

Challenges to the News Culture: Processes and Effects

- TRACY EVERBACH, *The Culture of a Women-Led Newspaper: An Ethnographic Study of the Sarasota Herald-Tribune* 477
- ADAM J. SCHIFFER, *Blogswarms and Press Norms: News Coverage of the Downing Street Memo Controversy* 494
- ANDREA MILLER, *Watching Viewers Watch TV: Processing Live, Breaking, and Emotional News in a Naturalistic Setting* 511
- MICHAEL HUGUE, CARROLL J. GLYNN, and IRKWON JEONG, *A Relationship-Based Approach to Understanding Third-Person Perceptions* 530
- CYNTHIA-LOU COLEMAN, HEATHER HARTLEY, and J. DAVID KENNAMER, *Examining Claimsmakers' Frames in News Coverage of Direct-to-Consumer Advertising* 547
- SOOYOUNG CHO, *The Power of Public Relations in Media Relations: A National Survey of Health PR Practitioners* 563

Advertising: History, Content, and Effects

- NOAH ARCENEUX, *The Wireless in the Window: Department Stores and Radio Retailing in the 1920s* 581
- SILVIA KNOBLOCH-WESTERWICK and BRENDON COATES, *Minority Models in Advertisements in Magazines Popular with Minorities* 596
- XIAOLI NAN, GEORGE ANGHELCEV, JUN RONG MYERS, SELA SAR, and RON FABER, *What If a Web Site Can Talk? Exploring the Persuasive Effects of Web-Based Anthropomorphic Agents* 615
- PATRICK C. MEIRICK, *Media Schemas, Perceived Effects, and Person Perceptions* 632

EDWARD L. CARTER and BRAD CLARK, *"Arrogance Cloaked as Humility" and the Majoritarian First Amendment: The Free Speech Legacy of Chief Justice William H. Rehnquist*

650

GRADUATE PROGRAMS IN JOURNALISM/MASS COMMUNICATION EDUCATION - *Special Advertising Section*

669

BOOK REVIEWS *Edited by Patricia A. Curtin and Lisa Romero*

705

Copyright Information:

Individuals and all establishments providing photoduplication services may photocopy articles in *Journalism & Mass Communication Quarterly* without permission either for personal use or for use or distribution to students for classroom use. Requests for permission to reproduce for all other purposes should be directed to Jennifer McGill, Executive Director, Association for Education in Journalism and Mass Communication, 234 Outlet Pointe Blvd., Suite A, Columbia, SC 29210-5667, who may grant the request after assessing a fee.