

**PRESS & TELEVISION**

in-depth reporting by the *Miami Herald* of Latin America and the Caribbean—an emphasis that appeals to Miami's large Spanish-speaking population.

All nations are not equally important to Americans or to each other, the author concedes. But reliance on occasional “fuzzy snapshots” of events in most countries, he argues, is likely to lead to pervasive ignorance among the American public of the “scope and novelty” of changes occurring throughout the world.

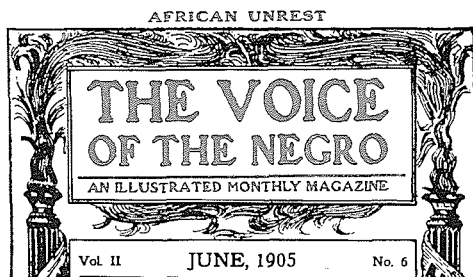
### *Black Press, White Purse*

“Away from Accommodation: Radical Editors and Protest Journalism, 1900–1910” by Abby Arthur Johnson and Ronald M. Johnson, in *Journal of Negro History* (Oct. 1977), 1407 14th St., N.W., Washington, D.C. 20005.

The conflicts between the “radical” school of race relations, led by black writer-educator W. E. B. Du Bois, and Booker T. Washington’s “accommodationist” school were fought out in the pages of black-edited journals published after the turn of the century. The bitter competition between the two men, write the Johnsons, who teach at Howard University and Georgetown University, respectively, paved the way for the eventual creation of black-financed newspapers and magazines (particularly, the still flourishing NAACP bimonthly, *Crisis*).

Washington’s espousal of gradual black economic advancement, the authors contend, endeared him to the white business community—and attracted financial support. But for black magazines, white money proved as much a bane as a boon. Thus, when editor Pauline Hopkins attempted to publish black protest writing in the Boston-based *Colored American*, she offended the magazine’s white backers. Washington, who had secretly bought into the publication, was able to have her ousted. She was replaced by an editor who “boomed the theories of Washington.” Similar troubles plagued the influential *Voice of the Negro*, which collapsed in 1907.

Du Bois, on the other hand, downplayed “conciliation,” advocated



The Voice of the Negro, Atlanta, June 1905

*The Voice of the Negro* (circulation, 17,000), like the rival *Colored American*, was troubled by strife between its “accommodationist” owners and its radical editors. Unlike its competitor, the *Voice* folded as a result.

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socialism, and encouraged the revival of Afro-American literature. A founder (1910) of the NAACP, he had tried repeatedly to launch an independently financed black journal. Although his early attempts were unsuccessful, his later efforts, including *The Moon Illustrated Weekly* (established 1905) and *Horizon* (1907), reached a wide audience. Both magazines, supported by subscriptions only, ridiculed Washington's "soulless" materialism. Du Bois's philosophy was simple: "If you are going to take up the wrongs of your race, then you must depend for support absolutely upon your race."

Du Bois's success, the authors conclude, spurred the establishment in 1911 of *Crisis* by convincing the rest of the NAACP leadership that a black journal could attract and retain a large readership while remaining independent of white financing or influence.

*Who Scoops Whom?* "Do Most People Depend on TV for News?" by Chris Welles, in *Columbia Journalism Review* (Jan.-Feb. 1978), 601  
Journalism Building, Columbia University, New York, N.Y. 10027.

Chronic Madison Avenue disputes over magazine "audience ratings" (used by publishers to determine readership and therefore advertising rates), recently flared up again when the two best-known survey firms—W. R. Simmons and Axiom Market Research—released sharply different findings. Simmons reported "hefty" readership gains, while Axiom claimed "major declines."

Welles, director of Columbia University's Bagehot Fellowship program, predicts that similar disagreements will arise among experts over the size of the audience for TV news.

According to surveys conducted by the Roper Organization, says Welles, television is by far the American public's main source of news—and TV's share of the news audience is growing steadily at the expense of newspapers. In 1976, Roper reported that 64 percent of those polled said they obtained "most" of their news from television. The figure in 1959 was 51 percent.

But Welles cites new research that calls the Roper findings into question: Two University of North Carolina professors, who have completed their own study, argue that the Roper polls measure "attitudes, not actual behavior." They contend that the number of people who watch any television on an average day is smaller than the number who read a newspaper. In fact, they find, on any given day, only 19 percent of their sample watched network television, while 80 percent read a newspaper. Welles adds that a 1972 Surgeon General's report found that, in fact, people watch television "less than is commonly believed—or than viewers themselves think." The Surgeon General's close study of 20 families revealed that they consistently "over-reported" their viewing time by about 50 percent.