

## Curriculum Vitae of James L. Baughman

Director and Professor, School of Journalism and Mass Communication  
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Born, 10 January 1952, Warren, Ohio

### EDUCATION:

Warren City Schools, Warren, Ohio  
 Harvard University, B.A., 1974 cum laude (history)  
 Columbia University, Department of History,  
 M.A., 1975, M.Phil., 1977, Ph.D., 1981  
 M.A. essay, "The 1937 Steel Strike in Three Ohio Communities."  
 Ph.D. dissertation, "Warriors in the Wasteland: The Federal Communications  
 Commission and American Television, 1958-1967."

### AWARDS AND FELLOWSHIPS:

Dean's List, Harvard College, 1971-72, 1972-73, 1973-74.  
 President's Fellow, Columbia University, 1975-76, 1976-77, 1977-78.  
 Moody Grant, Lyndon Baines Johnson Foundation, 1978.  
 Rovensky Fellowship, Lincoln Educational Foundation, 1979-80.  
 Research Support Grants, Graduate Faculty, University of Wisconsin-Madison,  
 1981-82, 1982-83, 1983-84, 1984-85, 1985-86, 1987-88.  
 Irwin Maier Faculty Development Award, 1991-96.  
 Guest Scholar, Brookings Institution, 1995.

Winner, for Henry R. Luce and the Rise of the American News Media, of the Frank Luther Mott-Kappa Tau Alpha Award for the Best Book in Journalism History published in 1987, National Journalism Scholarship Society, 1988.

Cathy Covert Award, best article in mass communication history in 1985, "Television in the Golden Age," History Division, Association for Education in Journalism and Mass Communication (AEJMC), 1986.

Certificate for outstanding research for Television's Guardians, Kappa Tau Alpha, National Journalism Scholarship Society, 1986.

Doctoral adviser to Jeffery A. Smith, winner of the Nafziger-White dissertation award, best dissertation in mass communication, 1984-85, AEJMC Research Committee; doctoral adviser to Karen Miller, winner, 1994-95, Carolyn Bronstein, winner, 2001-02.

Distinguished Teaching Award, University of Wisconsin-Madison, 2003.

### ACADEMIC POSITIONS:

Grader and departmental research assistant, Department of History, Columbia University, 1975-77.

Instructor, American History since 1865, Columbia University Summer Session, 1978.

Preceptor [instructor], Contemporary Civilization Program, Columbia College, 1978-79.

Instructor, School of Journalism and Mass Communication, University of Wisconsin-Madison, 1979-81.

Assistant Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison, 1981-85.

Lecturer, Department of History, University of Wisconsin-Madison, Spring 1983, Spring 1991, Fall 1997, Fall 2000, Spring 2001.

Associate Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison, 1985-1990.

Professor, School of Journalism and Mass Communication, University of Wisconsin-Madison, 1990-.

Director, School of Journalism and Mass Communication, University of Wisconsin-Madison, 2003-.

### **PROFESSIONAL WORK:**

Reporter and features editor, Western Reserve Democrat and Cortland Home News, 1973; editor, Facts on File Publications, 1975-79; interviewer, Yankelovich, Skelly and White, 1977; story consultant and research director, special projects, WNET-TV (PBS), for pilot series development, 1977; reviewer, Kirkus Service, 1978-79.

### **PARTICIPATION IN CONFERENCES:**

Paper, "TV and Popular Arts: the Historical Interconnections," Bloomsburg State College Conference on History and the Popular Arts, March, 1978.

Paper, "The Dream of an 'All-American Elite': Network Television in the Golden Age, 1948-1958," Organization of American Historians, Annual Meeting, Detroit, April, 1981.

Paper, "'The Strange Birth of CBS Reports' Revisited," History Division, AEJMC Convention, East Lansing, Michigan, August, 1981.

Paper (with Byron Reeves), "'Fraught with Such Great Possibilities': The Historical Relationship of Communication Research to Mass Media Regulation," Tenth Annual Telecommunications Policy Research Conference, Annapolis, April, 1982.

Paper, "ABC and the Destruction of American Television," Business History Conference, Annual Meeting, Bradley University, March, 1983.

Paper, "The Promise of American Television, 1929-1951," Eastern Mass Media Historians Group Annual Meeting, Syracuse University, March, 1983.

Paper, "Actors, Publicists, and Critics: A Historical Review of the Role of the Press in American Foreign Policy-Making," symposium on international communications, Fulbright Institute of International Relations, University of Arkansas, April, 1986.

Paper, "Informing the Mass and the Middle: The Journalism of Synthesis in Twentieth Century America," Mini-Plenary Session, "Journalism and Mass Communication in Twentieth Century America: A Search for Themes," AEJMC Convention, University of Oklahoma, August, 1986.

Paper, "Lyndon Johnson and the Frustration of the Regulatory Agencies, 1963-1969," Annual Meeting, Southern Historical Association, Charlotte, November, 1986.

Paper, "Walter Lippmann, Henry Luce, and the Declaration of an American Century," Midwest Journalism History Conference, The Ohio State University, April, 1988.

Paper, "Take Me Away from Manhattan: New York City's Decline as America's Mass Cultural Capital, 1930-1990," Metropolitan Dominance Group, Committee on New York, Social Science Research Council, New York City, November, 1988.

Keynote speech, "'The World is Ruled By Those Who Holler the Loudest': The Third-Person Effect in American Journalism History," Midwest Journalism History Conference, Milwaukee, April, 1989.

Paper, "Lemons and Ad Agents: A Reexamination of the Edsel Advertising Campaign, 1957-59," Business History Conference, Annual Meeting, Harvard University, April, 1989.

Paper, "The Louder It Shrieks, the Less Attention is Paid to It: The Third-Person Effect and the Critics of Sensational Journalism, 1895-1898," History Division, AEJMC, Montreal, August, 1992.

Paper, "'Hello, Again': Jack Benny Moves to Television, 1950-58," American Historical Association, Annual Meeting, San Francisco, January, 1994.

Keynote Address, "Imagining Television: The Debate over TV Programming in the United States, 1947-57," Founders' Day Meeting, State Historical Society of Wisconsin, Madison, Wis., February, 1994.

Paper, "False Consciousness Can Be Fun: Advertising as Comic Fodder on 1950s American Television," American Historical Association, Pacific Coast Branch, Annual Meeting, Maui, Hawaii, August, 1995.

Paper, "Who Read Life? The Circulation of 'America's Favorite Magazine,' 1936-1972," Conference, "Looking at Life: Rethinking American's Favorite Magazine, 1936-1972," University of Colorado, September, 1995.

Paper, "'An Almost Entirely New Form of Journalism': Inventing TV News, 1947-56," Third Annual John Henry Faulk Conference, University of Texas, April, 1997.

Paper, "'Show Business in the Living Room': Management Expectations for American Television, 1947-56," Business History Conference, Annual Meeting, Glasgow, Scotland, July, 1997.

Paper, "Closing the Deal: The Personal Finance Revolution and the Consumer Culture in Twentieth Century America," Business History Conference, Stanford, Cal., Annual Meeting, March, 2000.

Paper, "Hopalong Cassidy, Inc.: William Boyd and Television, 1948-1958," Popular Culture Association and American Culture Association, Annual Conferences, New Orleans, April, 2000.

## SCHOLARLY PUBLICATIONS:

### BOOKS

Television's Guardians: The Federal Communications Commission and the Politics of Programming, 1958-1967 (University of Tennessee Press, 1985).

Henry R. Luce and the Rise of the Modern American News Media (Twayne, 1987; Johns Hopkins University Press, 2001).

The Republic of Mass Culture: Journalism, Filmmaking and Broadcasting in America since 1941 (Johns Hopkins University Press, 1992, 2<sup>nd</sup> ed., 1997).

"People Are Falling Off All the Time": American Television in the 1950s (in preparation).

### ARTICLES AND CHAPTERS

"Class and Company Town: The Legends of the 1937 Little Steel Strike," Ohio History, 87 (Spring, 1978):175-92.

"See It Now and TV's Golden Age, 1951-58," Journal of Popular Culture, 15 (Fall, 1981):105-14.

"The Strange Birth of CBS Reports' Revisited," Historical Journal of Film, Radio, and Television, 2 (March, 1982):27-38.

"American Broadcasting History: A Comment," Historical Journal of Film, Radio, and Television, 2 (October, 1982):195-98.

"The National Purpose and the Newest Medium: Liberal Critics of Television, 1958-60," Mid-America, 64 (April-July, 1983):41-55.

(with Byron Reeves), "'Fraught with Such Great Possibilities': The Historical Relationship of Communication Research to Mass Media Regulation," in Proceedings from the Tenth Annual Telecommunications Policy Conference, Oscar Gandy, et al., eds., (1983):19-52.

"ABC and the Destruction of American Television, 1953-1959," Business and Economic History, 2nd. ser., 12 (1983):56-73.

"Thank You for Letting Us Into Your Home: TV and American History," Reviews in American History, 12 (December, 1984):600-05.

"Television in the Golden Age: An Entrepreneurial Experiment," The Historian, 47 (February, 1985):175-95.

"The Promise of American Television, 1929-1952," in Prospects, 11 (1986):115-30.

"Enlightened Pauses, Partial Withdrawals: American Historians and the Study of Presidential Campaigns," Mass Communication Review, 14 (nos. 1 and 2, 1987):20-29, 53.

“The Self-Publicist from the Pedernales: Lyndon Johnson and the Press,” Diplomatic History, 12 (Winter, 1988):103-10.

“‘The World is Ruled by Those Who Holler the Loudest’: The Third-Person Effect in American Journalism History.” Journalism History, 16(Spring/Summer, 1989):12-19.

“The Weakest Chain and the Strongest Link: The American Broadcasting Company and the Motion Picture Industry, 1952-60,” in Hollywood in the Age of Television, Tino Balio, ed. (Unwin Hyman, 1990), 91-114.

“Take Me Away from Manhattan: New York City and American Mass Culture, 1930-1990,” in Capital of the American Century: The National and International Influence of New York, Martin Shefter, ed. (Russell Sage, 1993), 117-43.

“Cold War Sources: Joseph Alsop and Vietnam,” Reviews in American History, 23 (December, 1995):734-38.

“The Frustrated Persuader: Fairfax M. Cone and the Edsel Advertising Campaign, 1957-59,” in The Other 50s: Interrogating Midcentury American Icons, Joel Foreman, ed. (University of Illinois Press, 1997),27-52.

“‘Show Business in the Living Room’: Management Expectations for American Television, 1947-56,” Business and Economic History, 26 (Winter, 1997):718-26.

“Who Read Life? The Circulation of ‘America’s Favorite Magazine,’ 1936-1972,” Looking at Life Magazine, Erika Doss, ed. (Smithsonian Institution Press, 2001), 41-51.

“Minow’s Viewers: Understanding the Response to the ‘Vast Wasteland’ Address,” Federal Communications Law Journal, 55 (May, 2003): 449-58.

“‘Wounded But Not Slain’: The Orderly Retreat of the American Newspaper, 1945-2000,” in The History of the Book in America, vol. 5, David Paul Nord, Joan Shelley Rubin, and Michael Schudson, eds. (American Antiquarian Society and Cambridge University Press; in press).

“‘Bad Losers Always Have Bad Alibis’: The Mass Media and American Politics, 1948-98,” (To be submitted).

## **BOOK REVIEWS:**

Sterling Quinlan, Inside ABC, Business History Review, 54 (Summer, 1980):257-58.

Theodore Kovaleff, Business and Government During the Eisenhower Administration, Ohio History, 90 (Autumn, 1981):344-45.

C. Joseph Pusateri, Enterprise in Radio, Business History Review, 55 (Fall, 1981): 439-40.

Dan Schiller, Objectivity and the News, Business History Review, 55 (Winter, 1981):570-71.

Joel K. Goldstein, The Modern Vice Presidency, Ohio History, 92 (1983):172-73.

Charles C. Alexander, Ty Cobb, Ohio History, 94 (Summer/Autumn, 1985):218-20.

J. Fred MacDonald, Television and the Red Menace: Video's Road to Vietnam, American Historical Review, 91 (June, 1986):758-59.

Gerald D. Nash, The American West Transformed, Wisconsin Magazine of History, 70 (Autumn, 1986):61.

Thomas C. Leonard, The Power of the Press, Journalism History, 13 (Autumn-Winter, 1986):117-18.

Edward E. Scharff, Worldly Power, The Making of the Wall Street Journal, Journalism Quarterly, 63 (Winter, 1986):863-64.

Alexander Bloom, Prodigal Sons: The New York Intellectuals & Their World, Ohio History, 97 (Winter-Spring, 1988):76-77.

J. Leonard Reinsch, Getting Elected: From Radio and Roosevelt to Television and Reagan, Journalism History, (Spring, 1988):40-41.

Lucas A. Powe, Jr., American Broadcasting and the First Amendment, Journal of American History, 75 (June, 1988) 223-24.

Patrick S. Washburn, A Question of Sedition, Criminal Justice History, 9 (1988):276-79.

Peter Novick, That Noble Dream: The 'Objectivity Question' and the American Historical Profession, Journalism History, 15 (Autumn 1988):141-42.

Harrison E. Salisbury, A Time of Change, Journal of American History, 76 (March, 1989):1374-375.

Susan Douglas, Inventing American Broadcasting, Journal of American History, 76 (September, 1989):628-29.

Sig Mickelson, From Whistle Stop to Sound Bite, American Journalism, 7 (Winter, 1990):63-64.

Max D. Paglin, ed., A Legislative History of the Communication Act of 1934, American Journalism, 7 (Fall, 1990):284.

Guide to Sources in American Journalism History and Biographical Dictionary of American Journalism, Journal of American History, 77 (March, 1991):1471-472.

Michele Hilmes, Hollywood and Broadcasting: From Radio to Cable, Journal of American History, 77 (September, 1991):718-19.

J. Fred MacDonald, One National Under Television: The Rise and Decline of Network TV, Journalism Quarterly, 69 (Winter, 1993):1087-088.

Robert J. Donovan and Ray Scherer, Unsilent Revolution: Television News and American Public Life, American Historical Review, 98 (April, 1993):597.

Glenn C. Altschuler and David I. Grossvogel, Changing Channels: America in TV Guide, Journal of American History, 80 (September, 1993):749-50.

Craig Allen, Eisenhower and the Mass Media, American Historical Review, 99 (April, 1994):685.

Leann Grabavoy Almquist, Joseph Alsop and American Foreign Policy, Journalism History, 20 (Spring, 1994):37.

Christopher Anderson, Hollywood TV: The Studio System in the Fifties, Journal of American History, 82 (September, 1995):838.

Joan Hoff, Nixon Reconsidered, Journal of Interdisciplinary History, 27 (Summer, 1996):172-73.

Christopher Simpson, Science of Coercion: Communication Research & Psychological Warfare, 1945-1960, Journalism History, 22 (August, 1996):122-23.

Tyler Resch, The Rutland Herald, Vermont History, 65 (Winter/Spring, 1997): 104-05.

David Rudenstine, The Day the Presses Stopped: A History of the Pentagon Papers Case, Journal of American History, 84 (June, 1997):314-315.

Richard Aquila, ed., Wanted Dead or Alive: The American West in Popular Culture, Ohio History, 107 (Winter-Spring, 1998):98-99.

James Tobin, Ernie Pyle's War, Journal of American History, 84 (March, 1998): 1568-569.

## VIDEO REVIEWS:

"Huey Long," Film & History, 17 (May, 1987):46-47.

"The Quiz Show Scandal," Journal of American History, 79 (December, 1992):1291-292.

## OTHER PUBLICATIONS:

Contributing editor, Facts on File, Political Profiles (6 vols., 1976-80). 118 entries and bibliography for volume one.

"Washington's Columbia Connection," (Presidential Brain Trusts since FDR), Columbia Today, (June 1977):5-9, 26.

"Reagan Isn't Goldwater," New York Times, op-ed page, 13 April 1980.

"Gary Cooper" and "Ernie Kovacs," in Dictionary of American Biography. John A. Garraty, ed., supplement seven, 1981.

"John S. Knight," in Dictionary of Literary Biography: American Newspaper Journalists, 1926-1950. Perry J. Ashley, ed., 1984, pp. 141-47.

"Henry Robinson Luce," in Dictionary of American Biography. John A. Garraty, ed., supplement eight, 1988, pp. 392-96.

"Television Comes to America, 1948-1958," Illinois History, 46 (March, 1993):41-44.

Various entries, Encyclopedia of New York City. Kenneth T. Jackson, ed., 1995.

"Television," Dictionary of American History, supplement. 1996.

"Edward R. Murrow," Encyclopedia of U.S. Foreign Relations. Bruce W. Jentleson and Thomas G. Paterson, eds. 1997.

“The Transformation of Time Magazine,” Media Studies Journal, 12 (Fall, 1998):120-27.  
 “Joseph Alsop,” “Willard Grosvenor Bleyer,” “Hedley Donovan,” and “Briton Hadden” in  
American National Biography. (1999).

Review of Sig Mickelson, The Decade That Shaped Television News, Communicator  
 (February, 1999):12.

“FCC,” “Henry R. Luce,” and “Television” for Oxford Companion to U.S. History, Paul  
 Boyer, ed. (2001).

“Media,” Blackwell’s Companion to 20<sup>th</sup> Century America, Stephen J. Whitfield, ed.  
 (Forthcoming).

“Television: Programming and Influence,” Dictionary of American History, Stanley I. Kutler,  
 ed. (Under review).

### **SCHOLARLY ORGANIZATION ACTIVITIES:**

Association for Education in Journalism and Mass Communication (AEJMC):  
 Chairman, Professional Freedom and Responsibility Committee, History  
 Division, 1980-81, member, 1983-84.  
 Member, Research Committee, History Division, 1981-82, 1986-87, 1992-  
 93, 1993-94.  
 Member, editorial board, Journalism Monographs, 1984-89.  
 Chair, Cathy Covert Award Committee, History Division, 1986-87, 1987-  
 88, 1988-89, member, 1989-90, 1990-91, 1991-92.  
 Member, editorial board, Journalism Quarterly, 1991-  
 Member, Committee on New York, Social Science Research Council, 1988.  
 Member, Division of General Programs, Humanities Projects Media, National  
 Endowment for the Humanities, 1989.  
 Member, Division of Fellowships and Seminars, Summer Seminars for College  
 Teachers, National Endowment for the Humanities, 1994.  
 Member, Erik Barnouw Prize Committee, Organization of American Historians,  
 1995-98, chair, 1996-97.

### **OTHER SCHOLARLY ACTIVITIES:**

Director, Federal Communications Commission Project, Oral History Collection  
 of Columbia University, 1978-1981.  
 Interviewer, Adlai E. Stevenson Project, Oral History Collection of Columbia  
 University, 1981.  
 Corresponding editor, Journalism History, 1985-.

### **COMMITTEE ASSIGNMENTS, School of Journalism, University of Wisconsin-Madison (partial listing):**

Minority student adviser, 1981-82.  
 University Faculty Senator, 1983-87, 1991-93.  
 Honors student adviser, 1985-92.  
 Chair, Faculty Search Committee, 1990-91.  
 Chair, Curriculum Committee, 1991-2002.  
 Chair, Mass Communication Research Center, 2002.

**UNIVERSITY-WIDE ACTIVITIES** (partial listing):

Member, University of Wisconsin Press Committee, 1987-90.  
Member, College Committee on the Honors Program, 1989-90.  
Member, Ad Hoc Committee to Evaluate Sabbatical and Faculty Development  
Grant Proposals, College of Letters and Science, 1989-90, chair, 1990.  
Member, Memorial Library Committee, 1990-94, chair, 1993-94.  
Member, University Library Committee, 2001-, chair, 2003-.  
Member, College Undergraduate Curriculum Committee, 2000-02.

**OTHER ACTIVITIES:**

Member, Wisconsin State Advisory Committee, U.S. Commission on Civil  
Rights, 1985-92, acting chair, 1987-88, chair, 1989-92.

**MEMBERSHIPS:**

American Historical Association  
Business History Conference  
Organization of American Historians