

FIGHTING FOR OTHERS:  
PEGGY M. PETERMAN'S 31 YEARS AT THE ST. PETERSBURG TIMES

by

JENNIFER INGE BORTOLUS

A thesis submitted in partial fulfillment  
of the requirements for the degree of  
Master of Arts  
School of Mass Communications  
College of Arts and Sciences  
University of South Florida

May 2000

Major Professor: Derina Holtzhausen, Ph.D.

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*An Abstract*

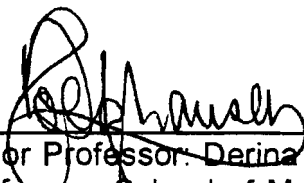
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Peggy M. Peterman, an African-American woman pioneer in journalism, spent 31 years fighting for others during her career as a reporter and columnist at the *St. Petersburg Times*. This study uses a constructionist paradigm, through a triangulation methodological approach, to examine her influence and role in journalism. It contains a content analysis of her work, which includes newspapers, essays and speeches; two in-depth interviews with her; and 18 semi-structured interviews with others. In conclusion, Peterman fought both inside and out of the news organization on racial issues. She was an activist, an educator, a mentor and a preserver of history. She found strength through self-determinism and faith. She was a daughter of her time and followed in the footsteps of others to fight social injustices through her work.

Abstract Approved: \_\_\_\_\_

  
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