

April 2-4, 2015

Media & Civil Rights History Symposium

Columbia, South Carolina



UNIVERSITY OF
SOUTH CAROLINA
School of Journalism and
Mass Communications



Welcome to the symposium

Charles Bierbauer

Dean, College of Mass Communications and Information Studies

Welcome to the third biennial Media & Civil Rights History Symposium hosted by the University of South Carolina School of Journalism and Mass Communications. We are pleased to continue the tradition of welcoming scholars from around the country and abroad — particularly those escaping the siege of a long winter — to the warm and colorful environs of the Palmetto State. Enjoy your respite from the cold and from the rigors of daily academic life as you engage in the conversations that are at the heart of a symposium.

The symposium is the most visible part of an effort to encourage the study, teaching, and sharing of media and civil rights history. We embrace a broad vision of civil rights history that reaches across nations, time periods, and social groups to include various past struggles for the right to exercise civil freedoms without government or social repression or discrimination. We believe that media and communication are central forces in history—particularly in struggles for justice and freedom—and that their role has been too little acknowledged and too little studied. It is our school's goal to encourage more historical work in this area through hosting the symposium on a biennial basis.

An important addition to the program this year is the opening reception, Thursday, April 2, 5-7 p.m., in the Hollings Special Collections Library. The research libraries of the university have collaborated to curate a special exhibit specifically for the Symposium to enhance your awareness of the civil rights collections on site and to encourage your exploration. Please talk with our library specialists about your research interests while you are here.

Our keynote speaker, Peniel Joseph, will extend the symposium's reach to the greater Columbia community with a public address and book signing Friday, April 3, 7 p.m., at the city's historic Zion Baptist Church, a staging site for one of the nation's most significant public protests in 1961 and host to numerous civil rights rallies and celebrations. Dr. Joseph will discuss his research on the Black Power movement and African American political activism in the 1960s. Previous keynote speakers were Isabel Wilkerson (*2011, The Warmth of Other Suns*) and Katherine Mellen Charron (*2013, Freedom's Teacher*).

We are pleased to announce that Mark J. Walmsley of the University of Leeds in England has won the Farrar Award in Media & Civil Rights History for research on the role of the media and journalists in relation to the civil rights and homophile movements. Previous Farrar Award winners were Gordon Mantler (*2011, Duke University*), Will Hustwit (*2012, University of Mississippi*), and Carol Stabile (*2013, Oregon University*). The award is now presented biennially.

Thank you for making time in your busy schedule to join us for this special gathering. We hope you will find the company of fellow scholars who care about media and civil rights history rejuvenating.

On the cover: The Symposium logo was designed as an abstract version of the gamecock's tail feathers and a speech bubble alluding to a symposium.

Congressman James Clyburn



Congressman James E. Clyburn

The School of Journalism and Mass Communications is honored to open the third biennial Media & Civil Rights History Symposium with a reception featuring special guest Congressman James E. Clyburn for a dialogue and book signing.

A highlight of the reception will be a conversation between Congressman Clyburn and Keynote Speaker Peniel Joseph of Tufts University.

Elected to the U.S. House of Representatives in 1992, Congressman Clyburn represents South Carolina's sixth district—including the capital city region—and is the third-ranking Democratic leader.

Born in Sumter, South Carolina, the eldest son of an activist fundamentalist minister and an independent civic-minded beautician, Rep.

Clyburn credits his parents with grounding him securely in family, faith and public service. He was elected president of his NAACP youth chapter when he was 12 years old, helped organize many civil rights marches and demonstrations as a student leader at South Carolina State College, and even met his future wife, Emily, in jail during one of his civil rights incarcerations.

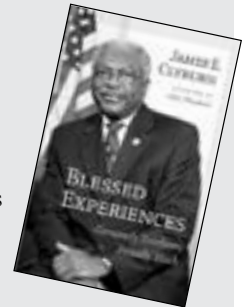
As a student, Clyburn participated in the 1961 Statehouse march that resulted in *Edwards v. South Carolina*, a precedent-setting U.S. Supreme Court ruling still cited in protecting citizens' rights in public assembly. As a student defendant in the case, Clyburn was represented by South Carolina NAACP lawyers Matthew J. Perry Jr. and Lincoln C. Jenkins II. Decades later, Congressman Clyburn was instrumental in having Columbia's new federal courthouse named for then-Federal Judge Perry.

Clyburn was elected Chairman of the Congressional Black Caucus in 1999, and his reputation as a leader and consensus-builder helped him win a difficult three-way race for House Democratic Caucus Vice Chair in 2002. Three years later, he was unanimously elected Chair of the Democratic Caucus.

President Barack Obama has said Congressman Clyburn is, "One of a handful of people who, when they speak, the entire Congress listens."

Praise for *Blessed Experiences*

"... a revelation. This candid autobiography ... powerfully illuminates America's struggle to free itself from the despair and discrimination that accompanied Jim Crow segregation. Clyburn's words make clear how central the role of local and grass roots activism was in the struggle to find racial justice in places like South Carolina."



Lonnie G. Bunch, founding director of Smithsonian's National Museum of African American History and Culture

"... a vivid and unforgettable portrait of the Jim Crow South on the eve of its extinction and of a man dedicated to bringing its oppression and injustice to an end. James Clyburn helps us remember our all-too-recent past and the struggles and sacrifices he and so many others endured..."

Drew Gilpin Faust, president and Lincoln Professor of History, Harvard University

"... a story that had to be told and is best told by he who lived it. ... inspiring and motivation to dream both long and large."

John H. Adams, 87th Bishop, African Methodist Episcopal Church

"capture[s] ... a sense of the times. ... Jim has broken many barriers as the most significant African American member of Congress..."

Warren Buffett, Berkshire Hathaway

"... he has the courage to challenge conventional wisdom..."

Debra L. Lee, Chairman & Chief Executive Officer, BET Networks

Symposium schedule

Thursday, April 2

5-7 p.m.

Opening reception, Hollings Special Collections Library

Welcome and Greetings: Kenneth Campbell, University of South Carolina, and Symposium Co-Directors Christopher Frear and Ramon Jackson

Remarks: Dean Charles Bierbauer, College of Mass Communications and Information Studies

Special guest: U. S. Congressman James E. Clyburn, author of *Blessed Experiences: Genuinely Southern, Proudly Black*, in conversation with Peniel Joseph, the 2015 symposium keynote speaker. Book signing to follow.

Exhibit: Specially curated collection of African American freedom struggle documents, memorabilia, and film footage presented by the University of South Carolina's research libraries. Refreshments served.

Friday, April 3

9-10:15 a.m.

Research panels

Carolina Room A

Power was Changing Colors: Lerone Bennett Jr., Stokely Carmichael and Black Power Past and Present
James West, University of Manchester, UK

What We Want!: Visual Representations and Narrations of the Black Power Era
Derrick Brooms, University of Louisville

Troubling the Water: African American and Local News Coverage of the 1964 Monson Motor Lodge Swim-In and St. Augustine Beach Wade-Ins
Rebecca Watts, Stetson University

Chair/Commentator: Kenneth Campbell, University of South Carolina

Carolina Room B

Humor in Hue: The Satirical Cartoons in *Black World Magazine* during the Black Power Movement, 1970-1976
Nathaniel Frederick II and William Schulte, Winthrop University

More Money Now!: The National Welfare Rights Organization's Battle against the Family Assistance Plan
Halei Yue, University of Maryland

Media Coverage and the Ferguson, Mo. Riots: What Can Social Media Tell Us about the Ongoing Debate about Race in America 50 Years after the 1964 Harlem Riots?
Mark W. Tatge, University of South Carolina

Chair/Commentator: Todd Shan, University of South Carolina

10:15-10:30 a.m.

Mid-morning break

10:30-11:45 a.m.

Research panels

Carolina Room A

H. Rap Brown: The Media and the 'Gangsta' Image of Black Power
Peter Levy, York College

Eldridge Cleaver and Visual Ephemera in the Coalition of Oakland's Black Panther Party with Berkeley Radicals
Jo-Ann Morgan, Western Illinois University

Eyes on the Gathering Storm: Newspaper Coverage of Baltimore's Black Community on the Eve of the April 1968 Riot

Elizabeth Atwood, Hood College

They Held Their Fists Up: The Myth of the Violent Black Panther and the Making of the Angola 3

Holly Genovese, University of South Carolina

Chair/Commentator: Phillip Jeter, Winston-Salem State University

Carolina Room B

Redefining Radicalism: Thomas Waring's Campaign against the Highlander Folk School

Gwyneth Mellinger, Xavier University

Carpetbaggers and Paper Curtains: Massive Resistance and the Segregationist Framing of the Outside Press

David Wallace, University of South Carolina Upstate

The Many Faces of the South: Media Images of White Southernness during the Civil Rights Era, 1960-1968

Zachary Lechner, North Carolina School of Science and Mathematics

Carolinians will Discover the Way—Somewhere between “Now” and “Never”

Marcia Synnott, University of South Carolina

Chair/Commentator: Sid Bedingfield, University of Minnesota

Noon

Keynote luncheon, Palmetto Room

Introduction of Keynote Speaker: Kenneth Campbell, University of South Carolina

Keynote Address: Dr. Peniel Joseph, called a “dean of black power studies,” is a professor of history and the founding director of the Center for the Study of Race and Democracy at Tufts University. His books include the award-winning *Waiting 'Til the Midnight Hour: A Narrative History of Black Power in America*; *Dark Days, Bright Nights: From Black Power to Barack Obama*; and the newly released *Stokely: A Life*. He is also the editor of *The Black Power Movement: Rethinking the Civil Rights-Black Power Era*, and *Neighborhood Rebels: Black Power at the Local Level*. His commentary has been featured on national media.

2:15-3:30 p.m.

Plenary session: Teaching panel

Carolina Rooms A/B

Teaching the African American Freedom Struggle and the Mass Media: Variations on an Undergraduate History Course in South Carolina, Massachusetts, and Minnesota

Kathy Roberts Forde, University of Massachusetts at Amherst; Sid Bedingfield, University of Minnesota; and Ramon Jackson, University of South Carolina

Moderator: Kathy Roberts Forde, University of Massachusetts at Amherst

3:30-3:45 p.m.

Mid-afternoon break

3:45-5 p.m.

Research panels

Carolina Room A

Boycott Boyette: The Black Panthers' Media Assault on Black Capitalism

Mary Potorti, MCPHS University

Print Cultures and the 1970s New South

Robert Greene II, University of South Carolina

Keynote Speaker

Peniel Joseph



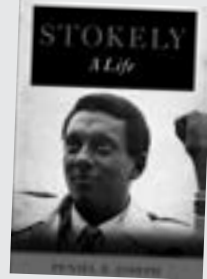
The School of Journalism and Mass Communications is delighted to present the keynote speaker for the 2015 Media & Civil Rights History Symposium: **Peniel Joseph**, author of groundbreaking scholarly articles and books on Black Power. Dr. Joseph has been called a “dean of black power studies.” Robin D.G. Kelley of UCLA said, “Peniel Joseph represents the best of a new generation of scholars whose work will substantially revise our understanding of the Black Freedom Movement.”

Dr. Joseph is the founding director of the Center for the Study of Race and Democracy and professor of history at Tufts University. He frequently comments on issues of race, democracy, and civil rights in national media, and his articles, op-ed columns, and book reviews have been published in *The Washington Post* and *The New York Times*. The recipient of fellowships from Harvard University’s Charles Warren Center, the Woodrow Wilson International Center for Scholars, and the Ford Foundation, Professor Joseph’s essays have appeared in *The Journal of American History*, *The Chronicle Review*, *The Black Scholar*, *Souls*, and *American Historical Review*.

‘[T]he best of a new generation’

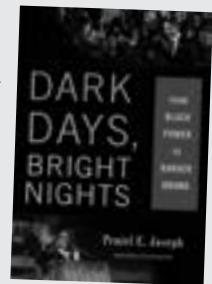
Stokely: A Life
“An insightful, highly engaging and fluently written biography.”
—The New York Times Book Review

“...fills a huge void”
—The Washington Post



Dark Days, Bright Nights
“Brilliantly conceived and elegantly written ... a vital, necessary book...”
—John Stauffer, Harvard University

“...represents contemporary history at its best.”
—Manning Marable, Columbia University



“Joseph tells the story ... with rare insight and vitality. ... a rising star in the field of African American history.”

—Henry Louis Gates, Jr., Harvard University

Waiting 'Til the Midnight Hour



“...one of those critically important books that will be read and debated for many years to come.”
—Robin D.G. Kelley, UCLA

Friday, April 3 Noon – 2 p.m. Inn at USC | 7 p.m. Zion Baptist Church 801 Washington St.

Congratulations

Ronald T. and Gayla D. Farrar
Media & Civil Rights History Award

Mark Walmsley



Mark Joseph Walmsley has won the 2015 Ronald T. and Gayla D. Farrar Media & Civil Rights History Award for his article published in the February 2014 issue of *Journal of American Studies*: “Tell It Like It Isn’t: SNCC and the Media, 1960-1965.”

Walmsley is a final year Ph.D. student at the University of Leeds. Having focused his Master of Research degree (University of Leeds) and Bachelor of Arts Honours (University of Cambridge) research on the Student Nonviolent Coordinating Committee, he is now examining how the process of news construction has affected understandings of the Civil Rights and Homophile movements of the “long 1960s.” By examining the interactive and symbiotic relationship between activists in these movements and mainstream journalists, Walmsley’s research aims to understand how and why this “first rough draft of history” was created and how it has been used by generations of scholars. His work has previously been awarded the British Association of American Studies Ambassador’s Postgraduate Award.

From the judges

Mark Joseph Walmsley’s article, “Tell It Like It Isn’t: SNCC and the Media, 1960-1965,” is “a fascinating and important exploration of the relationship between SNCC and news journalists. The article contrasts the image SNCC publicists sought to promote and the conflicting ideas within the organization about nonviolence and Black Power. In addition to bringing fresh insight to the history of SNCC, it engages broader questions relating to the Civil Rights/ Black Power movements. ‘Tell It Like It Isn’t’ also raises important questions about the relationship between journalists and the Civil Rights Movement, adding to the literature and deepening our understanding of that dynamic.”

Saturday, April 4 2:15 – 3:30 p.m. Carolina Room A Inn at USC

“Racism and Greed”: Black Press Editorials About The Subprime Mortgage Crisis

Rob Wells, University of Maryland

Selling “Black”: Analyzing Race, Gender, and the Imagined Audience in Black Film Pressbooks and Posters

Katrina Overby, Indiana University

Chair/Commentator: Mia Anderson, University of South Alabama

Carolina Room B Panel Presentation

Collaborating for a Cause: The Civil Rights Project in Delaware, Collecting and Archiving Oral Histories While Using New Media to Educate and Inspire Digital Natives

Moderator: Robin Krawitz, Delaware State University; Panelists: Marcia A. Taylor, Delaware State University; Chip Haywood, Haywood Productions; Wendell Raulston, Haywood Productions.

Chair/Commentator: Greg Wilsbacher, University of South Carolina

7 p.m. Public address and book signing

Peniel Joseph speaks at Columbia’s historic Zion Baptist Church, site of numerous civil rights rallies and celebrations. Symposium participants are encouraged to attend. Dr. Joseph’s books available for purchase

Dinner on your own—Five Points or the Vista

Inn at USC shuttle service available for public address and dinner

Saturday, April 4

9-10:15 a.m. Research panels

Carolina Room A

#BlackLivesMatter has Grandparents: The Black Press on the Biafran Civil War, 1967-1970

Link Clark, Graduate Theological Union

Black Power, the CPUSA, and Decades of Building Black Political Struggle

Trevor Joy Sangrey, Washington University in St. Louis

The Black Panther and Black Agency: An African Ideal During the Black Power Movement, 1972-1979

William Schulte and Nathaniel Frederick II, Winthrop University

Chair/Commentator: Kenneth Campbell, University of South Carolina

Carolina Room B

Against the Establishment: Alternative Newspapers and the Civil Rights Movement in Columbia, S. C.

Alyssa Constad, University of South Carolina

Two Magazines, One “Chocolate City”: Ebony and Sepia’s Coverage of Black Political Presence, 1971-1977

Mia Anderson, University of South Alabama

Committing a Movement to Memory: An Analysis of Mainstream and Black Press Newspaper Coverage Commemorating the 1966 Chicago Freedom Summer and Milwaukee Open Housing Marches

Meagan Manning, University of Minnesota

The Old Neighborhood Strikes Back: Anthony Imperiale, White Backlash, and Narrative Construction

Joseph Roskos, Independent Scholar

Chair/Commentator: Gwyn Mellinger, Xavier University

10:15-10:30 a.m. Mid-morning break

10:30-11:45 a.m. Plenary Session: Living History

Carolina Rooms A/B

Roundtable with South Carolina freedom struggle participants

Moderator: Ramon Jackson, University of South Carolina

Noon Lunch at the McCutchen House on the Horseshoe

Enjoy a catered Southern barbecue lunch during springtime at the University of South Carolina's Horseshoe. The menu includes pulled pork barbecue, barbecued chicken, a variety of salads, fresh fruit, cornbread, fruit cobbler, and iced tea.

2:15-3:30 p.m. The 2015 Ronald T. and Gayla D. Farrar Media & Civil Rights History Award presentation and lecture

Carolina Rooms A/B

Introduction: Kenneth Campbell, University of South Carolina, award committee chairman

Farrar Award Recipient & Lecturer: Mark Walmsley, author of "Tell It Like It Isn't: SNCC and the Media 1960-1965," *Journal of American Studies* (2014)

3:30-3:45 p.m. Mid-afternoon break

3:45-5 p.m. Research panels

Palmetto Room

The Jeremiah Wright Controversy

Peter Rich, University of South Carolina

From Confrontations and Civil Liberties: Newspaper Photo Framing of Police Brutality and Riots in Los Angeles 1992 and Ferguson, Mo., 2014

Anan Wan, Yicheng Zhu, and Jo-Yun Li, University of South Carolina

South Carolina Media's Message about Black Power

Zakiya Collier, University of South Carolina

Chair/Commentator: Kathy Roberts Forde, University of Massachusetts at Amherst

Carolina Room A/B

The Remasculatation of the Black Athlete: The Punch that Emancipated and Empowered Him to Join His People's Struggle of Self Determination

Kevin Blackstone and Justin Hudson, University of Maryland

Chair/Commentator: David Crockett, University of South Carolina

5:00-7:00 p.m. Closing reception, Inn at USC terrace

Evening outings in the Vista or Five Points

Inn at USC shuttle service available

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Reasons to Choose

UofSC for your Ph.D.

1. Size We value quality over quantity. You will work one-on-one with the school's graduate faculty. Be one of the five students accepted to our doctoral program each year.

2. Connections Our faculty hold leadership roles in the most recognized organizations in our field, including the Association for Education in Journalism and Mass Communication (AEJMC) and Broadcast Education Association (BEA).

3. Track Record Our graduates are hired at leading universities and many hold leadership positions at top institutions.

4. Expertise Our faculty are experts in their fields and particularly strong in the areas of science and health communication, new communication technology, advertising and public relations, history and law.

5. Support We offer excellent financial support as well as additional incentives including research and travel grants.

6. Collaboration You will work closely with our faculty, who conduct interdisciplinary research across the University of South Carolina and beyond.

7. Curriculum Our curriculum will allow you to obtain the quantitative and qualitative research skills required for a successful career in the academic arena, particularly at Carnegie Classified Research Universities.

8. Commitment to Teaching You will complete our program knowing how to teach college courses. Students often serve as lead instructors in undergraduate courses. Our program is one of the few requiring a Seminar in Teaching Mass Communication.

9. New Technology Join us in our innovative new building designed for a 21st century communications program. Graduate students enjoy their own graduate education suite.

10. Location Located in the capital of sunny South Carolina, Columbia has plenty of great restaurants, museums and more. Outdoor activities are enjoyed year-round, with the beach and mountains just two hours away.

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bit.ly/sjmc-phd



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School of Journalism and
Mass Communications

The University of South Carolina is an equal opportunity institution.