

University of Missouri - Columbia
BULLETIN
200
BOOKS
on
American
Journalism

AN
AASDJ
CONSENSUS
LIST

Compiled by
William H. Taft
School of Journalism
University of Missouri
March 28, 1969



BULLETIN

UNIVERSITY OF MISSOURI - COLUMBIA

Volume 70 Number 9 March 28, 1969 Journalism 1969 Series Number 177

Sam B. Shirky, *Consultant*, Technical Education Services
Louise H. Stephens, *Editor*

Published by the *Bulletin* Editor's Office, 206 S Technical Education Services, 417 South Fifth Street, Columbia, Missouri 65201. Issued monthly as follows: four times in March, April, August, September, October, and November; three times in January and May; twice in February, June, and July; once during December. Second-class postage paid at Columbia, Missouri.

FOREWORD

For more than thirty years, Dean Frank Luther Mott prepared annotated lists of books on journalism for the use of students, teachers, and libraries. His last list appeared in 1959, prepared with the cooperation of faculty members of the American Association of Schools and Departments of Journalism.

Originally planning to include 100 books, Dean Mott received so many suggestions for titles that he expanded the listing to 200 publications.

We again have called upon the faculties of AASDJ schools for suggestions of worthy titles that might be confined to this listing of 200 publications. More than 100 faculty members have assisted with the project.

Certainly this expression of interest and cooperation contributes importantly to the representativeness of these titles as important and useful books in journalism education. To all those who assisted, we offer our most grateful appreciation.

The School of Journalism is glad to issue this publication for free distribution as a bulletin in its Journalism Series.

Earl F. English
Dean
School of Journalism
University of Missouri

INTRODUCTION

The difficulty involved in selecting 200 books on American journalism becomes more acute with each succeeding issue of this booklet. As the late Dean Frank Luther Mott pointed out in starting this series, "no two readers ever agree on the best ten or fifty or hundred or thousand books. Indeed, no maker of such lists is likely to agree with himself when a year or so elapses between two such compilations."

Several changes have been made in this edition. Out-of-print books have been removed from the basic list. However, to recognize their importance to the librarian and the serious collector, they have been listed in the back.

A few last-minute choices have been added. These are books that have come to the attention of the selection committee for the annual Mott-Kappa Tau Alpha Research Award in Journalism. Such books obviously will become significant in the years ahead.

Although no effort is made here to indicate available paperback editions, the purchaser should doublecheck on these. More and more such editions are now available for journalism students.

Several divisional titles have been changed, following recommendations from some AASDJ faculty members.

Annotations do not attempt evaluation of the books. Rather, they are provided to inform readers more about the contents and the possible use of the books. These comments come from book reviews and from comments by teachers recommending their listing here.

Thanks again to the many faculty members of the AASDJ schools who participated in this choice. Unfortunately, we were not able to include all of your recommendations, but we hope we have a representative selection.

William H. Taft
Professor of Journalism
University of Missouri

Advertising, and Media Management

BACKMAN, JULES. *Advertising and Competition*. 1967. New York University Press.

Discusses story of advertising in the economy, noting its role in encouraging competition, etc.

BARTON, ROGER. *Media in Advertising*. 1964. McGraw-Hill.

Insight provided into how to select best media for a specific message. International advertising discussed. See also Barton's *Advertising Agency Operations and Management* (1955) McGraw-Hill.

BOYD, HARPER W., JR., VERNON FRYBURGER and RALPH WESTFALL. *Cases in Advertising Management*. 1964. McGraw-Hill

Includes "71 instances of advertising management's disposition of its problems, most of the subjects being manufacturers." This book is "compactly and economically worded."

BURTON, PHILIP W. and G. BOWMAN KREER. *Advertising Copywriting*. 1962. Prentice-Hall

Retail, fashion, direct mail, mail order, television and radio areas are covered in this revised edition. See also Clyde Bedell, *How to Write Advertising That Sells* (1952) McGraw-Hill.

CRAWFORD, JOHN W. *Advertising: Communications for Management*. 1965. Allyn & Bacon.

"An analysis of the essentials necessary for the making of sound advertising decisions at the management level," in this second edition which has changed format and typography.

DUNN, S. WATSON, ed. *International Handbook of Advertising*. 1964. McGraw-Hill.

Some 76 experts present their ideas about the international field, media markets, copy, agency, etc. See also Dunn's *Advertising, Its Role in Modern Marketing* (1969) Holt, Rinehart and Winston.

KLEPPER, OTTO. *Advertising Procedure*. 1966. Prentice-Hall.
1960. Iowa State University Press.

This fifth edition of a basic advertising text continues to be a favorite of many teachers. Entire book rewritten since 1950 edition.

MANDELL, MAURICE I. *Advertising*. 1968. Prentice-Hall

An introductory overview of advertising for potential professional advertisers and managers. The industry is discussed, with case studies widely used.

MILLER, GEORGE L. *Copy - The Core of Advertising*. 1963. Dover.

Writer is better known for his articles under the name of Aesop Glim, who in 1961 wrote *How Advertising Is Written - and Why*.

MAYER, MARTIN. *Madison Avenue U.S.A.* 1958. Harper and Row. 1963 Pocket Books Inc.

Considered an unbiased view of the advertising business, with a good look into New York agency offices. Recommended for new employees by many agencies.

RUCKER, FRANK W. and HERBERT WILLIAMS. *Newspaper Organization and Management.* 1969. Iowa State University Press.

A third edition of a book that has an "orderly presentation of theory and practice, with copious illustrative material."

RUCKER, FRANK W. and BERT STOLPE. *Tested Newspaper Promotion.* 1960. Iowa State University Press.

More than 450 awards for excellence are reviewed, together with some 100 promotional ideas for both daily and weekly newspapers.

SANDAGE, CHARLES H. VERNON FRYBURGER. *Advertising Theory and Practice.* 1967. Irwin.

This seventh edition of a book long a leader in its field has "significant improvements . . . in treatment of testing advertising effectiveness." See their collection of articles in *The Role of Advertising, a Book of Readings* (1960) Irwin.

WALES, HUGH G., DWIGHT GENTRY and MAX WALES. *Advertising Copy, Layout and Typography.* 1958. Ronald.

Called one of the "easiest copy books to read and understand," providing assistance from conception to completion.

WRIGHT, JOHN S. and DANIEL S. WARNER. *Advertising.* 1966. McGraw-Hill.

Considered a "thoughtful contribution to the field," well illustrated, this edition updates the earlier volume. See also their book, *Speaking of Advertising* (1963) McGraw-Hill.

(For a fuller list of advertising books see *100 Books on Advertising*, Ninth edition, 1969, edited by Prof. Robert Haverfield, University of Missouri.)

Appraisals and Analyses

CASEY, RALPH D., eds. *The Press in Perspective.* 1963. Louisiana State University Press.

Addresses given at the University of Minnesota since 1947 under the sponsorship of the Newspaper Guild of the Twin Cities have been collected here.

CATER, DOUGLASS. *The Fourth Branch of Government.* 1959. Houghton Mifflin.

"A brilliant book . . . presents insightful theory so deftly that the reader is hardly aware of the author's probing" as Cater reviews the role of the press. See also *Cater Power in Washington* (1964).

GERALD, J. EDWARD. *The Social Responsibility of the Press*. 1963 University of Minnesota Press.

This is an useful analysis of the difficulties encountered in the newspapers' failure to adequately inform the people to help them cope with today's problems.

GROSS, GERALD, ed. *The Responsibility of the Press*. 1966. Fleet.

Thirty-one contributors discuss newspapers, magazines, books, television, radio, motion pictures and advertising. Many codes are included.

HOHENBERG, JOHN. *The News Media*. 1968. Holt, Rinehart and Winston.

Here a journalist "Looks at his profession," noting its growth, manners and morals, as well as its role in shaping public opinion.

LIEBLING, A. J. *The Press*. 1964. Ballantine Books.

A revised edition of a widely-read collection of articles by the "Wayward Pressman," which appeared in *The New Yorker*.

MACDOUGALL, CURTIS D. *The Press and Its Problems*. 1964. Wm. C. Brown Co.

MacDougall studies the problems, criticisms, pressures, and challenges encountered by the reporter, editor and publisher.

PETERSON, THEODORE, JAY W. JENSON and WILLIAM L. RIVERS. *The Mass Media and Modern Society*, 1965 Holt, Rinehart and Winston.

These authors review how and why media of communication operates in American society in a critical study.

RESTON, JAMES. *The Artillery of the Press*. 1967. Harper and Row.

A book based on Reston's lectures that concern the press' influence on American foreign policy. Reston fans will enjoy his *Sketches in the Sand* (1967), a collection of his best columns and short writings.

RUCKER, BRYCE W. *The First Freedom*. 1968. Southern Illinois University Press.

In a completely new version of Morris Ernst's book written in 1946, Rucker reviews the threat of news monopolies, problems of FCC operations, and other major economic and political problems involving American journalism.

SIEBERT, FREDRICK, THEODORE PETERSON and WILBUR SCHRAMM. *Four Theories of the Press*. 1956. University of Illinois Press.

The authoritarian, libertarian, socially responsible, and soviet-communist theories of the functions of the press are presented historically, descriptively, and critically.

Biography

BECKER, STEPHEN. *Marshall Field III*. 1964. Simon and Schuster.

Field's career in newspapers from his early association with PM to ownership of the Chicago *Sun*, *Times*, and *Daily News* is traced against the family and community background.

FRANKLIN, BENJAMIN. *Autobiography*. (Many editions)

A classic that should be well known to all Americans. Many consider Van Doren's one-volume account the best about Franklin.

HIXON, RICHARD F. *Isaac Collins, A Quaker Printer in 18th Century America*. 1968. Rutgers University Press.

For some half century Collins was a printer, publisher, editor and bookseller in the New York-New Jersey area. An informative biography.

JUERGENS, GEORGE. *Joseph Pulitzer and the New York World*. 1966. Princeton University Press.

This book studies Pulitzer's sensationalism, increased use of illustrations, separate sports staff, women's pages, and other innovations on the *World*, starting in 1883.

KNIGHT, OLIVER, ed. *I Protest: Selected Disquisitions of E. W. Scripps*. 1966. University of Wisconsin Press.

In addition to the editing of the disquisitions, Knight has provided a fine portrait of Scripps in his introductory remarks. More than another anthology.

KOBLER, JOHN. *Luce*. 1968. Doubleday.

An interesting account of Luce. For a fuller account of Luce and Time Inc., one should read Robert T. Elson, *Time Inc.*, (1968) Atheneum. This volume covers the period 1923-1941.

KROCK, ARTHUR. *60 Years on the Firing Line*. 1968. Funk and Wagnall.

A famed Washington correspondent for the *New York Times* recalls his career in reporting presidents and the men who moved those administrations.

MINER, WARD L. *William Goddard, Newspaperman*. 1962. Duke University Press.

A definite contribution to the history of pre-Revolutionary journalism, Miner's work relates the background of Goddard, his mother and sister in journalism.

MORRISON, JOSEPH L. *Josephus Daniel: The Small-d Democrat*. 1966. University of North Carolina Press.

Considerable data from unrestricted use of personal papers of Daniels provide an interesting, reflective biography of N. C. publisher. See also his W. J. Cash: *Southern Prophet* (1963) Knopf.

RAMMELKAMP, JULIAN. *Pulitzer's Post-Dispatch 1878-1883*. 1966. Princeton University Press.

The formative years in Pulitzer's career are reviewed in depth with an interesting look at the editor as he developed his crusading style in St. Louis.

SWANBERG, W. A. *Citizen Hearst*. 1961. Charles Scribner's Son.

In writing this best seller, Swanberg encountered a "conspiracy of silence" among those who knew Hearst. Detailed account of his career with Hearst's ultimate place in history undetermined.

SWANBERG, W. A. *Pulitzer*. 1967. Charles Scribner's Son.

Although not a definitive book, this does place Pulitzer in better perspective. While Juergens and Rammelkamp provide the details, Swanberg provides the highlights.

THOMAS, JOHN L. *The Liberator, William Lloyd Garrison*. 1963. Little, Brown.

The founder and chief prophet of the abolitionist crusade began his paper, the *Liberator*, in 1831. His career is traced here.

VAN DEUSEN, GLYNDON. *Horace Greeley, Nineteenth Century Crusader*. 1953. University of Pennsylvania Press.

A scholarly and well considered study of the life, opinions, and leadership of Greeley. Other books on Greeley include those by William H. Hale (1950), Parton (1855), Seitz (1926), and Greeley's *Recollections of a Busy Life* (1868). In 1964, Charles T. Duncan edited *An Overland Journey From New York to San Francisco in the Summer of 1859*.

WALDROP, FRANK C. *McCormick of Chicago: An Unconventional Portrait of a Controversial Figure*. 1966. Prentice-Hall.

A newspaperman recalls the interesting career of the 20th Century leader of the Chicago *Tribune*. See also Alice Hoge, Cissy Patterson (1966) Random House, for more *Tribune* history.

WALSH, JUSTIN E. *To Print the News and Raise Hell*. 1968. University of North Carolina Press.

An excellent biography of an interesting editor, Wilbur F. Storey. This book won the 1967 award for local history manuscript.

Communication Theory

BERELSON, BERNARD E. and MORRIS JANOWITZ, eds. *Reader in Public Opinion and Communication*. 1966. Free Press.

This second edition provides additional good basic material of interest to those in mass communications.

BERELSON, BERNARD and GARY A. STEINER. *Human Behavior*. 1967. Harcourt, Brace and World, Inc.

A shorter edition of *Human Behavior: An Inventory of Scientific Findings*, (1964) this will interest the journalists concerned with human activity. And what journalists aren't?

BERLO, DAVID K. *The Process of Communication: An Introduction to Theory and Practice*. 1960. Holt, Rinehart and Winston.

Termed an "easily understood introduction to the communication process" where the central emphasis has been placed on people.

DeFLEUR, MELVIN L. *Theories of Mass Communication*. 1966. David McKay Co.

Author notes the need to study social, cultural, economic, and political events as well as the historical analysis of media to better understand mass communication. Contemporary theories are reviewed.

DEXTER, LEWIS ANTHONY and DAVID MANNING WHITE, eds. *People, Society and Mass Communications*. 1964. Free Press.

A collection of readings designed for the professionals in mass media, scholars, and students.

McLUHAN, MARSHALL. *Understanding Media: The Extensions of Man*. 1964. McGraw-Hill.

This and other McLuhan books need to be explored. See *The Gutenberg Galaxy* (1962) for "a study of the explosive impact of the printing process" and *The Medium Is The Message* (1967) for "An inventory of effects."

STEPHENSON, WILLIAM. *The Play Theory of Mass Communication*. 1967. University of Chicago Press.

A lucid exposition on the Q-Method is presented in this volume which is "rich in variety and pertinent and incisive in substance."

Community Journalism

BYERLY, KENNETH R. *Community Journalism*. 1961. Chilton.

A top textbook and "a valuable addition to the library of a practicing community journalist."

JANOWITZ, MORRIS. *The Community Press in an Urban Setting: The Social Elements of Urbanism*. 1967. University of Chicago Press.

This is the second edition of a book long considered among the leaders in this field of journalism.

MURPHY, DONALD R. *What Farmers Read and Like*. 1962. Iowa State University Press.

A volume concerned with the farm audience with points of interest to advertising and editorial people alike.

WARD, WILLIAM. *Reporting Agriculture Through Newspapers, Magazines, Radio, Television*. 1952. Cornell University Press.

"Well done" addition to the meager literature of agriculture journalism.

(See also books by Frank W. Rucker, under Advertising and Media Management.)

Editing, Editorial Writing and Copyreading

BERNSTEIN, THEODORE M. *Watch Your Language*. 1965. Atheneum.

A collection of the best from "Winners and Sinners," a *New York Times* news room bulletin on "second guessing." This is the most recent of several editions. See also his *The Careful Writer* (1965) Atheneum.

CALLIHAN, E. L. *Grammar For Journalists*. 1969. Chilton.

Designed primarily "for young journalists" yet it recognizes the challenge faced by all teachers of journalism. An updated, redesigned edition of an early book.

COPPERUD, ROY H. *A Dictionary of Usage and Style*. 1964. Hawthorn.

See also his *Words on Paper* (1960) for more from his "witty, literate and perceptive column" in *Editor & Publisher*.

CROUCH, WILLIAM G. *A Guide to Technical Writing*. 1964. Ronald.

Earlier edition with Robert L. Zettler co-author. Includes letters, reports, articles, technical exposition and speaking instructions.

GARST, ROBERT E. and THEODORE M. BERNSTEIN. *Headlines and Deadlines*. 1962. Columbia.

A concise "manual for copy editors" by two members of the *New York Times* editorial staff.

KREIGHBAUM, HILLIER. *Facts in Perspective*. 1956. Prentice-Hall.

Editorial and interpretive writing about "news, ideas, and opinions" for "news-papers, general magazines, business publications, etc." with copious examples.

STRUNK, WILLIAM JR. and E. B. WHITE. *The Elements of Style*. 1959. Macmillan.

Short yet effective book for all journalism students. See also the *New York Times Stylebook*; *AP-UPI Stylebook*; and the *University of Chicago Manual of Style*.

WALDROP, A. GAYLE. *Editor and Editorial Writer*. 1967. Wm. C. Brown.

The third edition of this text presents shoptalk by professionals on the procedures necessary for developing a working knowledge of the editorial and editorial page. Has a profusion of illustrative material.

WESTLEY, BRUCE. *News Editing* 1953. Houghton Mifflin.

Remains a practical and usable text, rich in illustrative material.

A Manual of Style. 1969. University of Chicago Press.

Since the first edition appeared in 1906 this style guide has been widely used. This the 12th edition, represents a complete revision.

Feature Writing

BIRD, GEORGE L. *Modern Article Writing*. 1967. Wm. C. Brown Co.

Notes techniques of beginning, slanting, headline writing, querying, and re-writing articles. Scientific and technical writing reviewed.

HARRAL, STEWART. *The Feature Writer's Handbook*. 1963. University of Oklahoma Press.

Contains many tested ideas useful for the editor and for the teacher.

HINKLE, OLIN and JOHN HENRY. *How to Write Columns*. 1952. Iowa State College Press.

Highly readable and practical book, designed for use by columnists on small dailies and community weeklies.

JACOBS, HAYES B. *Writing and Selling Non-Fiction*. 1967. Writer's Digest.

Also referred to as "A complete guide to writing and selling non-fiction."

High School Journalism

ADAMS, JULIAN and KENNETH STRATTON. *Press Time*. 1963. Prentice Hall.

One of the most complete texts, valuable for even the "most inexperienced teacher."

ARNOLD, EDMUND C. and HILLIER KREIGHBAUM. *The Student Journalist*. 1963. New York University Press.

Called "modern, practical and stimulating" since the authors have displayed a "genuine enthusiasm" for this project.

ENGLISH, EARL F. and CLARENCE W. HACH. *Scholastic Journalism*. 1968. Iowa State University Press.

The new fourth edition continues the easy-to-read outline style, with considerable added material. This tightly written text has already sold 200,000 copies in earlier editions.

MEDLIN, C. J. *Yearbook Editing, Layout and Management*. 1966. Iowa State University Press.

This and Medlin's companion workbook, *Planning Your Yearbook* (1968) are necessary for the successful yearbook adviser and staff. It remains authoritative and comprehensive.

MILLER, CARL G. *Modern Journalism*. 1962. Holt, Rinehart and Winston.

An attractive and informative textbook with emphasis on the newspaper, plus chapters on other school publications. Provides effective approach to journalism study.

POST, HOMER A. and HAROLD R. SNODGRASS. *News in Print*. 1961. Allyn & Bacon.

A well-illustrated text developing the idea that the school paper is both a teaching and a learning device.

REDDICK, DEWITT C. *Journalism and the School Paper*. 1963. Heath.
The latest revision of a well established book on the various phases of school paper production.

SPEARS, HAROLD. *High School Journalism*. 1965. Macmillan.

This is the third edition of the Spears-Lawshe volume used by many high school and college teachers.

History

ANDREW, J. CUTLER. *The North Reports the Civil War*. 1955. University of Pittsburgh Press.

A comprehensive study of the coverage of the Civil War by correspondents of the Union Newspapers.

BRIGHAM, CLARENCE S. *History and Bibliography of American Newspapers, 1690-1820*. 2 vols. 1947. American Antiquarian Society, Worcester, Mass.

Valuable for researchers in early American newspaper history.

CANHAM, ERWIN D. *Commitment to Freedom*. 1958. Houghton, Mifflin.

This semicentennial history of the *Christian Science Monitor* is an expository account of its aims and operation.

ELSON, ROBERT T. *Time Inc.* 1968. Atheneum.

Termed "The intimate history of a publishing enterprise, 1923-1941," this is the first of two volumes based on close study of Time Inc. files and accounts.

EMERY, EDWIN. *The Press and America*. 1963. Prentice-Hall.

"Correlation of journalism history with social, economic, and political trends" makes this an outstanding volume. It is especially comprehensive and readable in its treatment of modern journalism. For a more pictorial history see Emery's *The Story of America* as reported in newspapers from 1690 to 1965. (1965) Simon and Schuster.

GOULDEN, JOSEPH C. *The Curtis Caper*. 1965. Putnam's Sons.

Neither a formal nor an authorized history, nor a complete story, this does report some of the Curtis problems in the late 1950's and early 1960's. Has a "ring of authenticity."

MOTT, FRANK LUTHER. *American Journalism*. 1962. Macmillan.

A comprehensive account of the nation's papers since 1690, designed both for classroom use and for the reference shelf.

MOTT, FRANK LUTHER. *A History of American Magazines*. 5 vols. 1930-1968. Harvard University Press.

The volumes cover the following periods: I, 1741-1850; II, 1850-1865; III, 1865-1885; IV, 1885-1905; V, 1905-1930. The first four have a running history of the period, while the fifth includes a cumulative index of all five volumes.

PETERSON, THEODORE. *Magazines in the Twentieth Century*. 1964. University of Illinois Press.

This history of magazines of general circulation with special emphasis on the production, circulation, and advertising factors is the most complete of its category.

SCHLESINGER, ARTHUR M. *Prelude to Independence*. 1958. Knopf.

A history of the colonial papers, 1764-1776, with emphasis on their political influence.

TAFT, WILLIAM H. *Missouri Newspapers*. 1964. University of Missouri Press.

This, together with Taft's bibliography, *Missouri Newspapers: When and Where, 1808-1963*, provide the most complete history of the role of newspapers in the development of a state. See also William Lyons, *Pioneer Editor in Missouri, 1808-1860*. (1965)

TEBBEL, JOHN. *The Compact History of the American Newspapers*. 1963. Hawthorn.

In only 186 pages the author reviews the highlights, with attention to monopoly, automation, and a redefinition of purpose.

WHITE, DAVID M. and ROBERT H. ABEL, eds. *The Funnies: An American Idiom*. 1963. Free Press.

An anthology that examines the role of the comic strips in American culture. More than 20 articles included.

International Communications

BROWN, CHARLES H. *The Correspondents' War*. 1967. Charles Scribner's Son.

A full study of the Spanish-American War with the drama and daring of the writers recounted in "a contribution of major dimensions to the scholarship of war correspondence."

DAVISON, W. PHILLIPS. *International Political Communication*. 1965. Praeger.

Davison, who notes the flow and effects of communications, studies the methods used to advance policy.

DIZARD, WILSON P. *Television: A World View*. 1966. Syracuse University Press.

Dizard seeks "to survey present conditions and the future implications of television with particular emphasis on its effect on American world leadership."

GREENE, FELIX. *A Curtain of Ignorance*. 1964. Doubleday.

A strong indictment of the American press for what the author calls its failure to tell more about Red China.

HALE, ORON J. *The Captive Press in the Third Reich*. 1964. Princeton University Press.

From previously unpublished documents and from interviews, Hale reviews the growth of party press monopoly in Germany during World War II.

HOHENBERG, JOHN. *Between Two Worlds*. 1967. Praeger.

An excellent study of "Policy, press and public opinion in Asian-American relations." See also Hohenberg's **Foreign Correspondence: The Great Reporters and Their Times**. (1964) Columbia University Press.

INKELES, ALEX. *Public Opinion in Soviet Russia*. 1958. Harvard University Press.

A discussion of the mass media in Russia and the techniques of social control. Also valuable is Theodore Kruglak, **The Two Faces of Tass** (1962).

LEE, JOHN, ed. *Diplomatic Persuaders: New Role of the Mass Media in International Relations*. 1968. John Wiley & Sons.

A collection of sixteen chapters by embassy and information specialists from around the world who discuss their communications problems.

MARKHAM, JAMES W. *Voices of the Red Giants*. 1967. Iowa State University Press.

A penetrating study of the operation of the Communist communications systems in Russia and China that won the 1968 Mott-Kappa Tau Alpha Research Award. Called a valuable contribution to literature on comparative foreign journalism.

MERRILL, JOHN, CARTER R. BRYAN and MARVIN ALISKY. *Foreign Press*. 1964 Louisiana State University Press.

Brings "together a wealth of descriptive data and provides synthesis and informed interpretation" in this area. A 1969 edition is underway.

MERRILL, JOHN. *The Elite Press*. 1968. Pitman.

A study of the author's selection of the top 40 newspapers of the world and the factors which make them great. Also discourse on quality journalism and its impact on contemporary society. Its subtitle is "Great Newspapers of the World."

OLSON, KENNETH E. *The History Makers: The Press of Europe From Its Beginnings Through 1965*. 1966. Louisiana State University Press.

The late dean of Northwestern's School of Journalism provides a capsule history of 24 nations and the continual battle for the people's right to know the truth.

PYE, LUCIAN W., ed. *Communications and Political Development*. 1963. Princeton University Press.

Emphasis here is on "the modernization of the political culture rather than the formal apparatus of government." Writings by ten well-known social scientists are included.

PAULU, BURTON. *Radio and Television Broadcasting on the European Continent*. 1967. University of Minnesota Press.

Comprehensive survey of technical, organization, financial, and programming aspects of both the Communist and Western countries.

SCHRAMM, WILBUR. *Mass Media and National Development: The Role of Information in Developing Countries*. 1964. Stanford University Press.

Readable, easily understood persuasive opinions with emphasis on "the importance of communication research as a feedback tool for change strategists." See also Lerner and Schramm, *Communication and Change in the Developing Countries* (1967) East-West Center, Honolulu.

SCHULTE, HENRY F. *The Spanish Press, 1470-1966: Print, Power, and Politics*. 1968. University of Illinois Press.

While the author served with the UPI in Madrid (1956-1962) he collected background for this book. Attention has been focused on censorship problems.

SIEBERT, FREDRICK S. *Freedom of the Press in England*. 1952. University of Illinois Press.

Siebert covers the period from 1476 to 1776 in an excellent account, with special attention to pamphlets and newspapers.

YU, FREDERICK T. C. *Mass Persuasion in Communist China*. 1964. Praeger.

Termed a "pioneering survey" of the Peking regime, their methods and operations used in controlling mass communications are studied.

Law and Liberty

ASHLEY, PAUL P. *Say It Safely*. 1966. University of Washington Press.

In the third edition of this brief manual, the writer reviews legal limits in journalism and broadcasting. He touches on high spots to warn readers of potential danger.

CHERNOFF, GEORGE and HERSHEL B. SARBIN. *Photography and the Law*. 1958. American Photographic Book Publishing Co.

This volume provides an excellent guide to the photographer's role when taking and using pictures.

COHEN, BERNARD C. *The Press and Foreign Policy*. 1963. Princeton University Press.

The need is discussed for a "foreign affairs training reporter catering mainly to the foreign policy maker and a few other opinion leaders through a special page of the newspaper."

CROSS, HAROLD L. *The Public's Right to Know*. 1953. Columbia University Press.

An extensive examination of the doctrine of the people's access to public records and the status of such access. Although out of print, Zechariah Chafee, Jr., *Government and Mass Communications*, 2 vols., (1947) remain valuable.

ESTRIN, HERMAN A. and ARTHUR M. SANDERSON. eds. *Freedom and Censorship of the College Press*. 1966. Wm. C. Brown Co.

Covers the philosophy, function, freedom, censorship, control and responsibility that affect the college press. Provides a "useful picture of college newspaper complexity".

GERALD, J. EDWARD. *The Press and the Constitution, 1934-1947*. 1949. University of Minnesota Press.

A review of cases during these years in which the courts interpreted the constitutional guarantee of freedom of press and speech.

GILLMOR, DONALD M. *Free Press and Fair Trial*. 1966. Public Affairs Press.

The Oswald Case is reviewed and other chapters study media-judicial problems. The Supreme Court's decision in Sheppard case is added in appendix.

HACHTEN, WILLIAM A. *The Supreme Court on Freedom of the Press*. 1968. Iowa State University Press.

Author's collection of 70 decisions are of prime concern to the journalists who need to understand constitutional questions.

HUDON, EDWARD G. *Freedom of Speech and Press in America*. 1963. Public Affairs Press.

This study "traces the history of the concept of freedom of the press from its English beginnings through the latest 'speech and picketing' cases of the 1960's."

LACY, DAN. *Freedom and Communications*. 1965. University of Illinois Press.

Lacy defines "what pattern of communications we need in this country to reinforce the preservation of freedom."

LEVY, LEONARD W. *Legacy of Suppression: Freedom of Speech and Press in Early American History*. 1960. Harvard University Press.

Significant study of freedom of speech and press in our early history with the idea that the First Amendment "represents no flowering of libertarian thought" but more of a narrow concept.

LOFTON, JOHN. *Justice and the Press*. 1966. Beacon Press.

An experienced newspaperman goes back to 1807 to provide a study showing how journalistic sensationalism has complicated the courts' activities.

NELSON, HAROLD L. *Libel in News of Congressional Investigating Committees*. 1961. University of Minnesota Press.

A "scholarly treatment" of the many problems involved in this activity. See also Nelson's *Freedom of the Press From Hamilton to the Warren Court* and Leonard W. Levy's *Freedom of the Press From Zenger to Jefferson*, 2 vols. (1967) Bobbs-Merrill.

PHELPS, ROBERT and E. DOUGLAS HAMILTON. *Libel*. 1966. Macmillan.

"Rights, risks and responsibilities" are reviewed as the authors present guidelines and note changes in libel.

ROURKE, FRANCIS E. *Secrecy and Publicity*. 1961. Johns Hopkins Press.

A political scientist "shows understanding of the helplessness of the press in the hands of skilled manipulators," whether demagogues or a President.

THAYER, FRANK. *Legal Control of the Press*. 1962. Foundation Press.

This is the fourth edition of a well-established volume concerned with the legal problems faced by the press.

Magazine and Business Press

BAIRD, RUSSELL N. and ARTHUR T. TURNBULL. *Industrial and Business Journalism*. 1961. Chilton.

A fine job "of detailing the objectives, problems and contents of publications of several kinds that fall within their general classifications."

FERGUSON, ROWENA. *Editing the Small Magazine*. 1958. Columbia University Press.

Editorial problems and techniques of the specialized journal with limited circulation are reviewed.

FORSYTH, DAVID P. *The Business Press in America 1750-1865*. 1965. Chilton.

The period from "the business writings of the Egyptians in hieroglyphics on stone and papyrus" to 1865 covered.

HOLTE, WILLIAM H. ed. *H. L. Mencken's, 'Smart Set' Criticism*. 1968. Cornell University Press.

Mencken's criticisms cover the period from 1908 to 1923. His influence in changing American literary attitudes are clearly evident in this study.

ROOT, ROBERT. *Modern Magazine Editing*. 1966. Wm. C. Brown Co.

Root discusses today's magazine environment, the duties of the editor, technical procedure, and administrative process.

WOLSELEY, ROLAND E. *Understanding Magazines*. 1966. Iowa State University Press.

The revised edition adds publications, photographs, and information about this ever-changing field. See his *The Magazine World* (1951).

(See History and Biography section for additional references related to this area.)

Pictorial-Cartooning

FOX, RODNEY and ROBERT KERNS. *Creative News Photography*. 1961. Iowa State University Press.

Some 240 examples of creative picture taking studied. See also Hugh Sidney and Fox, *1,000 Ideas for Better News Pictures* (1956) by the same publisher.

FEININGER, ANDREAS. *The Complete Photographer*. 1965. Prentice-Hall.

Life staff member for more than 26 years, Feininger has a book of value not only to the beginner but to the experienced photographer.

KELLER, MORTON. *The Art and Politics of Thomas Nast*. 1968. Oxford University Press.

Nast's powerful cartoons recalled in an excellent historical account. See also J. Chal Vinson, *Thomas Nast: Political Cartoonist* (1967) University of Georgia Press, and Stephen Hess and Milton Kaplan, *The Ungentlemanly Art: A History of American Political Cartoons* (1968) Macmillan.

RHODE, ROBERT B. and FLOYD H. McCALL. *Press Photography*. 1961. Macmillan.

A "well written, beautifully illustrated and printed" book, sound and interesting with subtitle of "Reporting with a camera." See also their *Introduction to Photography* (1965) by same publisher.

ROTHSTEIN, ARTHUR. *Photojournalism: Pictures for Magazines and Newspapers*. 1965. American Photographic Book Publishing Co.

A well illustrated overall survey of all aspects of photo-journalism. This second edition continues to serve the field well.

Public Opinion

ALBIG, WILLIAM. *Modern Public Opinion*. 1956. McGraw-Hill.

Much of this material comes from the author's earlier *Public Opinion* and has been incorporated into this well-documented volume.

BETTINGHAUS, ERWIN P. *Persuasive Communication*. 1968. Holt, Rinehart and Winston.

The author studies the characteristics of receivers, the variables involved that affect the individuals and groups. Bettinghaus has brought these variables relevant to persuasion together in one place.

CHRISTENSON, REO M. and ROBERT O. McWILLIAMS, eds. *Voice of the People*. 1967. McGraw-Hill.

A collection of articles on public opinion and propaganda updated in this second edition.

CORNWELL, ELMER. JR. *Presidential Leadership of Public Opinion*. 1965. Indiana University Press.

A political scientist studies the techniques used by our Presidents in mobilizing public and congressional support for their policies. Presidential press conferences are traced.

FAGEN, RICHARD R. *Politics and Communication*. 1966. Little, Brown.

Takes a comparative point of view.

LAND, ROBERT E. and DAVID O. SEARS. *Public Opinion*. 1967. Prentice-Hall.

"A tiny block buster."

MACDOUGALL, CURTIS D. *Understanding Public Opinion*. 1966. Wm. C. Brown Co.

MacDougall is concerned primarily with the "why" of public opinion as he reviews the role of media in communication and education in this second edition.

POWELL, NORMAN J. *Anatomy of Public Opinion*. 1951. Prentice-Hall.

A political scientist offers a "refreshing outlook" in the public opinion problem.

RIVERS, WILLIAM L. *The Opinionmakers*. 1965. Beacon Press.

Rivers calls this a book about "modern political journalism" as he reviews the influence of the elite, such as Lippmann, Reston, Brinkley, etc., and the role of the news managers.

ROGERS, EVERETT. *Diffusion of Innovations*. 1967. Free Press.

Of interest to students in sociology and other social sciences concerned with diffusion.

Public Relations

BERNAYS, EDWARD L. *Biography of an Idea*. 1965. Simon and Schuster.

The memoirs of the "prince of puff, pontiff of publicity, and pope of propaganda" of interest to PR specialists. See Bernays' *Public Relations* (1952) University of Oklahoma Press.

CANFIELD, BERTRAND R. *Public Relations: Principles, Cases and Problems*. 1968. Irwin.

The fifth edition adds new cases, with more detailed coverage in some earlier chapters.

CUTLIP, SCOTT M. and ALLEN H. CENTER. *Effective Public Relations*. 1964. Prentice-Hall.

More on international public relations as well as other "publics" in this updated edition. See also Cutlip's updated *A Public Relations Bibliography* (1965), University of Wisconsin Press.

DARROW, RICHARD W., DAN FORRESTAL and AUBREY COOKMAN. *Public Relations Handbook*. 1967. Dartnell Corp.

This is the first edition of a new handbook, with a foreword by Ivy Lee, Jr.

HIEBERT, RAY E. *Courtier to The Crowd*. 1966. Iowa State University Press.

Hiebert recalls the history of Ivy Lee, the "father of public relations" who prevailed upon industrialists and business to give more attention to developing a public consciousness. See also *The Voice of Government*, edited by Hiebert and Carlton E. Spitzer (1968) John Wiley & Sons, in which two dozen Washington public information men discuss their work.

HILL, JOHN W. *The Making of a Public Relations Man*. 1963. McKay.

As chairman of a public relations counseling firm, the author relates much from personal experience. See also his *Corporate Public Relations* (1958).

KELLEY, STANLEY JR. *Professional Public Relations and Political Power*. 1956. Johns Hopkins Press.

Reviews the activities of a public relations man in the political life of America.

LERBINGER, OTTO and ALBERT J. SULLIVAN, eds. *Information, Influence and Communication: A Reader in Public Relations*. 1965. Basic Books.

The complete title reveals contents of this volume.

KOBRE, SIDNEY. *Dynamic Force of Public Relations Today*. 1964. Wm. C. Brown Co.

Much of value for the beginner, with coverage of exhibits, publicity photos, and the use of motion pictures.

LESLEY, PHILIP, ed. *Public Relation Handbook*. 1967. Prentice-Hall.

Another revised edition of a standard volume, this with 45 chapters written by specialists.

MARSTON, JOHN W. *The Nature of Public Relations*. 1963. McGraw-Hill.

Marston "adds a new formula for analyzing the public relations process and problems."

RAUCHER, ALAN R. *Public Relations and Business, 1900-1929*. 1968. Johns Hopkins Press.

A social historian looks at early specialists and their efforts to professionalize public relations. Business and social history combined with intellectual history of the period.

SCHOENFELD, CLARENCE A. *Publicity Media and Methods*. 1964. Macmillan.

Both "a text for the neophyte and an easy-to-read reference book for the professional."

Radio and Television

ARONS, LEON and MARK A. MAY, eds. *Television and Human Behavior*. 1963. Appleton-Century-Crofts.

Added title of "tomorrow's research in mass communication" tells more about these eighteen projects entered in the 1960 Television Research Plans Competition.

BLUEM, A. WILLIAM. *A Documentary in American Television*. 1965. Hastings House.

Termed an excellent history and the "definitive book" in this specialized area.

BARNOUW, ERIC. *A Tower in Babel* (1966) and *The Golden Web* (1968). Oxford University Press.

Two volumes of a projected three-volume history of broadcasting in America. The first covers to 1933, the second to 1953. Well-documented, excellent accounts of the history of broadcasting.

CHESTER, GIRAUD, GARNET R. GARRISON and EDGAR E. WILLIS. *Television and Radio*. 1963. Appleton-Century-Crofts.

Concerns media in society, their growth, programming, regulation, advertisers, agencies. Good for the beginner.

EMERY, WALTER B. *Broadcasting and Government: Responsibilities and Regulations*. 1961. Michigan State University Press.

Gives "a complete understanding of the FCC, with references to technical problems, legislative events, historical interpretation, and other items."

FRIENDLY, FRED W. *Due to Circumstances Beyond Our Control*. 1967. Random House.

In a controversial move, Friendly left CBS after 16 years. Here he tells of the "patron saint" of television (Murrow) and discusses the "social responsibility of the medium."

LEVIN, HARVEY J. *Broadcast Regulation and Joint Ownership of Media*. 1960. New York University Press.

"Planned as a case study in the economics of public regulation." Notes intermedia competition, separate and joint ownership and impact of new media on the old.

PARKER, NORTON S. *Audiovisual Script Writing*. 1968. Rutgers University Press.

Fundamentals are presented in a non-nonsense approach to script writing as a profession.

ROE, YALE, ed. *Television Station Management*. 1964. Hastings House.

See also Roe's *The Television Dilemma: Search for a Solution* (1962) as well as other specialized TV books by Hastings House.

SCHRAMM, WILBUR, JACK LYLE and ITHIEL DE SOLA POOL. *The People Look At Educational Television*. 1963. Stanford University Press.

For additional data in this area see Schramm's *The Impact of Educational Television* (1960) and Schramm-Lyle-Edwin B. Parker, *Television in the Lives of Our Children* (1961).

SEEHAFER, E. F. and J. W. LEAMMAR. *Successful Television and Radio Advertising*. 1959. McGraw-Hill.

"All aspects of broadcast advertising are covered in a comprehensive and authoritative manner" in this updated edition.

SKORNIA, HARRY J. *Television and Society*. 1965. McGraw-Hill.

Role of the major television networks and an analysis of regulations controlling broadcasting are placed in focus with an "agenda for improvement" included.

STEINER, GRAY. *The People Look at Television: A Study of Audience Attitudes*. 1963. Knopf.

The practitioner, student, and behavioral scientist are aided in studying the viewing habits, education, parenthood, income, religion, etc., of individuals.

WOOD, WILLIAM A. *Electronic Journalism*. 1967. Columbia University Press.

"Broadcast newsmen have found an energetic and enthusiastic defender" in this book that places its major emphasis on television.

Reporting and Newswriting

CHARNLEY, MITCHELL V. *Reporting*. 1966. Holt, Rinehart and Winston.

A basic book, now in its second edition, that discusses the character of news, communication of news, developing stories, responsibilities and rights, etc.

COPPLE, NEALE. *Depth Reporting, An Approach to Journalism*. 1964. Prentice-Hall.

Copple's text is well annotated, "lively, instructive, and catalytic." It offers a challenge to the young intelligent journalist-to-be.

EMERY, EDWIN, PHILLIP H. AULT, and WARREN G. AGEE. *Introduction to Mass Communications*. 1965. Dodd, Mead.

Fully revised and reset from earlier edition, this book offers a vast amount of information for the student and the professional. See also, Ault-Emery, **Reporting the News** (1965) Dodd, Mead & Co.

GELFAND, LOU and HARRY E. HEATH, JR. *Modern Sportswriting*. 1968. Iowa State University Press.

A revision of their **How To Cover, Write, and Edit Sports**, this text covers 15 major sports in detail, plus data on minor sports.

HOHENBERG, JOHN. *The Professional Journalist*. 1962. Holt, Rinehart and Winston.

Latest printing adds more details to the author's twenty-five years with the United Press and New York dailies. Examples are plentiful and pertinent.

LYONS, LOUIS M. *Reporting the News*. 1968. Atheneum.

A collection of reports from Nieman Fellows on the responsible press, role of press, newsmen at work, etc.

MACDOUGALL, CURTIS. *Intrpretative Reporting*. 1968. Macmillan.

This is the fifth edition of a steady book in the reporting field and it "justifies its claim to the secure spot it has earned on the shelves of journalism libraries."

MURPHY, ROBERT D. *Reporting Public Problems*. 1960. Chilton.

Stress here on coverage of public officials in metropolitan areas. See also Dan D. Nimmo's **Newsgathering in Washington**, (1964) Atherton.

RIVERS, WILLIAM L. *The Mass Media*. 1964. Harper.

This book is "rich in anecdotes" and reference sources "quickly explodes the myth of a single mass public."

ROSS, LILLIAN. *Reporting*. 1964. Simon and Schuster.

A **New Yorker** staff member writes in storybook form about the highlights and problems of reporting.

RUCKER, BRYCE W. *Twentieth Century Reporting at Its Best*. 1964. Iowa State University Press.

Some 55 articles are termed "A-1" in every way. For other collections see Louis L. Snyder and Richard B. Morris, eds. **A Treasury of Great Reporting**, (1962) Simon and Schuster. Snyder also has **Masterpieces of War Reporting** (1962) Julian Messner.

Research-Special Interest

BLUM, ELEANOR. *Reference Books in the Mass Media*. 1962. University of Illinois Press

Designed for the beginner in mass communications, with emphasis on reference sources. A valuable publication.

BUDD, RICHARD W., ROBERT K. THORP and LEWIS DONOHEW. *Content Analysis of Communication*. 1967. Macmillan.

Called a fine introduction to this branch of behavioral science with annotated bibliography of 309 entries. See also Ithiel de S. Pool, *Trends in Content Analysis* (1959) University of Illinois Press.

ELLIS, L. ETHAN. *Newsprint*. 1960. Rutgers University Press.

Informative volume on "Producers, publishers, political pressures" which includes text of author's earlier volume, *Print Paper Pendulum: Group Pressures and the Price of Newsprint*.

KAPLAN, ABRAHAM. *The Conduct of Inquiry*. 1964. Chandler Publishing Co.

Emphasis on what "unites the behavioral sciences more than what distinguishes them from one another.

KERLINGER, FRED N. *Foundations of Behavioral Research*. 1964. Holt, Rinehart and Winston.

Kerlinger notes philosophy of science, followed by chapters on set theory, relations and variance, probability, inference, and research design.

KLAPPER, JOSEPH T. *The Effects of Mass Communication*. 1960. Free Press.

Emphasis has been placed on the "interrelatedness of source, medium, message, situation, and audience."

KREIGHBAUM, HILLIER. *Science and the Mass Media*. 1967. New York University Press.

Reviews media research relating to science writing, role of science writers, problems and potentials in writing about science for the public.

NAFZIGER, RALPH and DAVID M. WHITE, eds. *Introduction to Mass Communication Research*, 1963. Louisiana State University Press.

Eight chapters provide data limited to methods in mass communication from a behavioral point of view.

OSGOOD, CHARLES E., GEORGE SUCI, and PERCY H. TANNENBAUM. *The Measurement of Meaning*. 1957. University of Illinois Press.

Stresses the theory of meaning and is the definitive source on semantic differential.

PRICE, WARREN C. *The Literature of Journalism*. 1959. University of Minnesota Press.

Price annotated more than 3,170 items in the most comprehensive listing of journalism subjects available. Calder M. Pickett will provide an updating in 1969.

SCHRAMM, WILBUR, ed. *The Process and Effects of Mass Communication*. 1961. University of Illinois Press.

Excellent collection of articles presenting an overview of communication.

SELLTIZ, CLAIRE, et al. *Research Methods in Social Relations* 1959. Holt, Rinehart and Winston.

A basic research text in social sciences. A revised one-volume edition appeared in 1967.

WEBB, EUGENE J., DONALD T. CAMPBELL, RICHARD D. SCHWARTZ and LEE SECHREST. *Unobtrusive Measures: Nonreactive Research in the Social Sciences*. 1966. Rand McNally.

A valuable book with a broad base. The writers start with the concept that there is need to know more than one technique of research.

WOLSELEY, ROLAND E. *The Journalist's Bookshelf*. 1961. Chilton.

This seventh edition of a long and useful publication continues to have value.

Typography-Graphic Arts

ARNOLD, EDMUND C. *Ink on Paper*. 1963. Harper & Row

Printing and reproduction traced from inception of the written language and the alphabet through modern printing methods, with emphasis on techniques. See also his *Functional Newspaper Design* (1956) Harper & Row.

BAHR, LEONARD F. *ATA Advertising Production Handbook*. 1963. Advertising Typographers Association of America.

A valuable book containing the result of work by a committee that assisted in this third edition.

STEINBERG, S. H. *Five Hundred Years of Printing*. 1959. Criterion.

Starting with 1450, the author brings his material up to present times. Well documented and illustrated.

TINKER, MILES. *Legibility of Print*. 1963. Iowa State University Press.

"The scientific information on each of the various aspects of typography is coordinated and correlated" in this work by an authority on eye movement.

TURNBULL, ARTHUR T. and RUSSELL N. BAIRD. *The Graphics of Communication*. 1968. Holt, Rinehart and Winston.

This second edition is a welcomed book for those concerned with typography, layout and design. Useful for both the student and the practitioner.

Accredited Schools, Departments

The following journalism schools and departments have been accredited by The American Council on Education for Journalism, which represents both educational and professional organizations.

The Council is composed of twelve constituent and six associate organizations.

Constituents are: American Association of Schools and Departments of Journalism; American Newspaper Publishers Association; American Society of Newspaper Editors; Inland Daily Press Association; National Editorial Association (now the National Newspaper Association); Southern Newspaper Publishers Association; Association for Education in Journalism; American Society of Journalism School Administrators; American Business Press; Magazine Publishers Association; National Association of Broadcasters; and Public Relations Society of America.

Associate Organizations include the Associated Press Managing Editors; International Council of Industrial Editors; International Newspaper Advertising Executives; National Conference of Editorial Writers; National Press Photographers Association; and Radio Television News Directors Association.

University of Arizona, Tucson, Arizona 85721
 Boston University, Boston, Mass. 02215
 University of Colorado, Boulder, Colo. 80302
 Columbia University, New York, N. Y. 10027
 University of Florida, Gainesville, Fla. 32601
 Fresno State College, Fresno, Calif. 93726
 University of Georgia, Athens, Ga. 30601
 University of Houston, Houston, Tex. 77004
 University of Illinois, Urbana, Ill. 61801
 Indiana University, Bloomington, Ind. 47401
 Iowa State University, Ames, Iowa 50010
 University of Iowa, Iowa City, Iowa 52240
 Kansas State University, Manhattan, Kan. 66502
 University of Kansas, Lawrence, Kan. 66044
 Kent State University, Kent, Ohio 44240
 University of Kentucky, Lexington, Ky. 40506
 Louisiana State University, Baton Rouge, La. 70803
 Marquette University, Milwaukee, Wis. 53233

University of Maryland, College Park, Md. 20740
University of Michigan, Ann Arbor, Mich. 48104
Michigan State University, East Lansing, Mich. 48823
University of Minnesota, Minneapolis, Minn. 55455
University of Missouri, Columbia, Mo. 65201
University of Montana, Missoula, Mont. 59801
University of Nebraska, Lincoln, Neb. 68508
University of New Mexico, Albuquerque, N. M. 87106
University of North Carolina, Chapel Hill, N. C. 27514
Northwestern University, Evanston, Ill. 60201
North Texas State University, Denton, Texas 76203
Ohio State University, Columbus, Ohio 43210
Ohio University, Athens, Ohio 45701
Oklahoma State University, Stillwater, Okla. 74075
University of Oklahoma, Norman, Okla. 73069
University of Oregon, Eugene, Ore. 97403
Pennsylvania State University, University Park, Pa. 16802
Rutgers, The State University, New Brunswick, N. J. 08903
San Fernando Valley State College, Northridge, Calif. 91324
San Francisco State College, San Francisco, Calif. 94132
San Jose State College, San Jose, Calif. 95114
University of South Carolina, Columbia, S. C. 29208
Southern Illinois University, Carbondale, Ill. 62901
University of Southern California, Los Angeles, Calif. 90007
South Dakota State University, Brookings, S. D. 57006
Stanford University, Stanford, Calif. 94305
Syracuse University, Syracuse, N. Y. 13210
University of Tennessee, Knoxville, Tenn. 37916
Texas A & M University, College Station, Texas 77843
University of Texas, Austin, Texas 78712
Texas Christian University, Ft. Worth, Texas 76129
Texas Technological College, Lubbock, Texas 79409
University of Utah, Salt Lake City, Utah 84112
University of Washington, Seattle, Wash. 98105
Washington Lee University, Lexington, Va. 24450
West Virginia University, Morgantown, W. Va. 26506
University of Wisconsin, Madison, Wis. 53706

Publishers

Allyn & Bacon, 470 Atlantic Ave., Boston, Mass. 02110
 American Photographic Book Publishing Co., 915 Broadway, New York, N. Y. 10010
 Appleton-Century-Crofts, 440 Park Ave., New York, N. Y. 10016
 Athenaeum Publishers, 162 E. 38th St., New York, N. Y. 10016
 Ballantine Books, Inc., 101 5th Ave., New York, N. Y. 10003
 Beacon Press, 25 Beacon St., Boston, Mass. 02108
 Wm. C. Brown Co., 135 S. Locust St., Dubuque, Iowa 52001
 Chandler Publishing Co., 124 Spear St., San Francisco, Calif. 94105
 Chilton Co., E. Washington Sq., Philadelphia, Pa. 19106
 Columbia University Press, 440 W. 110th St., New York, N. Y. 10025
 Cornell University Press, 124 Roberts Pl., Ithaca, N. Y. 14850
 Criterion Books, Inc., 6 W. 57th St., New York, N. Y. 10019
 Dartnell Corp., 4660 Ravenswood Ave., Chicago, Ill. 60640
 Dodd, Mead, & Co., 79 Madison Ave., New York, N. Y. 10016
 Doubleday & Co., 277 Park Ave., New York, N. Y. 10017
 Dover Publications, Inc., 180 Varick St., New York, N. Y. 10014
 Duke University Press, Box 6697, College Sta., Durham, N. C. 27708
 Fleet Press Corp., 156 Fifth Ave., New York, N. Y. 10010
 Foundation Press, Inc., 268 Flatbush Ave., Extension, Brooklyn, N. Y. 11201
 Free Press, (See Macmillan Company)
 Funk and Wagnell, Co., 380 Madison Ave., New York, N. Y. 10017
 Harcourt, Brace and World, Inc., 757 Third Ave. at 47th, New York, N. Y. 10017
 Harper and Row, 49 E. 33rd St., New York, N. Y. 10016
 Harvard University Press, 79 Garden St., Cambridge, Mass. 02138
 Hastings House, 10 E. 40th St., New York, N. Y. 10016
 Hawthorn Books, Inc., 70 Fifth Ave., New York, N. Y. 10011
 Heath, D. C. & Co., 285 Columbus Ave., Boston, Mass. 02116
 Holt, Rinehart and Winston, Inc., 383 Madison Ave., New York, N. Y. 10017
 Houghton Mifflin Co., 2 Park St., Boston, Mass. 02117
 Indiana University Press, 10th & Morton Sts., Bloomington, Ind. 47401
 Iowa State University Press, Ames, Iowa 50010
 Irwin, Richard D., 1818 Ridge Rd., Homewood, Ill. 60430
 Johns Hopkins Press, Baltimore, Md., 21218
 Knopf, Alfred A., Inc., 501 Madison Ave., New York, N. Y. 10022
 Little, Brown and Co., 34 Beacon St., Boston, Mass. 02106
 Louisiana State University Press, Baton Rouge, La. 70803
 Macmillan Co., 866 Third Ave., New York, N. Y. 10022
 McGraw-Hill Book Co., Inc., 330 W. 42nd St., New York, N. Y. 10036
 David McKay Co., 750 Third Ave., New York, N. Y. 10017
 Michigan State University Press, Box 550, East Lansing, Mich. 48824
 New York University Press, 32 Washington Place, New York, N. Y. 10003
 Oxford University Press, Inc., 417 Fifth Ave., New York, N. Y. 10016
 Pitman Publishing Co., 20 E. 46th St., New York, N. Y. 10017
 Praeger, Frederick A., 111 Fourth Ave., New York, N. Y. 10003
 Prentice Hall, Inc., Englewood Cliffs, N. J. 07632
 Princeton University Press, Princeton, N. J. 08540
 Public Affairs Press, 419 New Jersey Ave. S-E., Washington, D. C. 20003
 Putnam's Sons, 200 Madison Ave., New York, N. Y. 10016
 Rand McNally, P. O. Box 7600, Chicago, Ill. 60680
 Random House, 457 Madison Ave., New York, N. Y. 10022
 Ronald Press Co., 79 Madison Ave., New York, N. Y. 10016

Rutgers University Press, 30 College Ave., New Brunswick, N. J. 08903
 Charles Scribner's Sons, 597 Fifth Ave., New York, N. Y. 10017
 Simon and Schuster, 630 Fifth Ave., New York, N. Y. 10020
 Southern Illinois University Press, Carbondale, Ill. 62901
 Stanford University Press, Stanford, Calif. 94305
 Syracuse University Press, University Station, Syracuse, N. Y. 13210
 University of Chicago Press, 5750 Ellis Ave., Chicago, Ill. 60637
 University of Illinois Press, Urbana, Ill. 61803
 University of Minnesota Press, 2037 University Ave., SE., Minneapolis, Minn. 55455
 University of Missouri Press, Columbia, Mo. 65201
 University of North Carolina Press, Box 510, Chapel Hill, N. C. 27514
 University of Oklahoma Press, Norman, Okla. 73069
 University of Pennsylvania Press, 3729 Spruce St., Philadelphia, Pa. 19104
 University of Pittsburgh Press, Pittsburgh, Pa. 15213
 University of Washington Press, Seattle, Wash. 98105
 University of Wisconsin Press, Box 1379, Madison, Wis. 53701
 John Wiley and Sons, Inc., 605 Third Ave., New York, N. Y. 10016
 Writer's Digest, 22 E. Twelfth St., Cincinnati, Ohio 45210

Journalism Monographs

A Publication of the Association for Education in Journalism, with
 Bruce H. Westley, Editor, University of Kentucky.

- No. 1 Walter B. Emery, *Five European Broadcasting Systems*.
 August 1966.
- No. 2 Eugene J. Webb and Jerry R. Salancik, *The Interview, or
 the Only wheel in Town*. November 1966.
- No. 3 James E. Grunig, *The Role of Information in Economic
 Decision Making*. December 1966.
- No. 4 Linda Weiner Hausman, *Criticism of the Press in U. S.
 Periodicals, 1900-1939: An Annotated Bibliography*.
 August 1967.
- No. 5 George Gerbner, *The Press and the Dialogue in Education*.
 September 1967.
- No. 6 Peter R. Knights, *The Press Association War of 1866-1867*.
 December 1967.
- No. 7 Elmer Davis, *Report to the President*. Edited, and with
 an Introduction, by Ronald T. Farrar. August 1968.
- No. 8 Steven H. Chaffee and L. Scott Ward, *Channels of
 Communication in School-Community Relations*. Septem-
 ber 1968.
- No. 9 Walter H. Wilcox, *The Press, the Jury and the
 Behavioral Sciences*. October 1968.

- No. 10 Joy Schaleben, *Louis P. Lochner: Getting the Story Out of Nazi Germany*. November 1968.
- No. 11 Don R. Pember, *The Smith Act as a Restraint on the Press*. December 1968.

Out-of-Print Books

The following books appeared in the last (1966) listing and currently are out-of-print. However, many of these have long been recognized as standards in their fields and librarians may want to purchase them from other sources.

- Agrew, Clark and Neil O'Brien. *Television Advertising*.
 Allen, Edward M. *Harper's Dictionary of the Graphic Arts*.
 Allen, John E. *Newspaper Designing*.
 Barrett, James W. *Joseph Pulitzer and His World*.
 Berger, Meyer. *The Story of The New York Times*.
 Bogardus, Emory S. *The Making of Public Opinion*.
 Brucker, Herbert. *Freedom of Information*.
 Bryson, Lyman, ed. *The Communication of Ideas*.
 Burlingame, Roger. *Don't Let Them Scare You: The Life and Times of Elmer Davis*.
 Buzek, Anthony. *How the Communist Press Works*.
 Carlson, Oliver. *The Man Who Made News* (James G. Bennett).
 Chafee, Zechariah, Jr. *Government and Mass Communications*.
 Crozier, Emmet. *American Reporters on the Western Front, 1914-18*.
 Elfenbein, Julien. *Business Journalism*.
 Ernst, Morris L. and Alan Schwartz. *Privacy: The Right to be Let Alone*.
 Finley, Ruth E. *The Lady of Godey's*.
 Flint, Leon N. *The Editorial*.
 Fowler, Gene. *Timber Line*.
 Hicks, Wilson. *Words and Pictures*.
 Hudson, Frederic. *History of Journalism in the United States, 1690-1872*.
 Kalish, Stanley and Clifton C. Edom. *Picture Editing*.
 Kobre, Sidney. *The Yellow Press and Gilded Age Journalism*.
 Kramer, Dale. *Ross and the New Yorker*.
 Kruglak, Theodore E. *The Two Faces of Tass*.
 Leary, Lewis. *That Rascal Freneau*.

- Lee, Alfred M. *How to Understand Propaganda.*
- Lindstrom, Carl E. *The Fading American Newspaper.*
- Lippmann, Walter. *Public Opinion.*
- Lyon, Peter. *Success Story: The Life and Times of S.S. McClure.*
- Martin, Leslie J. *International Propaganda.*
- Manchester, William. *Disturber of the Peace: The Life of H. L. Mencken.*
- Maury, Rueben and Karl G. Pfeiffer. *Effective Editorial Writing.*
- McClure, Leslie W. and Paul C. Fulton. *Advertising in the Printed Media.*
- Morris, Joe Alex. *Deadline Every Minute.*
- Nevins, Allan and Frank Weitenkampf. *A Century of Political Cartoons.*
- Pinney, Roy. *Advertising Photography, A Visual Communication Book.*
- Pollard, James E. *The Presidents and the Press.*
- Reddick, DeWitt C. and Alfred A. Crowell. *Industrial Editing.*
- Reynolds, Quentin. *By Quentin Reynolds.*
- Rosewater, Victor. *History of Cooperative Newsgathering.*
- Ross, Irwin. *The Image Merchants.*
- Seitz, Don C. *Joseph Pulitzer.*
- Siller, Bob, Ted White and Hal Terkel. *Television and Radio News.*
- Simon, Oliver. *Introduction to Typography.*
- Stone, Melville E. *Fifty Years a Journalist.*
- Sutton, Albert A. *Design and Makeup of the Newspaper.*
- Tebbel, John. *George Horace Lorimer and the Saturday Evening Post.*
- Thomas, Isaiah. *The History of Printing in America.*
- White, Llewellyn and Robert Leigh. *Peoples Speaking to Peoples.*
- White, Paul W. *News on the Air.*
- Wolseley, Roland E., ed. *Writing for the Religious Market.*
- Wood, Allan. *Modern Newspaper Production.*

THE JOURNALIST'S CREED

I believe in the profession of journalism.

I believe that the public journal is a public trust; that all connected with it are, to the full measure of their responsibility, trustees for the public; that acceptance of lesser service than the public service is betrayal of this trust.

I believe that clear thinking and clear statement, accuracy and fairness, are fundamental to good journalism.

I believe that a journalist should write only what he holds in his heart to be true.

I believe that suppression of the news, for any consideration other than the welfare of society, is indefensible.

I believe that no one should write as a journalist what he would not say as a gentleman; that bribery by one's own pocketbook is as much to be avoided as bribery by the pocketbook of another; that individual responsibility may not be escaped by pleading another's instructions or another's dividends.

I believe that advertising, news, and editorial columns should alike serve the best interests of readers; that a single standard of helpful truth and cleanness should prevail for all; that the supreme test of good journalism is the measure of its public service.

I believe that the journalism which succeeds best—and best deserves success—fears God and honors man; is stoutly independent, unmoved by pride of opinion or greed of power, constructive, tolerant but never careless, self-controlled, patient, always respectful of its readers but always unafraid; is quickly indignant at injustice; is unswayed by the appeal of privilege or the clamor of the mob; seeks to give every man a chance, and, as far as law and honest wage and recognition of human brotherhood can make it so, an equal chance; is profoundly patriotic while sincerely promoting international good will and cementing world-comradeship; is a journalism of humanity, of and for today's world.

Walter Williams-

