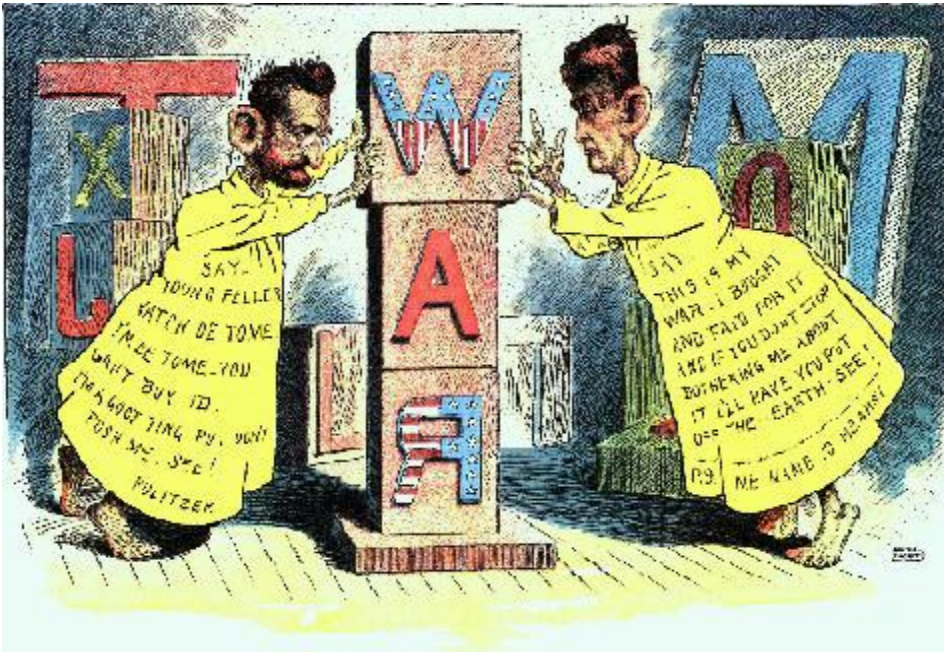


Yellow Journalism- Assignment # 5

The Spanish-American War is often referred to as the first "media war." During the 1890s, journalism that sensationalized—and sometimes even manufactured—dramatic events were a powerful force that helped start the US war with Spain. Led by newspaper owners William Randolph Hearst and Joseph Pulitzer, journalism of the 1890s used drama, romance, and exaggeration to sell millions of newspapers - it became known as **yellow journalism**.



The term yellow journalism came from a popular New York World comic called "Hogan's Alley," which featured a yellow-dressed character named the "the yellow kid." Determined to compete with Pulitzer's World in every way, rival New York Journal owner William Randolph Hearst copied Pulitzer's sensationalist style and even hired "Hogan's Alley" artist R.F. Outcault away from the World. In response, Pulitzer commissioned another cartoonist to create a second yellow kid. Soon, the sensationalist press of the 1890s became a competition between the "yellow kids," and the journalistic style was

coined "yellow journalism."

Yellow journals like the New York Journal and the New York World relied on sensationalist headlines to sell newspapers. William Randolph Hearst understood that a war with Cuba would not only sell his papers, but also move him into a position of national prominence. From Cuba, Hearst's star reporters wrote stories designed to tug at the heartstrings of Americans. Horrific tales described the situation in Cuba - female prisoners, executions, valiant rebels fighting, and starving women and children figured in many of the stories that filled the newspapers. But it was the sinking of the battleship Maine in Havana Harbor that gave Hearst his big story - war. After the sinking of the Maine, the Hearst newspapers, with no evidence, unequivocally blamed the Spanish, and soon U.S. public opinion demanded intervention.

Today, historians point to the Spanish-American War as the first press-driven war. Although it may be an exaggeration to claim that Hearst and the other yellow journalists started the war, it is fair to say that the press fueled the public's passion for war. Without sensational headlines and stories about Cuban affairs, the mood for Cuban intervention may have been very different. At the dawn of the twentieth century, the United States emerged as a world power, and the U.S. press proved its influence.

One of the most often repeated stories connected with the Spanish-American War concerns Frederic Remington. The artist was engaged by William Randolph Hearst, publisher of the New York Journal, to go to Cuba with noted writer Richard Harding Davis and provide illustrations to accompany a series of articles on the Revolution. Arriving in Havana in January of 1897, Remington soon became bored with seemingly peaceful Cuba and wired Hearst: "Everything is quiet. There is no trouble. There will be no war. I wish to return." The publisher's reply is alleged to have been: "Please remain. You furnish the pictures and I'll furnish the war."

Screaming newspaper headlines about the situation in Cuba in the 1890s helped fan the flames of war by influencing public opinion in the United States. You have no doubt seen modern headlines aimed at selling newspapers - rather than telling honest stories - at newsstands and in supermarket checkout lines. In your group, read the tabloid articles given to you and consider how truthful they are. Then, take a look at the front page of an actual newspaper from the 1890's and article printed to cause America to get angry with Spain.

Use the Tabloid Article: There are 4 tabloid articles. Feel free to read all of them, then choose 1 to describe.

(Title of Article you chose) _____

What did the headlines of your tabloid article make you think the story was about? Was the actual story any different from what you thought? _____

How truthful do you think the tabloid article is? List examples of its exaggerations of the truth.

Use the Historical Article: (Title of Article) _____

Look at the headlines from the 1890's paper, then read the information we know about those events today. Was the original headline true or was the headline misleading? _____

What were the facts of the situation your historical article covered? _____

Compare journalism today to past journalism:

How does the tabloid article compare to the newspaper from the 1890's? _____

Are any EXAGGERATED stories more or less harmful than others? _____

YOUR OPINION: Do you think we can blame the journalists of the 19th century for the war with Spain? Why or why not? _____

*Remember
the Maine, to
Hell with
Spain!*

"In the opinion of the court, the MAINE was destroyed by the explosion of a submarine mine...The court has been unable to obtain evidence fixing the responsibility for the destruction of the *Maine* upon any person or persons."

\$50,000 REWARD.—WHO DESTROYED THE MAINE?—\$50,000 REWARD.

EDITION FOR GREATER NEW YORK

NEW YORK JOURNAL

AND ADVERTISER.

No. 3372. (Copyright, 1898, by W. S. Hearst)—NEW YORK, THURSDAY, FEBRUARY 17, 1898.—16 PAGES. PRICE ONE CENT IN ADVANCE.

The Journal will give \$50,000 for information furnished to it exclusively, that will enable the person or persons who sent the Maine.

DESTRUCTION OF THE WAR SHIP MAINE WAS THE WORK OF AN ENEMY

\$50,000!

\$50,000 REWARD!

For the Detection of the Perpetrator of the Maine Outrage!

The New York Journal today offers a reward of \$50,000 CASH for information FURNISHED TO IT EXCLUSIVELY, which will lead to the detection and conviction of the person, persons or persons responsible for the outrage which resulted in the destruction of the United States War Ship Maine and the loss of 258 lives of American sailors.

The \$50,000 CASH reward for the above information is in payment of the \$100,000 offered.

No one is to be held responsible for any information which may be furnished to the Journal in violation of the provisions of the above notice, provided, of course, it is not furnished to any other person or persons.

The offer here made is in honor and will be made public in the interest of the Country and to lighten the mourning.

The Journal believes that any person who may be brought to justice under the above conditions will be treated as a hero.

PERPETRATOR OF THIS OUTRAGE WILL BE REWARDED.

W. S. HEARST.

Assistant Secretary Roosevelt
Convinced the Explosion of
the War Ship Was Not
an Accident.

The Journal Offers \$50,000 Reward for the
Conviction of the Criminals Who Sent
258 American Sailors to Their Death.
Naval Officers Unanimous That
the Ship Was Destroyed
on Purpose.

\$50,000!

\$50,000 REWARD!

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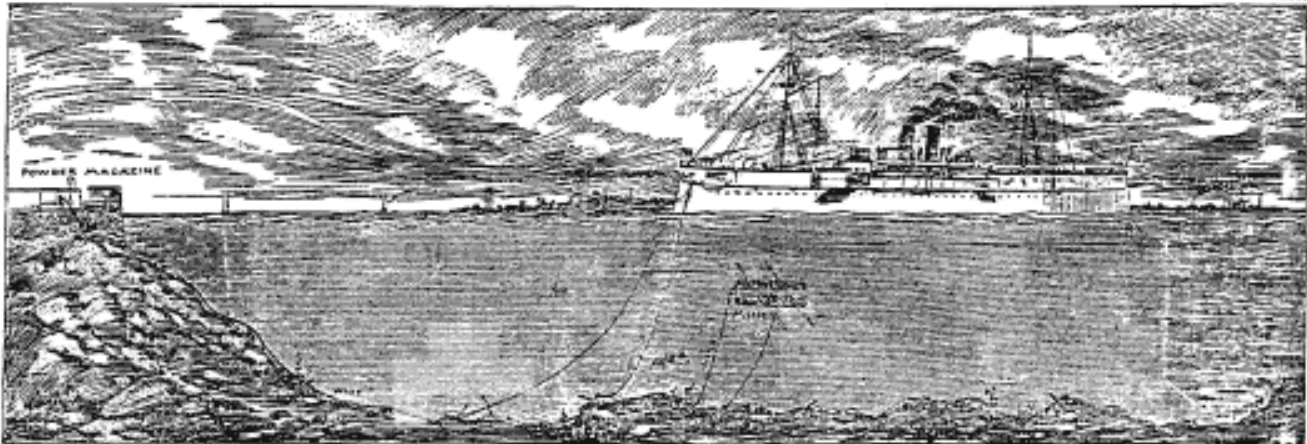
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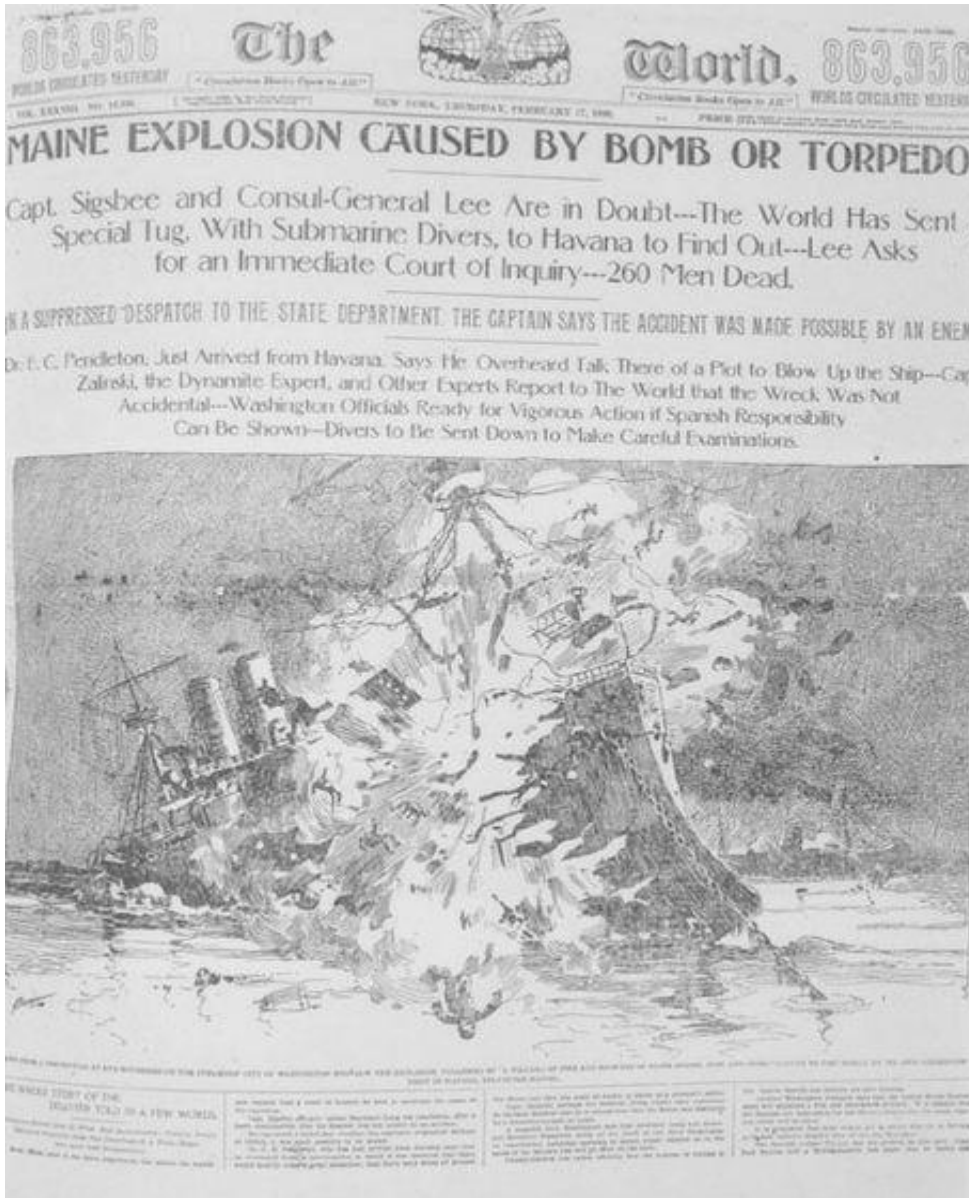


NAVAL OFFICERS THINK THE MAINE WAS DESTROYED BY A SPANISH MINE.

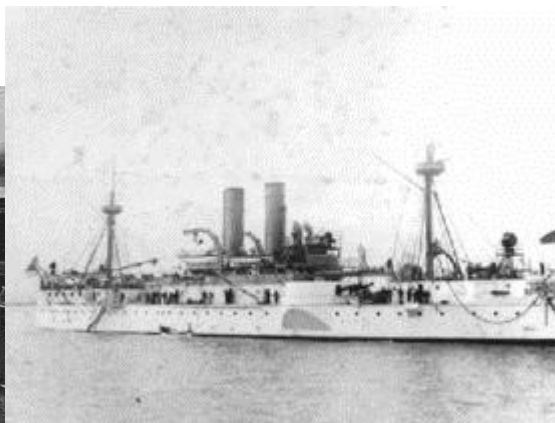
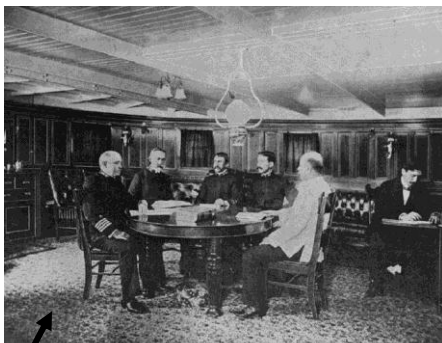
George Taylor Brown, the Journal's special correspondent at Havana, cables that it is the secret opinion of many Spaniards in the Cuban capital that the Maine was destroyed and 258 of her men killed by means of a submarine mine or fixed torpedo. This is the opinion of several American naval authorities. The Spaniards, it is believed, managed to have the Maine anchored over one of the harbor mines. Mines connected the mine with a regular magazine, and it is thought the explosion was caused by sending an electric current through the wire. If this can be proved, the brutal nature of the Spaniards will be shown for the fact that they refused to spring the mine until after all the men had escaped for the ships. The Spaniards chose in the picture above where the mine may have been fired.

Hidden Mine or a Sunken Torpedo Believed to Have Been the Weapon Used Against the American Man-of-War—Officers and Men Tell Thrilling Stories of Being Blown Into the Air Amid a Mass of Shattered Steel and Exploding Shells—Survivors Brought to Key West Scout the Idea of Accident—Spanish Officials Protest Too Much—Our Cabinet Orders a Searching Inquiry—Journal Sends Divers to Havana to Report Upon the Condition of the Wreck.

USS MAINE cont.



In January 1898, the *Maine* was sent from Key West, Florida, to Havana, Cuba, to protect U.S. interests during a time of local insurrection and civil disturbances. Three weeks later, at 9:40 on the night of 15 February, an explosion on board the *Maine* occurred in the Havana Harbor. Later investigations revealed that more than five tons of powder charges for the vessel's six and ten-inch (254 mm) guns had ignited, virtually obliterating the forward third of the ship. The remaining wreckage rapidly settled to the bottom of the harbor. Most of the *Maine's* crew were sleeping or resting in the enlisted quarters in the forward part of the ship when the explosion occurred. Two hundred and sixty-six men lost their lives as a result of the explosion or shortly thereafter, and eight more died later from injuries. Captain Charles Sigsbee and most of the officers survived because their quarters were in the aft portion of the ship.

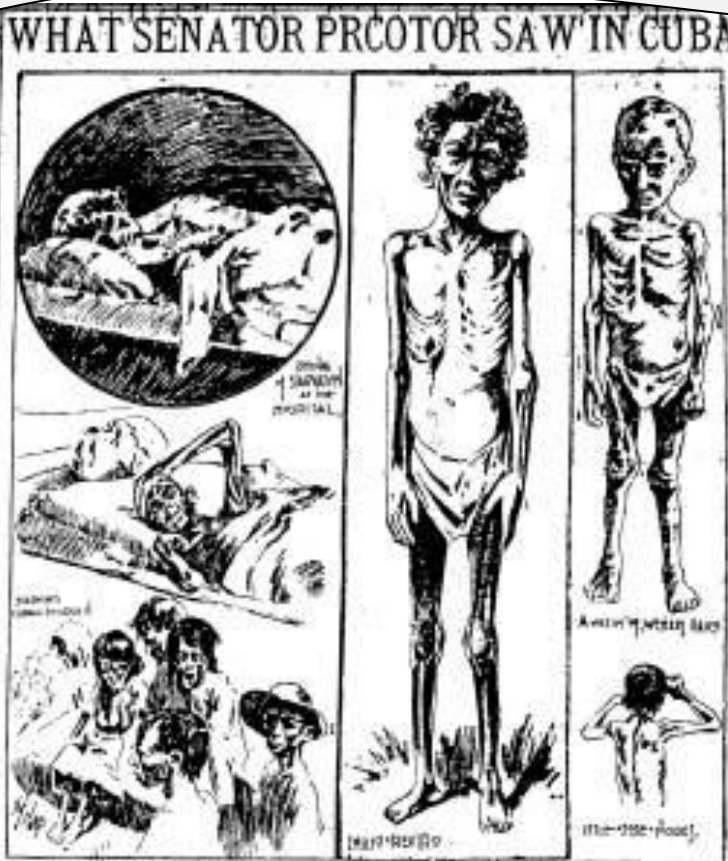


Immediately after the sinking in 1898, President William McKinley ordered a naval inquiry into what caused the *Maine* to explode. Survivors and eyewitnesses testified for the court, and several navy divers explored the sunken ship, hoping to find clues as to what may have caused the disaster. Though several volunteered, no experts outside the Navy were called upon for advice. The Sampson Board concluded that the *Maine* had been blown up by a mine. **(Proven wrong years later!)**

Article 2: Cuban Revolution

Cuban Babes Prey to Famine: Thousands of Children of the Concentration Camps Perishing in Island Towns : Sights that Sicken Strong Men

by: Julian Hawthorne



Hawthorne wrote that "All around ... squatted little forms whose days of schooling were done forever in this world. All they could do was to endure a few days or hours longer the dull gnawing pain and exhaustion, and then sink noiselessly into nothingness ... The victims of starvation appear to succumb more easily and quickly than do the Hindoos (sic), who to be sure are in the habit of starving all their lives."

Spaniards were described as "more pitiless than Kurds," and buzzards were floating over the dying, according to the article.

The United States watched the course of the uprising with mounting concern. Most Americans were sympathetic with the Cubans (especially as the United States had about \$30-50 million in Cuban

investments and as much as \$100 million in import-export trade in 1896), but President Grover Cleveland was determined to preserve neutrality. But clamor for intervention continued to rise and the yellow press would not let the issue die. Under the Presidency of McKinley America does enter to help the Cubans.

General Valeriano "The Butcher" Weyler by: William Randolph Hearst

The Butcher is appointed Spanish ruler in Cuba. Weyler throws nuns into prison. Butcher wages brutal warfare on helpless women. Weyler began a policy known as *reconcentrado*, where the Cuban people would be concentrated into camps, where they could be "defended" from the Cuban rebels -- and prevented from joining or supplying them.

400,000 CUBAN'S DIE IN CAMPS

The Spanish Army had no way to supply adequate food or water to those camps and the suffering was great. By 1898 more than 400,000 Cubans -- almost a quarter of the island's population -- have died during the revolution.

The number was probably about half that, but it didn't matter to the press, the damage was done. American papers showed drawings of emaciated Cuban children, reported on atrocities and many mass executions of prisoners and sympathizers in the camps. Although there was some exaggeration, many of the reported events were true.

Stories about the Cuban rebellion sold papers, and continued to appear. Every little bit drew public attention.

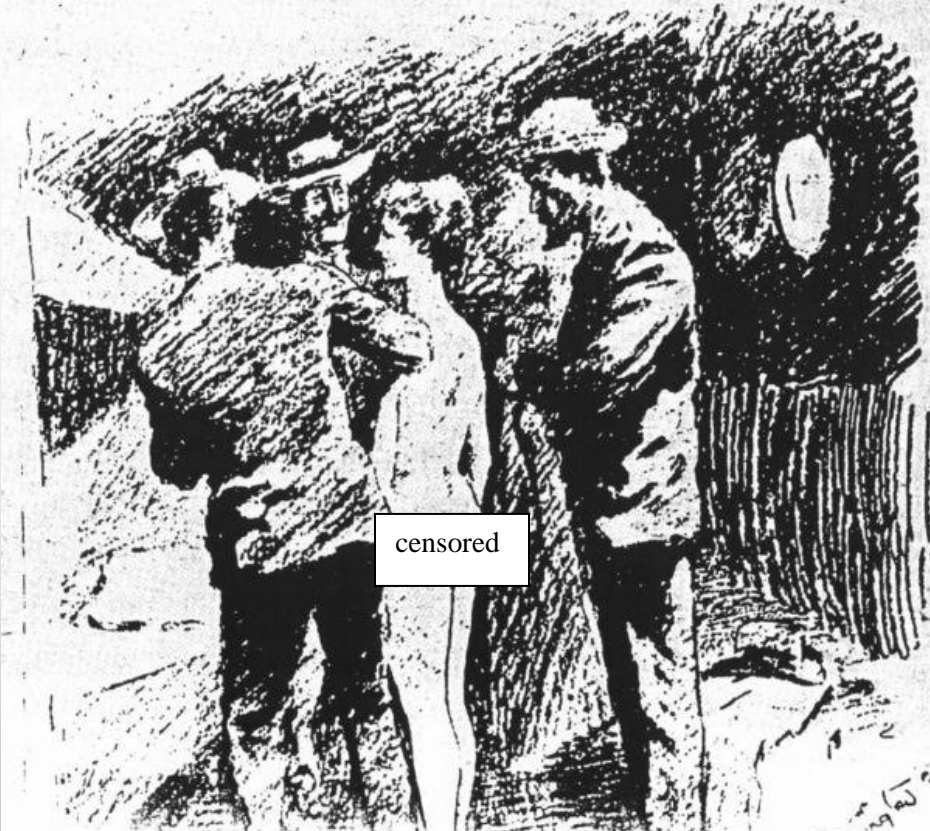
Does Our Flag Shield Women?

Indignities Practiced by Spanish Officials On Board American Vessels

Richard Harding Davis Describes Some Startling Phases of the Cuban Situation - Refined Young Women Stripped and Searched by Brutal Spaniards While Under Our Flag on the Ollivette

SPANIARDS SEARCH WOMEN ON AMERICAN STEAMERS

DRAWN BY PHILIP H. REMINGTON



Davis' return trip from Cuba, he had been seated at dinner beside a Senorita Clemencia Arango, who told the writer that she and two other young women were being expelled from Cuba for suspected Rebel sympathies. Miss Arango had a brother serving with the insurgents. The three girls were ordered to leave on a certain day. That morning, a detective arrived at each of the girls' homes and strip searched them for documents or letters to the Cuban Junta in New York. On board the steamer during At the dock, the procedure was repeated and 15 minutes later aboard the OLLIVETTE, an American ship, they were again taken to a cabin and forced to submit to a strip search.

Above: Male Spanish officials strip search an American woman tourist in Cuba looking for messages from rebels; front page "yellow journalism" from Hearst (artist: Remington).

The story was illustrated by a Remington drawing, crafted in New York, of a young maiden with a bared backside, her clothes being gone through by a pair of leering Spanish officials. The story was a huge sensation and circulation booster, largely on the strength of Remington's drawing. However, when Senorita Arango arrived in New York she pointed out that the searches had been done not by leering Spanish officers, but by Police Matrons. The World gleefully attacked the Journal for the inaccuracy of its report and Davis felt compelled to point out that no where in his article did he say the searchers were men, it was Remington's illustration which led the public to that conclusion. Later, Remington and Hearst felt somewhat vindicated when other Cuban women stepped forward and reported they HAD been strip searched by male Spanish officials.

Article 3: De Lome Letter (Spanish treachery)

This event fired up an otherwise inactive President McKinley and helped push US public sentiment in favor of the Cuban Revolutionaries and against the Spanish, and is seen as one of the principal triggers of the Spanish American War of 1898.

Spanish Diplomat degrades President McKinley 2/9/1898

"... McKinley is: weak and catering to the rabble, and, besides, a low politician, who desires to leave a door open to me and to stand well with the jingoes of his party."
WORDS OF WAR???

CRISIS IS AT HAND 253 KNOWN TO BE LOST
CABINET IN SESSION; GROWING BELIEF IN
DE LOME, IN PANIC, FLEES SPANISH TREACHERY.

Maine Destroyed by an Outside Attack, Naval Officers Believe.

Censored Dispatches from Havana Say a Shot Was Heard Before the Ship's Magazines Blew Up.



Position of the Maine Today is Havana Harbor.

EXTRA NIGHT EXTRA.

M'KINLEY SUSPICIOUS OF SPANISH PLOTS

WASHINGTON, Feb. 15.—THE CABINET IN ITS MEETING TO-DAY DEFINITELY SETTLED UPON THE SPANISH THEORY OF THE CHARGE OF THE MAINE'S DESTRUCTION.

SOCIAL AFFAIRS ABANDONED. WASHINGTON, Feb. 15.—AS SOCIAL AFFAIRS OF THE CITY HAVE BEEN ABANDONED.

WAGYAS NOT SET HERE. The Spanish vessel, "Wagyas" was in New York at the time of the explosion.

CENSORS SUPPRESSING NEWS. The main dispatches have been censored.

RACING AT SINGLY. BOSTON, Feb. 15.—RACING AT SINGLY.

Washington, Feb. 15.—The President hastily called a special meeting of the Cabinet at 10 p. m. While the Cabinet was in session the following cable dispatch from Captain Sigsbee was handed to the President:

Plan of Maine's Bow, Showing Location of Her Magazines.



Small text at the bottom left of the diagram area, likely a caption or technical note.

ENGLAND BELIEVES IT FOUL PLAY.

LONDON, Feb. 15.—The dispatch to the Times last night is regarded as a decisive step in the direction of a policy of non-interference.

THE LIGHTHOUSE TOWER FIRE AND SINGLY HAVE ARRIVED AT HAVANA.

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THE REMAINING BODIES OF THE CITY OF WASHINGTON.

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Caring for the Mounded Sailors of the Maine in a Havana Hospital.



The DeLome Letter: The following letter is the controversial De Lome letter. The United States diplomat to Spain wrote a letter that was critical of U.S. President McKinley and the prospects for peace over the Cuban Revolution. It was leaked to the U.S. press, where it was published in papers- forcing the recall of the highly Capable minister. DeLome fled the US and went back to Spain

Spanish Diplomat to the US; ENRIQUE DUPUY DE LOME

Eximo Senor DON JOSE CANALEJAS:

My Distinguished and Dear Friend: - You need not apologize for not having written to me; I also ought to have written to you, but have not done so on account of being weighed down with work and nous sommes quites.

The situation here continues unchanged. Everything depends on the political and military success in Cuba. The prologue of this second method of warfare will end the day that the Colonial Cabinet shall be appointed, and it relieves us in the eyes of this country of a part of the responsibility for what happens there, and they must cast the responsibility upon the Cubans, whom they believe to be so immaculate.

Until then we will not be able to see clearly, and I consider it to be a loss of time and an advance by the wrong road - the sending of emissaries to the rebel field, the negotiations with the Autonomists not yet declared to be legally constituted, and the discovery of the intentions and purpose of this government. The exiles will return one by one, and when they return, will come walking into the sheepfold, and the chiefs will gradually return. Neither of these had the courage to leave en masse, and they will not have the courage thus to return.

The message has undeceived the insurgents who expected something else, and has paralyzed the action of Congress, but I consider it bad.

Besides the natural and inevitable coarseness with which he repeats all that the press and public opinion of Spain has said of Weyler, it shows once more what McKinley is: weak and catering to the rabble, and, besides, a low politician, who desires to leave a door open to me and to stand well with the jingoes of his party.

Nevertheless, as a matter of fact, it will only depend on ourselves whether he proves bad and adverse to us. I agree entirely with you; without a military success nothing will be accomplished there, and without military and political success, there is here always danger that the insurgents will be encouraged, if not by the government, at least by part of the public opinion.

I do not believe you pay enough attention to the role of England. Nearly all that newspaper canaille which swarms in your hotel are English, and at the same time are correspondents of the Journal, they are also correspondents of the best newspapers and reviews of England. Thus it has been since the beginning. To my mind the only object of England is that the Americans should occupy themselves with us and leave her in peace, and if there is a war, so much the better; that would further remove what is threatening her - although that will never happen.

It would be most important that you should agitate the question of commercial relations, even though it would be only for effect, and that you should send here a man of importance in order that I might use him to make a propaganda among the senators and others in opposition to the Junta and win over exiles.

There goes Amblard. I believe he comes deeply taken up with little political matters, and there must be something very great or we shall lose.

Adela returns your salutations, and we wish you in the new year to be a messenger of peace and take this New Year's present to poor Spain.

Always your attentive friend and servant, who kisses your hands.