

MCB

THE MASS COMMUNICATION BIBLIOGRAPHERS' NEWSLETTER

NEWSLETTER

aejmc

Association for Education in Journalism
and Mass Communication

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An Index for Mass Media Studies? ASJMC Grant to Frances Wilhoit

The Association of Schools of Journalism and Mass Communication (ASJMC) has allocated \$2,500 to explore the possibilities of establishing an index to the contents of journalism and mass communication journals, including trade, professional, and scholarly publications. The allocation was made by the ASJMC executive committee at the San Antonio Meeting in August.

The following presentation was made to the ASJMC committee.

The goal of the project is to have a monthly, current index to articles published in both the scholarly and non-scholarly journals serving mass communication research. Each article would also include a descriptive summary.

The index would be issued in a format easily accessible to libraries, reading rooms, and individual researchers. The index would be easily copied as well as accurate, timely, and thorough.

The index would be produced by staff members of cooperating libraries, sold and distributed by AEJMC/ASJMC, and supported by such professional associations as the American Newspaper Association.

The proposal was prompted by a widely shared view of librarians about the scope and quality of current indexes to the mass media literature. The limitations of existing indexes were documented to the committee.

The ASJMC grant was given to gather information about the costs and procedures involved in publishing an index. Ideas about how to explore the realities of establishing the venture are in the early states of development. Among them are site visits to existing indexing operations — for example, *Communication Abstracts and Psychological Abstracts* — hiring a consultant to investigate computer applications, talking with a scholar who publishes a cooperatively written abstracting service with Longman Publishers, and having a retreat of potential contributors and users of the index.

For a copy of a working paper about the project, contact Frances Wilhoit, Journalism Library, Ernie Pyle Hall, Indiana University, Bloomington, IN 47405, (812) 335-3933.

Frances Wilhoit
Indiana University

Letter from the Chair/Editor

As we begin our second year, I am pleased to say hello to continuing members and to extend a warm welcome to new members. I would also like to thank all of you for giving me the opportunity to serve this important group as both 1987 Chair and newsletter editor. Getting the newsletter out three times a year — November, March, and June — promises to be an ambitious but pleasant chore and planning for next year's conference will certainly occupy a good deal of time when I am not on the reference desk. However, when I think of what a good cause we are all working together toward, I know it is time well worth spending.

As Eleanor Block's minutes tell us, we are actively pursuing the goals we set for ourselves at MCB's first meeting. Mary Allcorn's report, which will appear in installments in the March and June issues, is a thorough study of five major mass communication collections. We thank Mary in advance for sharing her thoughts and labor. A well deserved round of applause is also due to former Chair, Frances Wilhoit, for the winning of an ASJMC grant for the investigation of an index for mass media studies and information. Finally, we congratulate Jean Ward and Kathleen Hansen, two industrious members of our group, on the publication of their masterful guide to mass media research, *Mass Communication Search Strategies*, published by Longman.

These accomplishments, and other projects underway, represent exactly what MCB seeks, the recognition of mass communication bibliography as an essential element of mass media research. Through this newsletter we hope to not only share information about who we are and what we do but to create a forum for discussion and debate on the role we play in media scholarship and how this role can be communicated to those who may benefit from our knowledge.

How can you contribute? First and most important, actively participate in our group. Our lifeline is the newsletter and we need everyone's financial and intellectual support to make it an important means of communication. Five dollars will get you three issues — not a bad price for keeping in touch and for forging a new identity. The newsletter is your forum, to talk about your problems, describe your activities and collections, whatever. In short, your contributions are welcome!

(continued inside)

For the more ambitious, there is also our annual meeting in Portland, July 2nd through the 5th. Although the time of our meeting has yet to be announced — we should know by March — we are inviting you to submit paper proposals for our discussion “Databases for Mass Media Research: Problems and Prospects.” For those who can attend, this meeting promises to be an opportunity to discuss issues of great moment to us all.

Again, I am pleased to serve as MCB's key communicator for the next year. But I am also more than pleased to participate in a group whose time has come. Librarians and bibliographers have much to contribute to a field whose business is information. Invisibility never meant we were not always there, but visibility is our first stake in a claim to a new importance. Join why don't you? We can only benefit.

Dennis Brunning

Arizona State University

The Mass Communication Bibliographers Group has a benefactor. Al T. Scroggins, Dean Emeritus of the College of Journalism, University of South Carolina, gave one hundred dollars to AEJMC for our group after attending the annual meeting in San Antonio.

The gift is a response to the general discussion at the San Antonio meeting about the lack of funds to support MCB's activities in the coming year. The decision to begin an annual subscription fee of five dollars for the newsletter was also made during this discussion.

Professor Scroggin's gift is unlimited on how it is to be used. How we use it may or may not be a discussion item at the annual meeting in Portland, depending on the collection of subscription fees for the newsletter.

Dean Scroggin's interest in bibliography and book collecting was sparked during his graduate work at the University of Missouri at Columbia by an informal “tea and cookies” class about the literature of journalism given by Frank Luther Mott in his study at home. At the time, Dr. Mott's own book collection filled his house. Dean Scroggins remembers books on shelves over windows and doors in the Mott study.

Dean Scroggins taught a bibliography course, “The Literature of Journalism,” on a fairly regular basis the twenty years from 1965 through 1985 in which he served as dean of the South Carolina school. He continued to teach it after his retirement in 1985.

His hobby of book collecting, another legacy from Professor Mott, continues. Several years ago, Dean Scroggins expanded his hobby by buying the entire collection of the ACME Book Company, a collection of historical monographs about journalism and the mass media, then located in Berkeley, California. Most recently, he is learning how to put his entire inventory on his new home computer.

Frances Wilhoit

Indiana University

In September 1983 the Communications Library of the University of Illinois at Urbana-Champaign acquired a priceless collection of almost two million original newspaper and magazine advertisements donated by the former D'Arcy, MacManus and Masius Advertising Agency in St. Louis. The firm has since merged with another agency and was renamed D'Arcy, Masius, Benton and Bowles. The D'Arcy Collection is an irreplaceable treasury of research information that is believed to be the only one of its kind and size in a public institution. It is unique in that it encompasses products advertised by many agencies, not just one, and in a wide variety of publications over a long number of years — primarily between 1890 and 1970 although some of the ads date back to the mid 1870s.

The vast majority of these advertisements appeared in newspapers, magazines or trade journals, but there are some brochures, signs, programs, photostatic copies of other materials, and occasional correspondence. There are even directions for use of a particular product. The newspaper clippings are yellowed and brittle, but most of the magazine ads are in fairly good to excellent condition. Each clipping has been identified as to date and place of publication. The ads range in size from small 1 x 2 inch magazine space to full-page newspaper format. Both black and white and colored advertisements are included.

Housed in a secured, locked area in the lower level of the Communications Library, the collection is contained in over one hundred and seventy legal-sized steel filing cabinet drawers. The files are arranged by product and brand and then chronologically by date. Each folder shows the year or range of years of the clipping contained within it. Many well known contemporary products and brands are represented such as Hart, Schaffner and Marx clothing, General Electric appliances, Ford cars and trucks, and Red Cross shoes. There are also a number of less familiar products, for example, ads for spats, razor strops, Hopalong Cassidy merchandising, and lard substitutes. Included are organizational and governmental advertisers (N.R.A., NATO) and individual states or regions (Main, Pacific Northwest, Puerto Rico) promoting tourism.

The vast majority of ads in the collection are in English but there are a few, primarily cigarettes, in foreign languages. The most extensive continuous advertising run, for Campbell's Soups, began in 1912 and goes through 1969. Magazine ads for Coca-Cola date back to 1906 but there are photostats of an 1899 ad for the soft drink as well as several other copies dating from 1900. There are General Tire ads from 1917 to 1969, although many of these appeared in newspapers and are therefore extremely fragile and cannot be easily handled. Numerous file drawers contain folders identified as “Bank and Trust Companies/Banks,” “Oils, Lubricants, and Gasolines,” and myriad other subject headings.

The National Endowment for the Humanities awarded the University Library an initial grant of nearly \$71,000 to preserve the D'Arcy Collection on 35mm microfilm and to create an online guide to it. The material is presently being processed and filming has begun. It is anticipated there will be from one hundred eighty-five to one hundred ninety-five reels of film in the completed project; about one-third of the collection has already been filmed. The online index will allow access to the

collection by brand, product, or date. Data will be available to determine the total number of advertisements by year, in each project category, and by brand. Cross referencing of brand names will enhance research possibilities.

Because of its intrinsic worth, the collection has been used as a resource for research, teaching, term papers, and other assignments. Some of the ads appeared in the *Branding of America*; others are presently being reproduced for journal articles. An illustrated talk about the collection was presented by Diane Carothers, the Communications Librarian, at the annual meeting of the American Academy of Advertising in Las Vegas, March 1987. An article that describes the collection in more detail was published in the Academy's Proceedings.

Researchers are welcome to use the collection but it is necessary to ascertain that the desired material is available — that it is not being microfilmed or perhaps not in the collection at all. For information, please contact Diane Carothers, Communications Librarian, University of Illinois, 122 Gregory Hall, 810 S. Wright Street, Urbana, IL 61801. You may also call (217) 333-6348 or (217) 333-2216.

Diane Carothers

University of Illinois at Urbana-Champaign

At our second meeting, the membership voted to assess a five dollar fee to defray the costs of the tri-annual newsletter. If you wish to receive the newsletter, please mail in your check payable to the Association for Education in Journalism and Mass Communication with the accompanying registration form. Please note that membership in the Mass Communication Bibliographers Group is free and open to all members of AEJMC. You do not have to be a member of AEJMC to receive the newsletter.

The fee is due by December 31, 1987. The mailing list will be revised in January. The newsletter will be published every November, March, and June.

Rich Burke, Bookkeeper

Association for Education in Journalism
and Mass Communication
1621 College Street
University of South Carolina
Columbia, SC 29208-0251

Dear Mr. Burke,

I would like to receive the newsletter of the Mass Communication Bibliographers Group. Enclosed is the \$5.00 subscription fee. Please send the newsletter to the following address:

Name: _____

Address: _____

City: _____ **State:** _____ **Zipcode:** _____

Interests:

For those entrepreneurs among us, we are announcing the availability of the MCB mailing list. For a \$5.00 fee you may order the list of seventy-five addresses, sorted by addressee or zipcode. For \$8.00, the list can be obtained in WordPerfect 4.1 on a 5¼ diskette. Please address all inquiries to the Editor.

After an introduction by Frances Wilhoit (Indiana University), 1986-87 Chair, Eleanor Block, Secretary (Ohio State University), made a toast to recognize Jean Ward (University of Minnesota-Minneapolis) and Kathleen Hansen (University of Minnesota-Minneapolis) for their contribution to mass communication bibliography as authors of *Search Strategies in Mass Communication* (Longman, 1987).

Frances Wilhoit presented a brief report titled, Onsite Survey of Five Journalism Libraries prepared by Mary Allcorn (University of Missouri-Columbia). Due to a sudden illness, Mary could not present her paper in person.

At the 1986 annual meeting, Dennis Brunning (Arizona State University), Frances Wilhoit, and Mary Allcorn volunteered to form a thesauri committee to investigate the possibilities of adopting or constructing a thesaurus for AEJMC. Dennis prepared a paper as part of this committee's responsibilities. Entitled, "Mass Communication Thesauri and Controlled Vocabularies: An Evaluation," the paper compared thesauri and controlled vocabularies used by *Communication Abstracts*, *Journalism Abstracts* and other indexing services. He found that each had specific limitations concerning mass communication retrieval and that none was completely satisfactory for our purposes.

Frances reported that she had applied to AEJMC for funds to develop a prototype of a mass media database. She announced that \$2500 was provided by ASJMC for this project.

Frances reported that our major expense as a special interest group was our newsletter which cost \$40 per issue to send to our approximately seventy subscribers. She then proposed that we establish a five dollar annual dues request to cover this cost and that this be advertised and announced in the next issue of the newsletter.

It was unanimously passed that we officially thank Donald McBride, formerly of South Dakota State University, our first newsletter editor, for his hard work of the past year.

Dennis Brunning was elected to a combined position for 1987/88. He will be chair and editor. Mary Allcorn will serve as recording secretary.

Eleanor recommends that our papers be submitted to the ERIC Clearinghouse via AEJMC. Frances will investigate the possibility and report back to the group.

Respectfully Submitted:

Eleanor S. Block

Recording Secretary

September 8, 1987

The position of Editor of *Journalism Abstracts* has been advertised by Professor C. Zoe Smith, chair of the Publications Committee for AEJMC. A decision is expected to be made at the AEJMC winter meeting, December 3, 1987.

Journalism Abstracts is an annual compilation of abstracts of graduate research work — dissertations and theses — written to fulfill degree requirements in U.S. and Canadian university programs in mass communication. It is one of the official publications of AEJMC.

For the past five years, Frances Wilhoit, head of the Journalism Library at Indiana University, has edited the annual. Her term as editor will end with the publication of Volume twenty-five in July 1988. Major changes occurring during Wilhoit's tenure included an expanded subject index, an institutional index, the production change from typewritten script to computer typesetting, and a new cover design.

A by-product of the shift to electronic publishing is the capture of the annual volumes on machine readable magnetic tape and, more recently, to floppy diskettes. Re-issuing volumes twenty through twenty-five as a single database is a future project identified by the JA Editorial Board.

Frances Wilhoit
Indiana University

A Call FYI

Your editor would like to hear from anyone who would like to contribute to the newsletter. The objective is always INFORMATION and we are open to just about anything that promotes a better understanding of mass media bibliography. Short or long articles, the opportunity is yours! Long articles shouldn't be over one thousand words (we have only so much room!) and news releases of any length are welcome. The deadline for the March newsletter will be February 15th, 1988 and for the June issue, May 15th, 1988. All submissions should be typed. For those of you who word process on IBM or compatibles, a text file in ASCII format on a floppy diskette would be great.

Mass Communication Bibliographers' Newsletter
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Dennis Brunning, Editor

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Call for Panelists

"Databases for the Mass Media: Problems and Prospects" has been selected as the topic for discussion at our next official meeting at the AEJMC conference in Portland, Oregon, July 2nd through the 5th. Anyone interested in presenting a paper or talk should contact Dennis Brunning by March 1, 1987 with a topic proposal. Since the presentations will be submitted to ERIC for possible publication, we would enjoy having finished texts received no later than May 1, 1987.

In Our Next Issue...

Mary Allcorn on the Road: Visiting the Big Collections
What's new at Communication Booknotes
The Best in Search Software for Micros
Searching DataTimes: Some Tips and Tricks

Statement of Purpose

note: the following statement was adopted by MCB at its first meeting in Norman, OK, August 1986. It is reproduced here FYI.

1. To encourage the development of bibliographic access to the literature of mass communication and data resources.
2. To encourage the development of special collections and archives of material necessary for the study of mass communication.
3. To evaluate collections of materials and data pertinent to the study of mass communications and to disseminate the evaluations.
4. To develop teaching programs and techniques to instruct the use of bibliographic tools in mass communication.
5. To encourage the sharing and exchange of information among mass communication bibliographers.

The editor welcomes your suggestions for topics you would like to see addressed in future issues of MCBN.

