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Belo: From Newspapers to New Media (review)

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theology or religious ideology play an important role in sustaining the movement? I believe answers to these questions would give the readers a better understanding of how the movement affected the work of the church rather than vice-versa.

Overall, Marco Prouty's work is to be commended for investigating the emergence of the Bishops' Ad Hoc Committee as a powerful influential force for social justice and human rights in the lives of Catholic farm workers and in society at large. *César Chávez, the Catholic Bishops and the Farmworkers' Struggle for Social Justice* will make a fine addition to the literature on religious studies, labor history, and American studies.

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JAMES B. BARRERA

Belo: From Newspapers to New Media. By Judith Garrett Segura. (Austin: University of Texas Press, 2008. Pp. 326. Illustrations, appendices, notes, bibliography, index. ISBN 9780292718456, \$50.00 cloth.)

Prior to 2008, when it split into two companies, Belo Corporation published the *Dallas Morning News*, three other papers, and the *Texas Almanac*. It owned twenty television stations that reached 14 percent of American households, including WFAA in Dallas/Fort Worth, KHOU in Houston, KENS in San Antonio, KVUE in Austin, and the Texas Cable News. Pronounced "Bee Low," it is the oldest operating business in Texas and is still directed by fourth-generation descendants of G. B. Dealey, founder of the *Dallas Morning News*. *Belo: From Newspapers to New Media* describes the company's evolution from a paper, founded in 1842, to a cutting-edge, multi-media conglomerate. Whenever new technology like radio, television, or the internet threatened to overwhelm it, leaders at Belo tried to adapt. As G. B. Dealey admonished his employees: "Always stick to the job" (29). For Belo, the job is to provide journalism of the highest quality and community leadership that leads to social improvement. Its corporate culture is the essence of Progressive ideals. The value of this book is to show how those ideals have been practiced through 167 years of reporting the news.

Judith Garrett Segura is well-qualified to write this history of Belo. A full-time employee of Belo from 1980 until 2004, she worked in outreach and public affairs to develop young readers and represent the company to the community. With the full cooperation of the Dealeys, she established a corporate archive of executive papers, as well as minutes dating back to 1926, corporate reports, and eighty years of inter-departmental records. In other words, she admits to building the archives by cleaning out everyone's closet. Additionally, she recorded at least sixty oral history interviews with employees, board members, and relatives. Her knowledge is comprehensive and phenomenal. After her retirement, Segura wanted to explain what happened at Belo, but also why it happened. Due to the kind of company Belo is, she focused on family dynamics. Personalities mattered. Each generation had its own leadership style, editorial views, and way of interpreting the company's overall mission. Much of the human interest in the story relates to periods of transition, when one generation passed control to the next.

The writing style is measured and reserved, as befits a company that takes itself

seriously. Even the less admirable members of the organization are treated with understanding. Segura is most at home describing the personnel in the executive suite, and the perspective is “from the top down.” An academic historian might pay more attention to external events, or the experiences of non-executive workers. However, there is plenty of material here for scholars who want to draw out larger comparisons. Happenings at Belo reflected everything around it, and changes at the company mirrored those in society at large. For example, the ultra-conservative views of Ted Dealey in the early 1960s and his daring criticism of John F. Kennedy shortly before the assassination (at Dealey Plaza, of all places!) deeply embarrassed younger corporate officials. Once Ted was out of the way, they compensated by exhibiting sympathy for the Civil Rights movement. In 1968 WFAA-TV hired the first African-American on-air reporter in the Metroplex (a former Dallas Cowboys player who did sports reporting). From 1965 to 1971, the company added eleven women and eight minorities to the newsroom. In 1977, Iola Johnson, the region’s first black TV news anchor, took her seat. President Robert Decherd even molded the board of directors into a gender- and racially diverse group he called “the best of America.” Decherd stated that Belo had to “provide moral leadership and a vision of what our cities and our country can be—as opposed to simply reporting on what others think and do.” (234) The history of a news company as old as Belo offers many such examples of how the historical “big picture” can be studied on a smaller stage. *Belo* is a worthy addition to business and media history, as well as a study of the Progressive ideals that have shaped modern America.

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The Borders Within: Encounters Between Mexico and the U.S. By Douglas Monroy. (Tucson: University of Arizona Press, 2008. Pp. 268. Notes, index. ISBN 9780816526925, 21.95 paper.)

In *The Borders Within*, historian Douglas Monroy combines reflections and observations of his youth in California, contemporary politics, and his deep understanding of Southern California’s past to draw connections and parallels between the three. Monroy presents his analysis through an eminently readable writing style that blends memoir and essay. This approach allows him to develop social and historical themes and tease out a nuanced understanding of the Mexican in America. In his able hands, typically polarized views of Mexican and American, legal and illegal, good and bad, fall away into a careful elaboration of the long-standing interconnection between the two nations and their people.

Monroy uses his life and memories as way to reveal how his own identity has been deeply shaped by this overlapping narrative. Each essay begins with a riff on a personal experience or observation that opens to a historical question. For instance, Monroy begins his chapter on Helen Hunt Jackson’s novel *Ramona* with memories of listening to Wolfman Jack’s border radio broadcast in his Volkswagen. His recollections of love and longing in those songs were indelibly connected to a romantic sense of being in Southern California, the same sense he feels when reading *Ramona*. That emotional bond adds a layer of meaning to the novel that is