



BMUN LXXII

UNION DAIRY CO.



# JOINT CABINET CRISIS



LXXII  
SEVENTH-SECOND SESSION

# LETTER FROM THE CHAIR

Delegates,

We are pleased to welcome you to the BMUN LXXII Joint Cabinet Crisis, and to the newsrooms of 1896. As the staffs' of Joseph Pulitzer's New York World and William Randolph Hearst's New York Journal you will navigate the treacherous waters of late 19th-century America: the socio-political volatility, economic upheavals, and a nation grappling with its identity on the global stage. The circulation war between these two giants is not just about selling newspapers; it is a clash of ideologies, approaches, and a quest for dominance in a rapidly changing America. The choices you make, the stories you prioritize, and the strategies you employ will not only determine the success of your newspaper but will also reflect your stance on what journalism ought to be. This committee is intended to be a reflection on the role of media in society, the ethics that underpin journalism, and the responsibility that comes with wielding such influence. As you delve into this captivating era, we hope you draw parallels with our times and derive insights that are relevant today.

My name is Miya Rosenthal (she/her) and I am the head chair of the JCC: Hearst-Pulitzer Circulation War. I am a sophomore here at UC Berkeley double majoring in Media Studies and minoring in Public Policy. This will be my sixth year of Model United Nations and my second year of BMUN. I am passionate about improving social welfare, racial equity, and public history, as well as documenting my travels, thrifting everything, trying cute cafes, and enjoying all things sports. I am excited to share this crisis committee with all of you as a mechanism for teaching and learning about the role of media in politics and policymaking. I am so lucky to be joined by wonderful vice chairs. For many of them this will be their final MUN conference so let's make it a good one! Please meet the rest of the JCC dias:

Ashwat Chidambaram (he/him) is currently a 5th Year Masters student at UC Berkeley majoring in Electrical Engineering and Computer Sciences (EECS). He recently completed my undergrad in EECS at Berkeley as well. He has been involved in MUN for almost 9 years now, starting his journey on the high school circuit. Beyond MUN, he has a deep passion for aviation and drumming, listening to The Kid Laroi and Bruno Mars, and playing basketball and table tennis for fun!

Justin Flesher (he/him) is a senior majoring in Data Science and German at Berkeley. He grew up in Atlanta, Georgia where he was fortunate to gain a knowledge of and deep respect for Model UN and eventually came to Cal where he has continued to work in Model UN. Outside of school and MUN, Justin enjoys swimming, cooking, and going on hikes.

Vaishik Kota (he/him) will be one of your vice chairs this year! He is a senior studying Molecular and Cell Biology. He has been doing MUN for 8 years now with this being his 4th year in BMUN. When he's not discussing IR and chairing MUN conferences, Vaishik enjoys playing volleyball, bingeing anime, and playing Fifa.

Sanjay Rangavajjhala (he/him) is a senior studying Molecular & Cellular Biology and Computer Science with a minor in Data Science. This is his 8th year being a part of BMUN, and his 4th year chairing, so BMUN has become a really big part of his life. He does some research in computational bio so if you're interested or have questions feel free to reach out. Outside of academia Sanjay loves mountain biking, soccer, and poker.

Jordyn Gleaton (she/her) is a fourth year student at UC Berkeley double majoring in Political Science and Legal Studies, with a Human Rights Interdisciplinary minor. She is passionate about Black history, music, activism and culture. In my free time, Jordyn enjoys running, paddleboarding, thrifting, and exploring the bay area with friends!

Vijay Tatavarthi (he/him) is currently a senior studying Computer Science. This is his third year as a chair in BMUN and prior to joining, he had no MUN experience! Some of his interests outside of school include basketball, lifting, poker, and cooking.

Aisha Gupta (she/her) is a junior studying Data Science. This will be her third year in BMUN and her 7th year participating in MUN overall. At Berkeley, she is involved with different teaching and outreach organizations on campus, and loves hosting science fairs for elementary schoolers. Outside of school, Aisha enjoys watching Marvel movies, going hiking, and reading books!

Siddhant Vasudevan (he/him) is a junior studying mechanical engineering at UC Berkeley. He grew up in New Delhi, India, and participated in a few Model UN conferences in the region during high school. This is his first year as a part of BMUN, and he's excited to be back in the Model UN community! Outside of school, Siddhant likes art, playing tennis or cricket, and going on road trips.

Brayden Matejka (he/him) is a first year studying Astrophysics and Physics at UC Berkeley. He is originally from Huntington Beach, California, where he competed at MUN conferences for four years. Outside of Cal, he enjoys playing tennis, watching movies, and playing 5D Chess with Multiversal Time Travel during his free time.

Taylor Chan (she/her) is a freshman majoring in Molecular and Cell Biology at UC Berkeley. She grew up in Anaheim, California and went to Loara High School. This will be her first year in Model UN and she is excited to engage in all of its offerings. Aside from academics, she enjoys watching shows, sports, and listening to music.

If you have any questions feel free to reach us at [jccbmun72@bmun.org](mailto:jccbmun72@bmun.org). We are so excited to engage with all of you over this topic, and look forward to meeting you all in March.

Best,

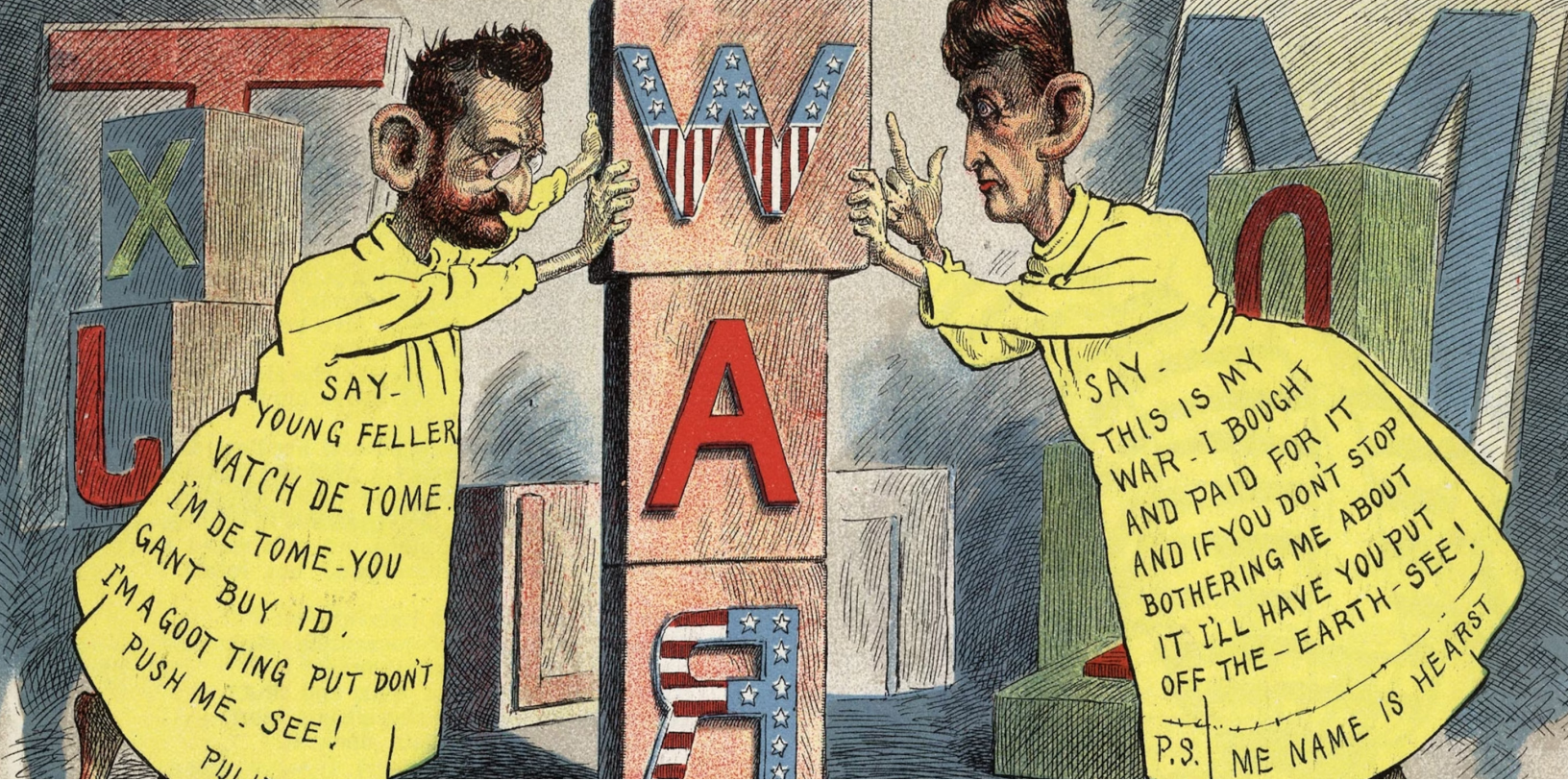
A handwritten signature in black ink that reads "Miya Rosenthal". The signature is written in a cursive, flowing style.

Miya Rosenthal

Head Chair of JCC

Email: [mrosenthal@bmun.org](mailto:mrosenthal@bmun.org)





## HEARST-PULITZER CIRCULATION WAR (1896)

### CONTENT WARNING

The Hearst-Pulitzer Circulation War and this period of American history involves instances where newspapers, including Hearst and Pulitzer publications, utilized discriminatory language and rhetoric. These newspapers often perpetuated harmful stereotypes or engaged in derogatory speech, and it is crucial to acknowledge the negative impact of such language on marginalized communities. Reproducing or normalizing discriminatory rhetoric in this committee will not be tolerated. Delegates are required to refrain from using discriminatory language or engaging in derogatory speech, specifically targeting individuals or groups based on race, nationality, religion, sex, or any other protected characteristic. Our committee's objective is to examine historical events and mass media critically, fostering an inclusive and respectful environment and creating a space that encourages productive dialogue, understanding, and empathy.

## THE EMERGENCE OF MASS MEDIA

*“The basis of our governments being the opinion of the people, the very first object should be to keep that right; and were it left to me to decide whether we should have a government without newspapers or newspapers without a government, I should not hesitate a moment to prefer the latter.”*

[- Thomas Jefferson, 1787](#)

*“Nothing can now be believed which is seen in a newspaper. Truth itself becomes suspicious by being put into that polluted vehicle..the man who never looks into a newspaper is better informed than he who reads them; inasmuch as he who knows nothing is nearer to truth than he whose mind is filled with falsehoods & errors.”*

[-Thomas Jefferson, 1807](#)

### A Culture of Free Speech

The press has played a vital role in American life and politics since the inception of the United States. Even during the colonial period, the relationship between a free press and politics ran deep. The Pennsylvania Gazette, run by Benjamin Franklin, was one of the first newspapers in the thirteen colonies, publishing partisan opinions on the French and Indian War (1754-63) and later the American Revolution, railing against British taxation and repression (Rust). In many ways, the Pennsylvania Gazette was emblematic of the broader role the press played during this period. Newspapers across the colonies began to see themselves not just as informers but as catalysts for change. They galvanized public sentiment, informed readers of their rights, and championed the ideals that would eventually form the backbone of the United States’ democratic principles.



1734 trial of John Peter Zenger

The United States and its devotion to the freedom of the press and speech was clearly amplified in the 1735 trial of John Peter Zenger, the founder of The New York Weekly Journal. Zenger was arrested on account of The New York Weekly Journal’s criticisms of New York Governor William Cosby for overreaching his power by replacing members of the State Supreme Court. Despite their unpopularity, Zenger and his paper were declared not guilty. This verdict set a precedent that supported the freedom of the press, freedom of speech, and most importantly, the freedom to “print honest criticism of the government without fear of retribution” (“History of Newspapers”).

This precedent would be upheld within the early United States, particularly with the debates between the two political parties—Federalists and Republicans—when deciding the new nation’s structure of government (“History of Newspapers”). In 1791, this precedent would be solidified within the United States’ Bill of Rights under the First Amendment “Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise



thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances” (“Historical Background on Free Speech Clause”).

Despite this precedent, Congress passed the Sedition Act of 1798, criminalizing criticizing the Federalist government. Dozens were prosecuted under the Sedition Act, including publication editors, during the following two years (Slack). The Sedition Act expired in 1801 and new President Thomas Jefferson pardoned the convicted, but did not address the question of whether laws like the Sedition Act were constitutional (Rust). Therefore, the Sedition Act operated in direct opposition with the precedent that was set by the Zenger trial and the First Amendment, and later prompted James Madison’s historic defense of the free press.

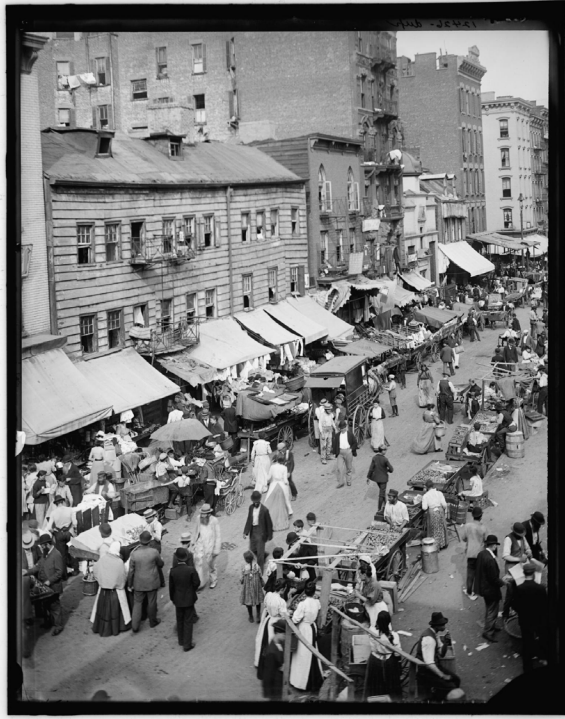
## **Expanding Accessibility**

Prior to the 19th century, newspapers were relatively limited. There were around 200 pages nationally at the turn of the century (Rust). However, technological developments revolutionized the range of influence that newspapers held, and by 1860 there were over 3,000 newspapers being published in the country (Mott 216). Innovations in printing and mass production methodologies directly led to a drastic expansion in the ability to produce large volumes of newspapers, while innovations in transportation and communication indirectly increased the rate and distance of newspaper distribution.

The steam-powered printing press was one of the first major advancements in printing that allowed millions of copies of paper to be printed in a single day.

Created in 1814, this machine could single-handedly produce about 5,000 pages an hour, allowing newspapers to produce papers at a much faster rate than ever before (Unwin “History of Publishing”). This substantial increase represented the rise of automation technologies, since Johannes Gutenberg’s printing press previously produced 4,000 pages per day (“History of Newspapers”). However, with the introductions of the automatic typesetting and electricity in the 1880s, the rate of printing took its largest step forward. The Linotype printing press was developed by Ottmar Mergenthaler and first introduced in 1886 (“Linotype”). The Linotype not only allowed for automatic alignment and justification of printed lines, but it also removed the manual process of choosing and resetting the correct letters in the machine (Unwin “History of Publishing”). Together, these innovations meant that newspapers could be produced for significantly cheaper prices using machines that were able to automatically cut, fold, and bind together newspapers of any size.

Furthermore, communication and transportation advances changed the content, relevancy, and spread of news. In the 1830s, the growth of the railways ushered in a new era of reporting, as not only could newspapers be spread further, but news could also be gathered faster and from much further (Fyfe). Reporters and newspapers alike could be transported anywhere the railways connected with ease. Shortly after the railways in the 1840s, telegraph wires were laid running alongside the tracks, connecting even more of the region. Instead of news reaching newspapers in days, it was now reported immediately and would make the next day’s paper. By the late 1860s, telegraph lines even extended into foreign countries as the first transatlantic cable was laid (Unwin “History of Publishing”).



*New York City Upper East Side, 1895*

Alongside the rapid increase in the rate at which information could be printed and disseminated, the United States also witnessed a large increase in the demand for such news. Throughout this period, industrialization, education, and immigration created a brand new audience that newspapers had not catered to before. As public education grew, so did literacy rates, allowing this new population to become avid readers of local newspapers. Industrialization also created a new middle class that was able to spend more and allowed newspapers to spread beyond just the upper class. This middle class largely lived in cities, so newspapers began to service an even larger audience within each city. From the early 1800s to 1890, the percentage of population living in urban areas quadrupled, alongside general population growth. From the beginning of the 19th century and continuing until the late 1800s, the population was growing at a rate of 32–37% every decade, approximately 60% of which was estimated to have come from immigration

(Whelpton). The United States population was also beginning to spread, and multiple smaller towns were becoming large urban centers. The growth and spread of the population meant the number of small businesses was rapidly increasing, allowing newspapers to find a new source of revenue in advertising (“The Early Nineteenth-Century”). Additionally, the rapid changes happening in the political climate over the century, as well as the civil war, led to increased public interest in staying up to date with relevant and timely news.

Growth of newspapers in the United States was also found to be a lot greater than in the European countries where newspapers began. The large and expansive population did mean there were significantly more local newspapers, but the unparalleled growth is more likely due to government policies surrounding newspapers. While European governments taxed newspaper companies, the United States government did the opposite, instead subsidizing newspapers, giving preferential postage rates, and allowing news to be freely shared between newspaper companies without postage (“The Early Nineteenth-Century”).

## **Penny Papers**

As newspapers became easier to produce and circulate, printing presses released papers daily. Prior to these inventions, most newspapers were by monthly subscriptions at six cents per paper and were released weekly. To make news more affordable, penny papers were introduced in the 1830s (“The Penny Press”). Penny papers cost only one cent and were published daily except Sundays. The first penny paper was *The Sun*, created by Benjamin Day in 1833 (“History of Newspapers”). *The Sun* and other such “penny papers” focused on local news, gossip, and court reports that would appeal to common people. It gained



immense popularity, selling around 15,000 copies per day compared to 4,500 copies sold by other papers (“History of Newspapers”). The success of *The Sun* set a new standard for newspaper publication and circulation. As penny papers became widespread, they attracted new lower-class readers such as free Black people, immigrants, and industrial workers who previously did not read the news regularly (“The Penny Press”). Penny papers tended to report on topics like police and crime cases that the upper class was not interested in. This demonstrated that different social classes preferred different content, which influenced newspaper publishing strategies. Moreover, penny papers relied on advertising revenue while traditional newspapers depended on monthly subscriptions (“The Penny Press”). The penny press model made newspapers affordable and accessible to a wider audience. By covering topics of interest to common people and depending on advertising rather than subscriptions, penny papers transformed the newspaper industry in the 19th century.

## Journalistic Trends

With a new age of journalism in full swing nearing the turn of the century, certain journalistic practices began to rise in popularity that would significantly change the culture of the media industry and the ways in which news was transmitted to the populus; these methods grew to become weapons in a journalist’s arsenal, and delegates should consider utilizing these practices in creative ways throughout the course of committee.

**The Use of Color:** In 1891, colorized newspapers entered circulation; the *Milwaukee Journal* was the first, using red and blue ink throughout their paper to commemorate a recent election (“History of the Printed Newspaper”). Full color printing was a difficult task due to the lack of infrastructure and

expenses such a technique required, therefore media companies attempted to find new methods to include color in their papers. In 1894, Joseph Pulitzer began to use a color printing press for his *New York World*, utilizing its novelty throughout various sections of the paper, but the methodology never fully caught on due to technological difficulties (“Color Printing History”). However, it was the introduction of “spot color” in newspapers that allowed for significant technological advancement; the strategy allowed for the use of a single wash of color over specific areas of a printed page, a much less expensive and tedious process than a regular color press (“The Trend Toward Color”s). Advertisers quickly recognized the power of spot color in drawing attention to their products or services; colorful advertisements stood out amidst black-and-white content, making them more effective in capturing the audience’s interest (“History of Print Advertising & Marketing”). Along with advertisement, graphic artists gained creative freedom with the introduction of spot coloring. They could experiment with different color schemes, creating visually striking layouts that captured the essence of the news or feature stories, helping newspapers differentiate themselves in a competitive market (“History of Print Advertising & Marketing”).

**Yellow Journalism:** Yellow journalism refers to sensationalized and often exaggerated news reporting, characterized by bold headlines, vivid illustrations, and manipulated or even fabricated stories, often used with the sole purpose to attract readers and increase circulation (“U.S. Diplomacy and Yellow Journalism”). This practice became most popular during the Spanish-American War of 1898 where both Pulitzer and Hearst began to publish stories and accounts about the war that were not proven true and would portray the Spanish as barbaric (“Did yellow journalism fuel”). While criticized for its lack of accuracy, yellow journalism significantly boosted news-

paper sales. Its sensational approach influenced the tone of media, emphasizing the entertainment aspect of news. This trend laid the foundation for modern tabloid journalism and shaped public expectations regarding news presentation (“Yellow Journalism”).



*The Yellow Kid is widely recognized as the first modern comic strip, 1895*

**Comics and Cartoons:** As the media tyrants Hearst and Pulitzer began to duke it out in 1895, both sides were looking for new ways to one-up the other and increase revenue. Richard Outcault, a journalist in Pulitzer’s New York World, had an idea to include a characterization of a New York tenement child as a humorous addition to the daily paper as a way to appeal to adult readers. The “Yellow Kid” is what the cartoon came to be known as, and his introduction marked the beginning of the onslaught of newspaper comics and cartoons that arose from this time period (“Is this really”). While comics and cartoons made newspapers more appealing to a broader audience, including children and those with limited literacy, they began to serve a more intricate purpose. Utilizing these illustrations for humorous satirical take on current events and political figures, especially during the Spanish-American War, comics also served as potent political tools, critiquing and influencing public opinion on social and political issues (“Comic

Strips”). This visual form of commentary became an enduring part of journalism, evolving into editorial cartoons seen in contemporary newspapers.

**Muckraking and Investigative Journalism:** Muckraking journalism involved in-depth investigations into social and political issues, exposing corruption, social injustices, and corporate malpractices in the Gilded Age where dirty secrets were kept under a veil of gold. This type of investigative journalism played a pivotal role in raising awareness about societal problems in the 1890s, leading to significant reforms in the Progressive Era; the sensational writings, photographs, and publications created and distributed by investigative journalists improved working conditions, food safety regulations, and child labor laws during the Gilded Age (“Investigative Journalist”). Muckraking set the standard for investigative journalism, emphasizing the media’s watchdog role in society and its ability to bring about positive change (“Muckraker”).

**Professionalization of Journalism and Objectivity:** Journalistic practices in the late 1800s saw a shift toward professionalism, emphasizing accuracy, ethics, and objectivity in reporting. This period marked the rise of trained journalists and editorial standards, enhancing the credibility of journalism. Adhering to ethical standards and objectivity became essential, shaping the foundation of modern journalism, fostering public trust in the media (“Professionalization of Journalists”).

**Expansion of Content:** Nearing the turn of the century, media companies began to diversify their content to include local news, crime reports, sports coverage, and entertainment features; this expansion broadened the scope of news offering, catering to the varied interests of readers and increasing overall

readership. Local news made newspapers relevant to specific communities, while crime, sports, and entertainment sections provided entertainment and engagement. This diversification set the precedent for specialized reporting, catering to specific reader demographics (“American Newspapers”).

**Increased Circulation and the Rise of Public Influence:** By 1896, the media industry began to witness a significant increase in newspaper circulation, with advancements in printing technology, lowered

costs, and engaging content contributing to a larger readership base (“The Early Nineteenth-century”). Increased circulation meant wider dissemination of information and ideas, increasing civic participation and awareness of current events. Newspapers became powerful tools in shaping public opinion, influencing political decisions, and fostering social change; the growing influence of newspapers laid the groundwork for the media’s role as a democratic institution, connecting citizens and shaping collective consciousness (“The Rise of Mass Communication”).

## HEARST-PULITZER RIVALRY

### New York World

#### *Personal Background*

Joseph Pulitzer, the publisher of the New York World, was born in April of 1847 in Mako, Hungary to a wealthy family of Magyar-Jewish origin. After his father’s death, he attempted to enlist in several European armies, but was rejected due to poor health, before finally being recruited for the U.S. Union Army as a draft substitute (Topping). Pulitzer joined the Lincoln Cavalry for one year and afterwards worked his way to St. Louis, marking the beginning of Pulitzer’s journey to becoming a successful publisher (Topping).

While working odd jobs in St. Louis, Pulitzer immersed himself in the city’s Mercantile Library where he studied English. It was in the chess room of the library where Pulitzer was offered a job as a journalist by editors of the leading German language daily, Westliche Post (Topping). For the next four years, Pulitzer proved himself as an ambitious and

hard-working journalist and was offered controlling interest in the paper. During this time, he served as a Republican Missouri State Representative, though he would later break with the party, where he fought graft and corruption (“Joseph Pulitzer”). By 1878, at the age of 31, Pulitzer had bought The Evening Dispatch and combined this with the Westliche Post, creating the St. Louis Post-Dispatch (“Joseph Pulitzer”). The same year, Pulitzer married socialite Kate Davis in an Episcopal church, truly transformed into a part of the American social elite of the Gilded Age.

Pulitzer put most of his time and effort into the paper; he was invested in every single detail, staying at his desk from early morning until midnight. He took on the populist appeal, opting for investigative articles and editorials that assailed government corruption, wealthy tax dodgers, and gamblers. This tactic was effective, as circulation increased from 4,000 at the time of the merger to over 22,000 in 1882 (Swanberg 44-60). But his rigorous work caused his already weak eyes to fail. Set to board a ship for a doctor-ordered vacation to Europe, Pulitzer



instead met with financier Jay Gould and negotiated the purchase of a failing paper: the New York World (Topping).



*Joseph Pulitzer*

### *Newspaper*

When Pulitzer acquired the World, he took full control of the staff, making harsh demands and starting arguments with the reporters. Over time, the existing staff were replaced by younger counterparts (Morris 221). Pulitzer's primary objective was to train his editorial team exclusively on his principles regarding the writing and editing standards of a newspaper. Writing was emphasized to be made simple but unforgettable so that articles could be read and understood by all. Pulitzer encouraged writers to craft captivating and dramatic narratives of the modern city. Dull headlines were replaced with dramatics that stood out to compete with other papers. While the upper

class viewed this as sensationalism, the lower class embraced these stories as a reflection of their own reality. These changes also engaged immigrants, who were often not native English-speakers and whom competing newspapers did not cater to. Within the weeks of Pulitzer ownership of the World, circulation had soared by 35% (Morris 224).

Pulitzer waged a vigorous campaign against both public and private corruption, flooding the news pages with a series of sensationalized articles. Additionally, he pioneered the extensive use of illustrations and orchestrated attention-grabbing news events. One of his most triumphant endeavors involved the World rallying public subscriptions for the construction of a pedestal at the New York harbor, enabling the installation of the Statue of Liberty, which was stranded in France awaiting transportation. Pulitzer was very involved in politics as well, as the World rose to be a major Democratic newspaper. Through the World, Pulitzer supported many Democratic candidates, such as Senator George Graham Vest, and was a pivotal figure in ensuring candidates' seats. Due to this, the World's circulation also soared dramatically, averaging higher copies in the days leading up to elections (Swanburg 93). Pulitzer also made an enemy out of Theodore Roosevelt, starting from the politician's days as an Assemblyman through his time as President. Pulitzer was of the opinion that Roosevelt was just another political machine who acts under the facade of being reformed. On the other hand, Roosevelt saw Pulitzer as a hindrance to what could otherwise be a resplendent future under his own leadership. This feud was born out of stubbornness from both men, each too blind to see how their common interests could unite them (Swanburg 82).

Over the following decade, the circulation of the World, across all its editions, soared to over 600,000

copies, solidifying its position as the most widely circulated newspaper in the nation.

From the late 1880s until 1890, a succession of mud-slinging campaigns, ones where unjust accusations are used for the purpose of damaging an opponent's reputation, targeted Pulitzer, attacking both his credibility and his religious background. These relentless assaults took a toll on his health ("Joseph Pulitzer"). In 1887, Charles Anderson Dana, the publisher of *The Sun*, launched malicious personal assaults on Pulitzer, referring to him as "the Jew who had renounced his heritage and faith" (Topping). While these attacks did have negative effects, Pulitzer acknowledged the necessity of criticism through a retaliating statement: "It should make enemies constantly, the more the better, for only by making enemies can it expose roguery and serve the public."

Compounded by partial blindness, Pulitzer was unable to actively engage in his work at the offices. In 1888, when Pulitzer lost his eyesight, he became very hands-off and allowed those he most trusted to essentially run the *World*. It was not until October of 1890 that Pulitzer formally announced that he was withdrawing from editorship, moving it over to an executive board (Morris 321). From this point forward, Pulitzer and his family took up permanent residence in Europe, only traveling back to New York as needed, depending on the state of his beloved paper. Unfortunately, Pulitzer traveled to New York many times in the subsequent years, putting out fires from the problems his editors had created.

The year of 1895 brought Pulitzer tough challenges. The editor at that time, Colonel Charles H. Jones, was prolonging the paper's suffering as it became filled with populist scree. After drawn out negotiations, Pulitzer removed Jones from his position and reclaimed the title as his own once again. Immediate-

ly after, Pulitzer became involved in political affairs against Roosevelt following diplomatic complications between the United States and the United Kingdom over Venezuela (Morris 362). But what Pulitzer did not know was that lurking in the future was an opponent more dangerous than any politician: William Randolph Hearst.



*William Randolph Hearst*

## **New York Journal**

### *Personal Background*

William Randolph Hearst was an iconic figure in American journalism during the late 19th and early 20th centuries. His life was shaped by wealth, ambition, and desire for influence. Hearst was born in 1863 to a family of great wealth through successful mining and business endeavors ("William Randolph Hearst"). His father George Hearst was a businessman who founded many mining operations, and a politician who served as US Senator for the state of

California. His mother Phoebe Hearst was appointed as the first woman Regent of University of California, Berkeley, donating large sums of money to fund anthropological expeditions and founding libraries at various universities, and further created the Phoebe A. Hearst Museum of Anthropology at UC Berkeley. Growing up in such a household, Hearst witnessed both the opportunities and responsibilities that accompanied his family's extensive fortune. This environment ultimately fostered his ambition and aspirations for a life of significance and impact, in which he aimed to one day build a name for himself independent from his family's well established reputation.

Hearst completed his education at Harvard University where he honed his public speaking and writing skills, through which he eventually developed a passion for literature, politics, and history—all fields which he would eventually pursue in his lifetime. After his schooling, Hearst went to California where he embarked on various entrepreneurial endeavors. His first entry into journalism and newspapers began in 1887 when he was merely 23 years old and took over a struggling newspaper known as the San Francisco Examiner. With his aptitude for journalism and keen business acumen, he established a new era for the newspaper by filling it with sensationalism, bold editorials, and captivating stories. This visionary approach to journalism transformed the San Francisco Examiner into a massively popular publication as it demonstrated the perfect formula to capture the attention of readers ("William Randolph Hearst").

### *Newspaper*

At this time, Hearst began to recognize Pulitzer's rise to prominence through his popular East Coast newspaper, the New York World. Thus, in 1895, Hearst set his sights on the very same American media capital, New York City. Similar to his previous endeavor,

Hearst acquired another struggling newspaper, this time the New York Journal, and sparked the major rivalry to challenge the dominance of Joseph Pulitzer's newspaper. Through his past experience in reviving and building a successful newspaper in California, Hearst utilized the same techniques of sensational headlines and compelling storytelling which soon became a staple of the New York Journal ("New York Journal American").

The New York Journal, like other newspapers of its time, consisted of various sections catering to diverse interests and providing comprehensive coverage. It included diverse segments that ensured the Journal would appeal to a broad audience, effectively capturing the attention of different demographics and fostering a sense of community engagement. A major aspect of the newspaper, however, was its involvement and coverage about Spanish-American relations. In 1895, Hearst's newspaper called for the United States to end the Spanish occupation of Cuba.

Hearst's New York Journal emerged in an era marked by fierce competition among newspapers striving to capture the attention of readers in the bustling city. Despite the serious nature of the topics the paper covered, The New York Journal also became synonymous with sensationalism and the practice of yellow journalism. This approach, while criticized for its potential to sacrifice accuracy and objectivity for the sake of dramatic detail, served as a tool for the Journal to attract a wide readership and maintain a competitive edge in the competitive media landscape. Through this time, Hearst's key vision for the Journal was clear, which was to establish it as a formidable rival to Pulitzer's New York World while providing a platform for engaging, accessible, captivating, and entertaining news ("U.S. Diplomacy and Yellow Journalism").





## Rivalry

The rivalry of Joseph Pulitzer and William Hearst begins in late 1895 when Hearst purchased the New York Journal, which had at one time been owned by Pulitzer's brother, Albert. Hearst admired Pulitzer's work and even emulated the successful publisher's techniques when he took over the San Francisco Examiner years prior (Morris 261). Hearst follows suit once again to penetrate the New York newspaper market with bold headlines, spectacular illustrations, and dramatic stories (Morris 370). The combined

impact of Pulitzer's brief absence at the World and Hearst's eagerness to transform the Journal leads to a circulation war between the newspaper barons and their publications. The papers and their owners must undertake an increasingly personal battle to increase readership by any means necessary: employing a variety of business and price strategies and experimenting with emerging journalistic trends to attract the larger audience. This competition is the foundation of this joint cabinet crisis committee as newspapers seek to champion in the Hearst-Pulitzer rivalry that emerged in late 1895.

## CURRENT STATUS OF AMERICAN AFFAIRS

As journalists of the period, one must understand the current landscape of American politics, society, and foreign affairs to effectively cover issues important and relevant to their readers. Journalists in the Gilded Age must navigate a complex landscape marked by the dominance of big business and political corruption, such as that seen in Tammany Hall's influence in city politics. Rapid urbanization, fueled by immigration and rural-to-urban migration, presents challenges like overcrowding and urban slums. The labor movement strengthens, with unions fighting for better conditions and significant strikes underscoring tensions with corporations. Muckrakers highlight societal issues, paving the way for the Progressive Movement's call for reforms in areas like child labor and women's rights. The Populist Party emerges, advocating for policies like the free coinage of silver, especially after the economic downturn from the Panic of 1893. Meanwhile, the South saw a deepening of racial segregation, with Jim Crow laws taking hold. On the foreign front, the U.S. asserts its dominance in the Venezuela Boundary Dispute using the Monroe Doctrine and debates Hawaii's annexation following the overthrow of Queen Liliuokalani. As Europe expands its colonies, there are calls for America to follow suit. Journalists should remain cognizant of these multifaceted dynamics, ensuring informed and nuanced reporting that resonates with readers' concerns and aspirations if they are to be influential in this turbulent time.

### **Americans Politics**

The political climate during the late 1800s greatly influenced the Hearst-Pulitzer circulation war, providing a great source of critical stories and contentious

debate for publishers. With various issues affecting the nation, including government scandals, the Gold Standard Debate, and the Panic of 1893, there was plenty of turmoil to report. Three major sections of American politics guided the circulation war: government corruption, economic depression, and regional conflict.

### **Government Corruption**

With the expansion of the nation and less oversight in areas regarding the rapidly growing West in the late 19th Century, many government officials were left without proper check on their power, allowing for corruption and abuse of power. One of the notable examples of this was the Credit Mobilier scandal which was responsible for over USD 23 million embezzled in the 1860s (almost USD 635 million today) ("The Crédit Mobilier Scandal"). In the 1860s, the United States government was looking to build a transcontinental railroad, an endeavor that they could not afford on their own and one that carried enormous risk for investors. As a result, they were forced to make it as lucrative as possible, incentivizing the government to give land grants for miles completed, mineral rights on the land, and subsidies for construction to the two companies charged with building the railroad: The Union Pacific and Central Pacific. The Credit Mobilier scandal was a direct result of the actions of Thomas Durant, the Vice President of the Union Pacific. He realized that there was more money to be made in constructing the railroad rather than operating it. Durant enlisted the help of other promoters and decided to buy a construction company and contract all the work of the Union Pacific out to the company, Credit Mobilier. The scheme



seemed practically foolproof; Union Pacific would pay the dummy company for overpriced labor, and all profits would go into the pockets of Durant and his investors. Eventually, this spread to Congress with legislators also asking for a share of the company, and the truth was not found out until President Ulysses Grant was up for reelection in 1872. A list of stockholders in Mobilier emerged under investigation which included names such as incumbent Vice President Schuyler Colfax, Vice Presidential nominee Henry Wilson, Speaker of the House James G. Blaine, and others including future president James Garfield.

## Economic Instability

Another area of turmoil that arose in the political landscape was the Gold Standard Debate, specifically moving from the Silver Standard to the Gold Standard in 1873 (Hayes). Prior to 1873, the United States had a standard of bimetallism, meaning that the American Dollar was backed by both silver and gold, and one could exchange between the two metals and the American Dollar at a fixed exchange rate. The Coinage Act of 1873 officially made the gold standard and essentially eliminated silver as a backing for the American Dollar. The primary issue with this was the elimination of certain forms of silver currency. Many individuals who owned large amounts of silver were unable to exchange it and turn it back into legal tender. People were also worried about instability in prices and a lower amount of money circulating as a result of monometallism. Ultimately the discourse was squashed with a flurry of Klondike and South African rushes, pumping more gold into circulation and providing further stability to the economy.

The Gold Standard, however, did not alleviate all economic concerns. In 1893, gold reserves held in

the U.S. treasury plummeted to USD 100 million from USD 190 million in 1890: a USD 90 million decrease. The sharp drop in gold maintained by the United States government raised concerns of stopping the convertibility of notes, resulting in many Americans withdrawing their banknotes and converting their wealth to gold. The recession led to the dissolution of many banks that were losing business. They started to sell assets and as more banks followed suit, even the value of assets plummeted and banks were no longer able to meet currency demands. However, by the end of the year, the economy began to recover as gold inflows from abroad lowered interest rates. Cash and credit began to restart commerce and industry but did not fully recover until late 1897.



*Political cartoon depicting President Grover Cleveland and the Free Silver debate, 1895*

## Regional Conflict

The economic depression of the 1890s and free silver debate were especially central to American politics of the era due to regional differences on the issue. The late 19th century witnessed significant economic distress, particularly in the agricultural regions of the West and South. Many farmers were in debt, and they blamed their problems on the gold standard, which they believed favored Eastern bankers and



industrialists at their expense. The Populist Party championed the free coinage of silver as a solution to increase the money supply, believing it would raise prices for farm products and make it easier to pay off debts. This debate over monetary policy is an increasingly significant regional and political conflict, likely to be at the forefront of the upcoming 1896 presidential election as western populists come to a head with establishment Republicans of the northeast.

Tariff policy was also a contentious issue in American politics during this period. Protective tariffs benefited industrialists in the North by shielding them from foreign competition, but they were often viewed negatively in the South and West where consumers felt they were paying higher prices for imported goods and where export-oriented agriculture was harmed by retaliatory tariffs from other countries.

Finally, in the South, the end of Reconstruction in the 1870s was followed by the systematic disenfranchisement and segregation of Black Americans. The 1890s saw the solidification of Jim Crow laws, lynching, and other forms of racial violence and discrimination. At the same time, in the West, tensions between white settlers and Native Americans continued, and there was also discrimination against Asian immigrants, especially the Chinese. The ongoing settlement of the Western frontier led to conflicts over land use, water rights, and the relationship between settlers and Native American populations. The U.S. government's policy of forcibly relocating Native Americans to reservations led to significant tensions and occasional outbreaks of violence.

## **Social Change**

Understanding the social background of the late 19th century is important to the significance of the

Hearst-Pulitzer circulation war. Industrialization and urbanization provided a growing urban population, technological advancements, and increased advertising revenue, which fueled the competition between the two publishers. The era, known as the Gilded Age, witnessed the meteoric rise of dominant corporations and unchecked capitalism. These large corporations held significant influence and were often able to sway public opinion and media narratives to their favor. The influx of immigrants and the nativist backlash also influenced the strategies employed by Hearst and Pulitzer in shaping public opinion. Additionally, the era of Jim Crow laws and racial tensions influenced their coverage, often exploiting racial prejudices and reflecting complex dynamics. Moreover, the expansion of education and literacy rates created a more engaged reader base, while the newspapers themselves served as platforms for education, public discourse, and the promotion of literacy.

### *Industrialization and Urbanization*

The rapid industrialization and urbanization of late 19th-century America led to a substantial increase in the urban population, especially in cities like New York ("Rise of Industrial America"). This expansion created a larger market for newspapers, as more people sought information and entertainment in the urban environment. Hearst and Pulitzer recognized the potential of these growing markets and fought to capture their attention. Industrialization also brought advancements in printing technology and newspaper production. The development of high-speed printing presses and the ability to mass-produce newspapers made it easier and more cost-effective to produce large quantities of newspapers (Colclough). This made newspapers more available and affordable, allowing both publishers to drastically reduce their prices to attract a broader audience. Additionally,

industrialization stimulated commercial activity and the growth of businesses. Advertisers recognized the potential of newspapers as a means to reach a concentrated urban audience (“Rise of Industrial America”). Hearst and Pulitzer competed not only for readers but also for advertising contracts, as more advertisements meant more revenue and resources to sustain their newspapers.

### *Increase in Literacy Rates*

The period also saw a significant increase in literacy rates, particularly in urban areas with large population booms (West). The expansion of literacy provided a growing market for both publishers. Both Hearst and Pulitzer understood the importance of education and utilized their newspapers to inform and shape public opinion on topics, including politics, social issues, and cultural developments. The use of eye-catching visuals, engaging headlines, and serialized stories captured the attention of readers and built good reading habits, further promoting literacy (West). The newspapers became vehicles for education, public discourse, and shaping public opinion, playing a pivotal role in the intellectual and cultural landscape of the time.

### *Rise of Immigration*

The late 19th century also witnessed a massive wave of immigration to the United States, with millions of immigrants arriving from various parts of the world. Hearst and Pulitzer recognized the potential readership among these immigrant communities and actively targeted them by publishing articles and stories in different languages and catering to the interests and concerns of these diverse groups (“Immigration to the United States”, “Nativism and Xenophobia”). The influx of immigrants during this period also

fueled a nativist backlash, as some Americans expressed concerns about the impact of immigration on the economy, culture, and social foundations of the country. Hearst and Pulitzer used their platforms to advocate for or against specific immigration policies, reflecting the broader nativist or pro-immigrant sentiments of their respective readers (“Nativism and Xenophobia”). While historically accurate, xenophobic and nativist sentiments will not be tolerated in this committee. Nonetheless, by leveraging their influence, the newspapers contributed to public discourse surrounding immigration issues and impacted public perception of immigrants and related policies (“Immigration to the United States”).

### *Labor Conflicts*

Labor conflicts including the Homestead Strike of 1892 and Pullman Strike of 1894 played a significant role in the social dynamics of the era. The Homestead Strike of 1892 was a labor conflict between the Carnegie Steel Company and the Amalgamated Association of Iron and Steel Workers. The strike took place at the Homestead Steel Works in Pennsylvania and resulted from a dispute over wages and working conditions, with the company attempting to break the union. The impact of the Homestead Strike on the Hearst-Pulitzer rivalry was indirect, as the strike occurred several years before the circulation war began. However, the strike highlighted labor issues and power dynamics between workers and industrialists, setting the stage for later labor conflicts and discussions of workers’ rights. The Pullman Strike of 1894 was a nationwide railroad strike led by the American Railway Union against the Pullman Palace Car Company. The strike began when the company cut wages without reducing rents in the company town of Pullman, Illinois. The impact of the Pullman Strike on the Hearst-Pulitzer rivalry was more direct, as

both publishers covered the strike extensively in their newspapers, with Hearst's New York Journal supporting the strikers and Pulitzer's New York World taking a more balanced stance.



*Workers leave the Pullman Palace Car Works, 1893*

### *Jim Crow Laws*

The era of Jim Crow laws was also a large influencing factor at this time and enforced racial segregation and discrimination in the United States, marked by heightened racial tensions and civil rights struggles (“A Brief History of Jim Crow”). Both Hearst and Pulitzer recognized the significance of covering racial issues in their newspapers and reported on racial conflicts, civil rights activism, and the experiences of African Americans, often framing these stories based on their editorial stances. Muckrakers of the era, like Ida B. Wells and Upton Sinclair, exposed racial and social injustices bringing issues like lynching and the harsh conditions of the meatpacking industry to the forefront (“Crucible of Empire”). Muckraking journalism regarding the injustices of racial discrimination and segregation of the period is permissible in this committee. However, yellow journalism, the style of sensationalized reporting and crude exaggeration, also often played into racial prejudices and stereotypes of the time (“Crucible of Empire”). In their pursuit of higher circulation, the newspapers sometimes perpet-

uated negative racial narratives, reinforced biases, and catered to the prevailing attitudes of their readers. While historically accurate, such coverage and any similarly derogatory, racially-charged, or otherwise offensive speech or actions will not be tolerated in this committee

### **Foreign Affairs**

Since its independence, the United States remained generally isolated from world affairs. Most politicians and political parties wanted to keep America separated from global political and military strife. This policy would come to be known as the Monroe Doctrine, named after President Monroe who outlined America's desire to remain neutral in global and European affairs, declaring that European intervention in the Western Hemisphere would equate to a hostile attack against the United States itself (“Monroe Doctrine”). Although the Monroe Doctrine would come to dominate American foreign policy for much of the 19th century, by the end of the century the United States started to adopt a more imperialist attitude.

As European empires divided up Africa following the Berlin Conference of 1884-1885, the United States became more aggressive in its imperial desires. One of the first acts of heightened imperialism was the annexation of the Kingdom of Hawaii. In 1893, the independent Kingdom of Hawaii, led by Queen Liliuokalani, was overthrown by the Committee of Safety, a group led by thirteen men of American descent (Sai). The committee's goals mainly consisted of the annexation of the newly formed Republic of Hawaii by the United States. That goal of annexation is still being pursued in the United States Congress (Sai, “Joint Resolution”). The potential annexation of Hawaii serves as a benchmark in the changing attitudes of U.S. foreign policy in the late 1890s. During



this period, the United States began a campaign of territorial expansion that helped transform it into a global colonial power.

The Monroe Doctrine originally guided the United States to stay more or less out of global conflict and disputes. However, in the late 19th century, the United States began to change the Monroe Doctrine to better fit its ideological goals. As the United States began to create a colonial empire and expand its global influence, the Monroe Doctrine was used to justify the United States' involvement in conflict and affairs with its neighbors. One of the first such instances came in 1895 when the U.S. Secretary of State Richard Olney, invoking the Monroe Doctrine, involved the United States in arbitrating a boundary dispute between Venezuela and the United Kingdom, who controlled the neighboring country of British Guiana ("Venezuela Boundary Dispute"). Congress unanimously backed Olney in creating a boundary commission which eventually settled the dispute and was accepted by both Venezuela and Great Britain, marking America's rise as a global power and giving legitimacy to the Monroe Doctrine. The relatively peaceful dispute resolution between the United States and Britain is at least partially credited to Joseph Pulitzer and the *New York World* (Smythe). Papers, including the *World*, had to choose between hawkish or dovish coverage of the week of "crisis" (Smythe). So while the newspaper coverage of the era is traditionally considered war-mongering, that choice is not absolute and should be driven by careful and strategic consideration of newspaper leadership and editorial staff.



*Cartoon in Puck depicts President Cleveland twist the tail of the British Lion in reference to the Venezuela crisis, 1895*

In the 19th century, the United States stood as one of the most populous nations in the world with a sizable military and economy. Along with these changes came the need for America's foreign policy to shift ("1898: The Birth"). The defining moment of America's rise to world power came in 1898 with the Spanish-American War. The Spanish colony of Cuba began a revolt and movement for independence in 1895—the revolution was threatening both American economic interests on the island and Spanish dominance in the Caribbean ("Spanish-American War"). The rise of yellow journalism in the wake of the Hearst-Pulitzer war for publishing dominance and profit was pivotal in pushing America into the conflict. Two events and their subsequent coverage by yellow journalists would come to mark how America became involved in the conflict.

## CASE STUDIES

These case studies examine the role of muckraking and yellow journalism in influencing the geopolitical and economic climate of the time. As with any case study, these examples should give an example of how journalistic practices could affect the world at large but should not limit your scope.

### Standard Oil

Oil historian Daniel Yergin once called Ida Tarbell's *The History of the Standard Oil Company* the "most important business book ever written" (Lowrie). Indeed, at a time of excess and unbridled capitalistic intent, it was the work of muckrakers like Tarbell that brought their actions into the public eye, often in a sensational manner. Ida Tarbell began work as a journalist as the editor of the *Chautauquan*, a magazine based out of Meadville Pennsylvania. After a brief stint in Paris, Tarbell moved back to the U.S. in 1894 under an offer by McClure Magazine to study John D. Rockefeller and his Standard Oil Company (Piascik).

Before we delve into the contents of her studies, it is important to understand the role of muckrakers in this era of journalism. Webster dictionary defines muckraking as "the action of searching out and publicizing scandalous information about famous people in an underhanded way." Muckraking journalists sought out injustice or corruption that was hidden from the public eye, publishing this information in the hope of galvanizing reform. McClure's Magazine played into this type of journalism, though notably demanded much more logic and evidence from their writers than similar competitors (Tarbell).

Moving back to Tarbell's exposition of the Standard Oil Company, the recent federal investigation provided a surplus of public documents for Tarbell to use in her research. Though noting the ingenuity through which Rockefeller rose to power as an oil tycoon, she ripped into his manipulative practices that destroyed any chance of competition. In response to falling oil rates due to competition, Rockefeller devised a plan—bring together enough refiners and shippers to create a unified front against railroads which are handling oil. This cartel would negotiate with the railroads to provide transportation rates far below the competitive price, effectively cutting out their competition through extreme price gouging. Once the competition was eliminated, they could then control their own output to naturally drive demand up, and with it prices.

Once published, *The History of the Standard Oil Company* became a sensational hit among the public. It was written in easily understandable language, and its thoroughness brought to light Rockefeller's malpractice. This exposition reflected a problem prevalent through the Gilded Age. A lack of transparency from corporations made monopolies like the Standard Oil Company commonplace, and without journalists like Ida Tarbell many of these stories would remain invisible in the public eye. It required rallying public support for change to be seen in the way these corporations were run.

### Overthrow of Hawaii

To understand the overthrow of Hawaii, it is important to recognize Hawaii's previous place on a global stage. Up until 1874, Hawaii was an independent

constitutional monarchy. On July 6, 1846, U.S. President John Tyler recognized Hawaii as an independent state. This recognition allowed Hawaii to gain prominence internationally, joining global alliances and treaties for the next 21 years (Siler).

In Hawaii, the main export was sugar. This comprised the majority of Hawaii's economic production into the 1870s, and the export to the U.S. in particular was vital to Hawaiian domestic security. This meant that they were highly sensitive to changes in the tariff policies the U.S. imposed. The U.S. used this to their advantage, drafting treaties in which tariffs for Hawaiian sugar would be lowered in exchange for Hawaiian land like Pearl Harbor (Dye).

In the 1880s, U.S. representation in the Hawaiian legislature was growing rapidly, through economic migration or settling in new U.S. land. With the Bayonet Constitution's ratification in 1887 (signed by the king under threat of assassination), the legislature had more power in the cabinet the monarch chose and granted foreign citizens more power in the political process (Silva). Ultimately, the tensions between the king and legislature came to a head. In 1888, white landowners began the first of a series of rebellions to overthrow the king. Many of these revolts were fueled by yellow journalism. One such example of this was the Hawaiian Gazette, which "was one of the largest supporters of the overthrow of the Hawaiian Monarchy and the replacing government" (Kim).

Though many of the initial overthrow attempts, like the Wilcox rebellions, were unsuccessful, in 1893, newspaper publisher Lorrin Thurston began the final overthrow with the help of other members of the Committee of Safety in the Hawaiian legislature. Of these members, seven were foreign residents, and six were Hawaiian Kingdom subjects of American descent. These insurgents were also supported by the U.S. government via a small detachment of Marines, which saw Hawaii as too small of a country to survive the increasingly aggressive imperial nature of its neighbors like Japan.

This final insurgency was successful, and on January 17, 1893, the Chairman of the Committee of Safety, Henry E. Cooper, formally deposed Queen Lili'uokalani and abolished the Hawaiian monarchy (Devine). Part of its success was due to magazines like the Hawaiian Gazette, which began referring to the deposed queen as Hawaii's "ex-Queen" in publications, diminishing her claim to the throne in the public eye. The Gazette also included members of the new colonial oligarchy on its board and continued circulating propaganda about the overthrow to make the public complacent with its new legislature. This would set the trend for how journalism could help to define the legitimacy of an acting power, and would be the blueprint for future efforts in Cuba and the Philippines.



## QUESTIONS TO CONSIDER

1. What is the role of the press in shaping public opinion and policy?
2. How can circulation be increased and profits be maximized for your respective newspaper?
3. What ethical responsibilities do journalists and media organizations have to their audience and society at large? How should these ethical responsibilities be enforced?
4. How does the economic model of a media organization impact its reporting?

# CHARACTER PROFILES

## PULITZER - NEW YORK WORLD

### NELLIE BLY

Nellie Bly, pseudonym for Elizabeth Cochran, was an investigative reporter for Joseph Pulitzer. Bly was known for writing about the conditions amongst working women in Pittsburgh. From 1886-87, Bly traveled throughout Mexico sending reports on corrupted officials and writings about the conditions of the poor for her *Six Months in Mexico* (1888). Bly would also have herself committed to the asylum on Blackwell's Island, where her writings on her experiences there would be published in *Ten Days in a Mad House* (1887). The telling of her accounts at the asylum resulted in improvements to the treatment of patients and the asylum's conditions. Bly is also known for breaking the record for traveling around the world where she wrote a book documenting her experience called *Around the World in Seventy-two Days* (1890).

### WALT McDUGALL

Walt McDougall was one of the first cartoonists for *The World*. McDougall would have the first cartoon published in an American newspaper. While working at *New York World*, McDougall is most known for his anti-Blaine cartoons. McDougall's cartoons were published on the front page of *The World*, depicting Republican James Blaine's excessive wealth in juxtaposition to poorer Americans. Blaine blamed McDougall and the cartons for his loss in the presidential election to president Grover Cleveland. McDougall is remembered for his political and satirical cartoons.

### VALERIAN GRIBAYEDOFF

Valerian Gribayedoff was a Russian journalist and illustrator for the *New York World*. He is mainly remembered for introducing illustrated drawings to American newspapers. Gribayedoff mastered the technique of recreating drawings from photos in a very accurate manner— allowing newspapers to be more lifelike than ever. His most notable work was his illustrations from the few photographs on the Dreyfus Affair in 1897. The Dreyfus Affair (1896) was a political crisis that essentially divided France. The controversy was centered around the question of guilt or innocence of Alfred Dryfus, a Jewish army captain who allegedly sold military secrets to the Germans in 1894. The scandal revealed the growing anti-semitism within Europe.

### BALLARD SMITH

Ballard Smith would become the managing editor for the *New York World*. Smith would also serve as the London correspondent for *The World*. Originally from Kentucky, he rose to prominence in New York journalism, first with the *Louisville Courier-Journal* and then as managing editor of the *Herald* before being persuaded by Joseph Pulitzer to join the *New York World*. Marrying into a wealthy merchant family, Smith gained unique access to New York's elite social circles, enhancing the depth and nuance of his reporting. His

audacious journalistic style, paired with a talent for crafting headlines, made him an instrumental figure in the evolution of late 19th and early 20th-century newspaper journalism.

### **GEORGRO EGGLESTON**

Born in Oakland, California and graduating from the University of California, Berkeley, Georgro Eggleston was a cartoonist, editor, and author. He is most remembered for his isolationist ideology, which is characterized by avoidance of wars that are outside the Western Hemisphere. He wrote for the New York World for eleven years under Joseph Pulitzer.

### **WILLIAM H. MERRILL**

William H. Merrill was previously editor of the Golden Rule in 1875. He later became the leading editorial writer for the Boston Herald in 1880. Six years later, Merrill would be called to New York City where he would be made editor in 1890 of the New York World. In this position, Merrill was in charge of leading the editorial staff.

### **DAVID GRAHAM PHILLIPS**

David Graham Phillips joined the World after three years with The New York Sun. Phillips was invited to be the World's correspondent in London though he ultimately worked from New York, and there earned a by-line. Originally from Indiana and a graduate of Princeton University, Phillips was also considered to be quite good-looking.

### **ARTHUR BRISBANE**

Arthur Brisbane, the son of a wealthy socialist, entered the newspaper business at the young age of 18, where he worked for Dana's Sun. In 1890, he came to work for the New York World. As an already accomplished writer at the age of 26, Pulitzer took a special interest in grooming him. By 1895, Brisbane was in charge of the Sunday edition, and eventually under his leadership, it turned into a sensationalism word-to-word combat with the Journal.

### **DON SEITZ**

Don Seitz joined the World in 1895 as an advertising manager. Seitz was one of the only men who were able to survive under Pulitzer's unique management style, allowing him to become one of Pulitzer's top men. By the start of the circulation war, he had an impactful position as a business manager.

### **RICHARD F. OUTCAULT**

Richard F. Outcault is a cartoonist known for creating "The Yellow Kid" comic strip. Before drawing for the World, Outcault contributed to humor magazines in the 1880s. He began creating entertaining cartoons on slum life for the revitalized New York World in 1885. Outcault plays a pivotal role in the circulation war, as his comics now have greater influence than ever.



### **HARRIET HUBBARD AYER**

Harriet Hubbard Ayer is famous for having founded the first cosmetic company in the United States, Recamier Toilet Preparations, Inc., and highly regarded for writing about beauty, health, and etiquette. She managed and marketed her cosmetic company using her own name and innovative copy in advertising. Between 1887 and 1893, she faced numerous scandals involving her daughters and former husband and diagnosed mental insanity. In 1896 she was hired by the New York World to write and edit the new weekly woman's section.

### **JOHN A. COCKERILL**

John A. Cockerill had a long history in the journalism field before being taken to St. Louis by Pulitzer to help in publishing the St. Louis Post-Dispatch. Despite some ups and downs in his career, Cockerill rose to be the managing editor of the New York World after it was purchased by Pulitzer.

### **JULIUS CHAMBERS**

Julius Chambers was an American author, journalist, and travel writer. While attending Cornell University, he co founded the Irving Literary Society. After graduating from Cornell in 1870, he became a reporter for the New York Tribune. In 1872, Chambers undertook a journalistic investigation of Bloomingdale Asylum. In 1873, he joined the staff of the New York Herald and occupied almost every one of its editorial desks. later, his editor-in-chief sent him to Paris to start the Paris Herald in 1887. A couple of years later, in 1889, Julius Chambers became the managing editor of the New York World by invitation of Pulitzer.

### **JAMES CREELMAN**

James Creelman joined the Herald as a reporter and correspondent in 1876. He was famous for taking personal risk in the pursuit for great stories, joining adventurers and showmen on their journeys. After several stints at other newspapers, Creelman ended up at Pulitzer's New York World, dealing a serious blow to the Herald.

### **MORRILL GODDARD**

Morrill Goddard was most famously known for being New York World's city editor at the young age of 21. He was a notable journalist, known for reporting on high profile events and people, Ulysses S. Grant and Grover Cleveland. Although Goddard preferred working on what he called "hard news", Pulitzer wanted him as the Sunday Editor. He worked to amend the Sunday edition and in November of 1894, Goddard produced the first color comics section in an American newspaper.

### **HOWARD CLEMENT HILLEGAS**

Howard Clement Hillegas is an American author, war correspondent, and newspaper editor, known for his coverage of the Second Boer War. After college, Hillegas began working for newspapers in Pennsylvania, gaining initial experience in journalism, before moving to New York City in 1895. Hillegas joined the New York World and was sent to cover growing conflict between the Brits and the Boers in South Africa. Hillegas' reporting focuses on details about the composition and organization of Boer opposition.

## **CAROLYN WELLS**

Carolyn Wells was a mystery author, cartoonist, and editor. Over the span of her career, Wells wrote a total of 170 books. Early in her career, she focused on poetry, humor, and children's books before moving on to the genre of mystery. However, in addition to books, Carolyn Wells also wrote for newspapers, often in the form of Sunday magazine cover features that formed continuing narratives over the span of several weeks. Her first known illustrated work was in the Sunday comics of the New York World.

## **ELIZABETH BISLAND**

Elizabeth Bisland participated in "the race around the world" in 1889, similar to a journey undertaken by Nellie Bly. Over her 76-day journey, Bisland traveled Europe, the Middle East, and Asia and she chronicled her experiences in a series of articles for the New York World. The story of two women racing around the world captivated the world's attention and significantly increased the circulation and popularity of both newspapers.

## **CHARLES EDWARD RUSSELL**

Charles Edward Russell was the city editor for the New York World in 1894, and later a New York Journal editor in New York and Chicago. Russell's muckraking style investigative reporting shed light on social injustices, labor issues, and political corruption and increased the New York World's influence. His articles advocating for labor reforms clearly aligned with Pulitzer's progressive editorial stance.

## **RUDOLPH BLOCK**

Rudolph Edgar Block was a Jewish American journalist who began his career as a journalist in 1888. He first worked as a news reporter for the New York World and later became the editor of the comic supplements to the Hearst newspapers. He helped create popular series such as Happy Hooligan and The Katzenjammer Kids. Under his pen name "Bruno Lessing" he chronicled his life through short stories such as "the Jewish Ghetto of New York City."

# HEARST - NEW YORK JOURNAL

## JULIAN RALPH

Julian Ralph was born in New York City in 1853. He is most noted for his work on The Sun where he was on the staff for around 20 years until 1895. He gained a world-wide reputation as a war correspondent, a journalist who covers stories first-hand from a war zone. In 1896, he became the London correspondent for the New York Journal; he also holds promise as a war reporter.

## RICHARD HARDING-DAVIS

Richard Harding Davis was one of the most active and influential journalists during the Spanish-American War. In 1896, he was commissioned by Hearst for the New York Journal to cover the Cuban rebellion against Spanish rule. Richard Harding Davis is considered one of the most influential reporters of the “yellow journalist” era.

## SOLOMON SOLIS CARVALHO

Solomon S. Carvalho is a prominent figure who served as Pulitzer’s publisher only in name until he switched to the Journal in 1896. From here, Carvalho dramatically shifted the journal’s content and direction towards sensationalism and capturing public attention, demonstrating his understanding of public sentiment and shaping narratives that drove the Journal into a powerhouse. As such, he was truly Hearst’s right-hand man for over three decades.

## JULIAN HAWTHORNE

Julian Hawthorne is a prominent columnist and literary critic who has worked for various publications, recently joining under William Randolph Hearst this year in 1895, and was the son of renowned author Nathaniel Hawthorne. Although his legacy may have been overshadowed by his father and he did not complete graduation from Harvard, he seeks to carve out his own unique path as a writer. His literary critiques are known for their thoughtful and deep analyses, and he is often respected for his analyses into both American and European literature.

## STEPHEN CRANE

Stephen Crane is a war reporter and acclaimed novelist behind the newly released book “The Red Badge of Courage,” detailing the story of a young soldier serving in the Union Army during the American Civil War. He is well-known for his vivid storytelling and portrayals of characters, and his ability to capture the intricacies of human behavior amidst the internal vs. external conflicts they face. He currently serves as a writer in the New York Journal, and serves as a war correspondent.

## AMBROSE BIERCE

Ambrose Bierce is a writer for the San Francisco Examiner. He is well known for his wit and sarcasm in the



context of writing, and has various interesting thoughts regarding societal norms, politics, and human behavior that he hopes to write about one day. After serving as a soldier in the Union Army of the American Civil war, he went on to forge his legacy as a prolific writer for many newspapers, including Hearst's San Francisco Examiner.

### **LINCOLN STEFFENS**

Lincoln Steffens is a daring investigative journalist often prominently featured in the New York Evening Journal, who is slowly gaining prominence for his exposés of various layers of corruption and misconduct within politics and business. He is one of the leading muckrakers of his era through his dangerous role as an investigative journalist, yet Steffens was relentless in his pursuit of the truth as a commitment to social justice, and his work seeks to spark widespread outrage and demands for reform by the American people. He also has roots in the Bay Area born in San Francisco, CA, and was a proud Golden Bear and alumnus of UC Berkeley!

### **WINIFRED BLACK**

Winifred Sweet Black Bonfils (also known as Winifred Black) was a famous investigative reporter who operated under the guise of her pen name, Annie Laurie, in reference to her mother's favorite lullaby. She was a trailblazer in the early 20th century, transcending traditional gender norms of the era through her relentless work as a journalist in pursuit of the truth. Black was known to reveal hidden stories that shed light on issues ranging from labor rights to public health in America. Her work exposed important social inequalities in society while also breaking barriers for women in journalism, and she truly left an indelible mark on both journalism and gender roles in society.

### **JACK LONDON**

Jack London was a novelist, journalist and activist – one of the first writers to become widely popular and commercially successful along with popularizing the genre of science fiction. London was a part of a bohemian radical literary group based in San Francisco called “the crowd.” He shows promise as a war reporter for Hearst, as well as holds socialist leanings and is a strong animal rights advocate.

### **ALFRED HENRY LEWIS**

Alfred Henry Lewis was an American investigative journalist, lawyer, novelist, editor, and short story writer who occasionally wrote under the pen name Dan Quin. As an investigative journalist he wrote extensively about corruption in New York politics and was later described as a muckraker.

### **DOROTHY DIX (NOT THE OTHER ONE)**

Elizabeth Meriwether Gilmer, known better by her pen name Dorothy Dix, was a popular journalist and advice columnist. She forerunners the genre of advice columns and at the time of her death she was America's highest paid and most famous female journalist. In addition to her advice columns, Dix was known for her reporting of murder trials. She worked for William Randolph Hearst's New York Evening Journal for over 15 years as its leading crime reporter. Outside of her journalistic career she was a prominent suffragist and feminist.

### **W.T. STEAD**

William Thomas Stead was an English newspaper editor and a pioneer of investigative journalism. He is considered one of the architects of the modern tabloid. Additionally, he was a supporter of “government by journalism,” an idea which espoused that journalism should do more than just report information and that journalism had the power to shape political and social life. A year before the Spanish-American war Stead met with William Hearst to allegedly teach him “government by journalism.”

### **SAMUEL CHAMBERLAIN**

Samuel Selwyn Chamberlain was an American journalist and newspaper editor. After working at various publications he eventually became an assistant editor at the New York Herald, later becoming editor at New York World and eventually the New York Evening Telegram. Hearst later engaged him to become editor of the San Francisco Examiner and when he later returned to New York he became the editor of the New York Morning Journal.

### **HOMER DAVENPORT**

Homer Davenport was an American political cartoonist and writer. He is most known for his satirized depictions of businessmen, politicians and leaders during the Gilded Age and the Progressive Era. Throughout his career, he worked for many publications including the San Francisco Examiner and the New York Morning Journal.

### **CHARLIE DRYDEN**

Charles Dryden was an American baseball writer and humorist known as one of the most famous and highest paid baseball writers in the United States at the time. He was referred to as the Mark Twain of baseball. Amongst publications that he worked for, he was notably hired by William Randolph Hearst in 1896 to write for the New York Journal.

### **EDWARD MARSHALL**

Davis Edward Marshall is a war correspondent for the New York Journal. He was recently hired by Hearst and is closely following the brewing conflict in Cuba. As a war correspondent he is no stranger to field reporting, and is known for embellishment and dramatization.

### **JAMES JACKSON MONTAGUE**

James Jackson Montague is an American poet who writes poetry columns for the New York Journal. Hearst recognized Montague’s talent and brought him to New York with an exorbitant salary, although Hearst’s “lack of character” has been displeasing to Montague. He is considering leaving to Pulitzer’s New York World.

### **FREDERIC REMINGTON**

Frederic Remington is an artist. Though he has not been hired by the Hearst yet, he has accrued fame as a

Western artist who would frequently travel around the US, Mexico, and abroad to capture military and cowboy subjects. Remington is quite immersed in military matters, and is looking forward to military conflict to give him the opportunity to be a heroic war correspondent, to buck his image of a boastful and cocky persona. He is greatly admired as an artist by Roosevelt.

### **BENJAMIN DE CASSERES**

Benjamin De Casseres is an American journalist who writes for the Philadelphia Press. His pieces often critique socialism, fascism, communism, and other forms of collectivism; instead, he advocates for free speech and individualism. Termed the “American Nietzsche”, De Casseres holds immense influence over contemporary writers and philosophers of the time.

### **CLARENCE SHEARN**

Clarence Shearn is a New York City attorney for William Randolph Hearst. Hearst’s support has elevated Shearn’s public status, helping to realize his political ambitions. He plans to run for New York City District Attorney. He is extremely successful in his private practice, and supports policies that take punitive measures against corporate corruption, waste in government spending, and exploitative monopolies. He sees himself as a champion of the working class American.

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