Athens, Georgia.

Tulane University, New Orleans, Louisiana.

Marquette University, Milwaukee, Wisconsin.

New York University, New York City.

Ohio University, Athens, Ohio.

Louisiana State University, Baton Rouge, Louisiana

Boston University, Boston, Massachusetts.

University of Colorado, Boulder, Colorado.

Ohio State University, Columbus, Ohio.

State University of Iowa, Iowa City, Iowa.

University of Nevada, Reno, Nevada.

Rutgers University, New Brunswick, New Jersey.

University of Washington, Seattle, Washington.

University of Nebraska, Lincoln, Nebraska.

University of Minnesota, Minneapolis, Minnesota.

Kappa Tau Alpha History

Kappa Tau Alpha was founded at the University of Missouri, March 10, 1910, by a group of honor students in Journalism. These young people believed that devotion to high standards and professional conduct in their chosen field might be promoted by an organization which would bring together in a single honor society students who had achieved high standing in the leading schools and departments of Journalism.

The Greek letters which form the name of the society stand for the initial of *Knowledge, Truth, Accuracy*—words which epitomize the aims and ideals of the Society.

The Illinois chapter was founded in 1925. Missouri and Illinois then joined in plans for the nationalization of the Society, which was accomplished in 1931. National offices are in Jay H. Neff Hall, University of Missouri.

The Research Award

The Research Award was established by Kappa Tau Alpha in 1944. It is bestowed annually upon the book which, in the opinion of the judges, represents the best scholarly research in the field of journalism published during the year for which the award is made.

While nominations are welcomed, the judges make their own independent investigation of the literature currently published in the field.

The award consists of One Hundred Dollars in cash and a suitable engrossed certificate.

The awards made for 1944, 1945, 1946, and 1947 are described in the following pages.



Thomas E. Dabney

1944

Thomas E. Dabney

Kappa Tau Alpha gave its first award for printed research in Journalism to Mr. Thomas E. Dabney for his book

“One Hundred Great Years: A History of the New Orleans Times-Picayune”

The presentation in behalf of all chapters of Kappa Tau Alpha in schools of journalism was made at the May 10, 1945, session of Journalism Week, annual newspaper conference on the Missouri campus.

The colorful New Mexico editor began his work on the history of the *Times-Picayune* while working as a reporter on a centennial issue of the New Orleans newspaper. He completed the book after becoming editor of the Socorro (New Mexico) *Chieftain*.



Neil Borden

1945

Neil Borden

The 1945 research award of Kappa Tau Alpha went to Professor Neil Borden of Harvard University for his part in producing and publishing

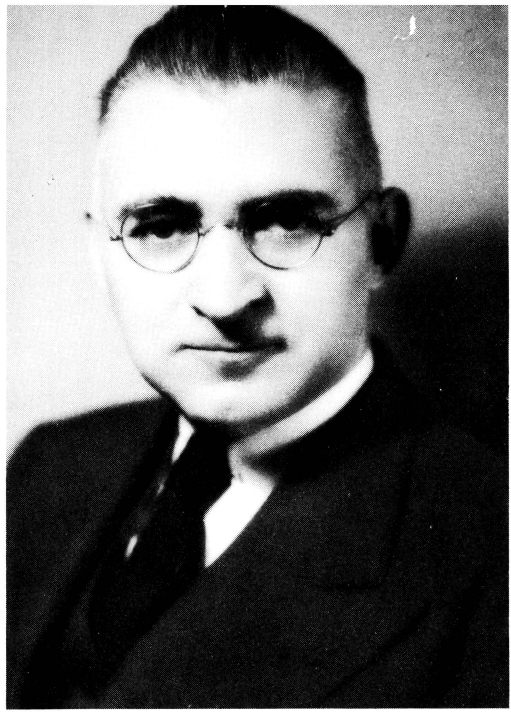
“National Advertising in Newspapers”

of which he is co-author along with Professor Malcolm Taylor, University of North Carolina, and Professor Howard T. Hovde, University of Pennsylvania. The book contains the results of extensive research into the attitudes of national advertisers and their agencies toward newspapers, as well as a systematic analysis of newspaper advertising selling methods. Newspaper executives consider it an outstanding contribution to the advertising field.

This award was made at the annual Newspaper Conferences of the School of Journalism, University of Illinois.



Bruce Lannes Smith



Harold D. Lasswell



Ralph D. Casey

1946

Bruce Lannes Smith

Harold D. Lasswell

Ralph D. Casey

The award in 1946 went jointly to Professors Bruce Lannes Smith, Harold D. Lasswell, and Ralph D. Casey for their

**“Propaganda, Communications, and
Public Opinion: A Comprehensive
Reference Guide”**

In addition to the 2,558 titles in the bibliography, the work contains four major essays by the authors. Present-day trends in press and radio communications, leadership traits, content analysis, and public opinion measurement are carefully summarized.



Clarence S. Brigham

1947

Clarence S. Brigham

The judges in 1947 selected the Clarence S. Brigham's 2-volume work entitled

"History and Bibliography of American Newspapers. 1690-1920"

for the Kappa Tau Alpha Award.

Dr. Brigham, a member of the staff of the American Antiquarian Society, compiled information relating to 2,120 different newspapers published over a 130-year period in 30 states.

These volumes will give future researchers a wide variety of information concerning early American newspapers. The newspapers are listed alphabetically by states, along with founding data, changes in names and publisherships, as well as lists and locations of existing files.

Presentation of the award to Dr. Brigham was made at the May 6, 1948, session of Journalism Week at the University of Missouri.

