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Citation: Weiner, B., & White, W. (2001). The history of addiction/recovery-related periodicals in America: Literature as cultural/professional artifact. *Contemporary Drug Problems*, 28(4), 531-557. Posted at www.williamwhitepapers.com

The History of Addiction/Recovery-Related Periodicals in America: Literature as Cultural/Professional Artifact

Barbara Weiner and William White

Abstract

Can significant changes in the addictions field be identified by examining its specialized literature? Are political, economic, and cultural changes surrounding addiction and its treatment mirrored in its literature? In this paper an addictions historian/author (William White) and an addictions librarian/information professional (Barbara Weiner) examine the past 150 years of addiction/recovery history by analyzing the literature of the field. Over 250 American journal, magazine, and newsletter titles were examined for their focus, audience, and years of publication to identify important trends and cycles reflected in addiction/recovery-related periodical literature.

Key Words: *history, addiction literature, periodicals, journals, recovery publishing.*

I. Introduction

The story of a profession can be told through an exploration of its history, language, values, rituals, symbols, and literature. This paper combines the expertise of an addictions librarian and an addictions treatment/recovery historian to describe the evolution of addiction/recovery-related periodicals (ARPs) over the past 150 years. This paper explores what the periodic rise, changing character, and fall of ARPs reveal about the larger history of addiction treatment and recovery in America. The alcohol and other drug problems field is made up of diverse functions and institutions – formal prevention and treatment programs, informal mutual aid groups, scientific research institutes, personal growth movements, public policy bodies, education and advocacy agencies, and professional associations representing physicians, nurses, counselors, psychologists, and social workers. Addictions periodicals play an integral part in linking these various constituency groups. We will examine the history of the addictions

periodicals that have served to link these various constituency groups.

This is not the first effort to step back and examine ARPs. Andrews and Cohen (1979) and Boxenbaum and Jaffe (1982) provided independent reviews of the emergence of addiction-related periodicals that were birthed in the 1970s. These early review articles were followed by analyses of the evolving topical focus of articles in ARPs (Moll and Narin, 1977; Van Ruyven and Veenstra, 1993), analyses of the impact of particular ARPs via citation analysis within the broad arena of addiction literature (Jones, 1999), guides on where to publish addiction-related research manuscripts (Arciniega and Miller, 1997), and trend analyses of such issues as the rise of multiple authorship in ARPs (Jones, 1996; Howard, 1992; Howard and Walker, 1996).

This article is distinguished from these earlier efforts in three ways. First, it views this genre of literature within a much longer historical perspective. Second, it provides a widened perspective on ARPs by including--in addition to peer-reviewed journals-- professional trade journals, magazines, and newsletters for both professionals as well as general readers. Third, it suggests that trends in ARPs provide a subtle window of exploration into past and emerging trends in the alcohol and other drug problems arena.

II. Methodology

We began this study by attempting to assemble a listing or chronology of all American ARP literature for the past 150 years. Collections utilized included the Illinois Addiction Studies Archive housed at Chestnut Health Systems in Bloomington, IL (<http://www.chestnut.org/>), the Hazelden Library and Information Resources collection in Center City, MN (<http://www.hazelden.org/library>), and the online listing for the Alcohol and Drug Abuse Institute of Seattle, WA (<http://depts.washington.edu/adai/>). Also examined were *Ulrichs International Periodicals Directory* 2000, the *Serials Directory: An International Reference Book* 1999, the OCLC database, and serendipitous approaches such as word of mouth and advertisements. Our list of ARP titles continued to be added to and updated throughout the writing of this paper, until the paper became finalized in October 2001.

"ARP" was defined to include journals, newsletters, and government items--anything produced in serial and periodical form rather than monographic form. We defined "addiction/recovery-related" in the broadest sense, from publications that focused on the neurobiology of addiction to those that focused on treatment research and protocol to those written as mediums of personal support for persons in addiction recovery. When adding to the list, we focused on finding periodicals which were professional or non-professional in focus, regional or local or national in geographic scope, and published by any entity (private or public). The chronology of more than 200 collected titles was placed into a graph listing the title, publisher, date started, date ceased or still current (as appropriate), format, focus, and intended audience. The chart was manipulated to more easily analyze specific factors, such as date started, date ended, focus, or audience, and was then analyzed by various factors, looking for numbers, trends, and conclusions.

Several difficulties were immediately encountered when assembling this literature chart: inconsistencies, inaccuracies, lack of documentation (especially for regional or historical items), title changes, and title mergers. These difficulties are examined in detail in the discussion section of this paper

It is necessary to clearly detail the scope of what was and was not included in this chart, and thus the scope of this paper as well. First, titles were limited to American periodicals – those published in the United States. Rare exception was made for scientific journals published elsewhere, but whose existence exerted significant influence in America (e.g., *Addiction* and *Alcohol and Alcoholism*). Excluded were alcohol industry trade publications, consumer magazines (such as *Wine Spectator*), temperance and prohibition publications that were not serials, and the history of pro-drug periodicals, (e.g., *Marijuana Review*, *High Times*, and *High Society*). Our topical boundary for inclusion was that of addiction and the process of recovery from addiction and not the larger umbrella of alcohol consumption. For example, we did not include magazines such as *Wine Spectator*. Our focus was instead on those serial publications whose subject matter included the nature of addiction, its treatment, and the process of recovery. We did include periodicals such as those that addressed alcohol-impaired driving that often included articles on alcoholism and its assessment and treatment. Recognizing that there may exist a great many regional titles which did not surface during our searching, we listed as many of these titles as possible, and tried to have examples of those published by a variety of entities. Of the more than 260 titles examined, 25 were government publications, 33 were published by associations or societies, 14 originated from universities, 57 came from traditional publishing houses, 10 were the product of foundations, 121 came from other private sources, and 15 could not be categorized. Many of these titles were professional (39%) (written by or for professionals, some peer-reviewed), some were for a general (non-professional) audience (8%), others were clearly designed for both a professional and general audience (7%), and the rest could not be determined with precision. Finally, the complete title list we utilized represented 103 newsletters, 96 journals, 3 newspapers, 11 magazines, 7 others (annuals, serials, bulletins), and the format was uncertain for 58 of the titles.

Title names used in this paper are the most recent name in use, not necessarily the name used when the periodical was first started, e.g., *Alcohol Research and Health* rather than *Alcohol Health and Research World*.

III. The History of Addiction/Recovery-Related Publishing: A Brief Synopsis

The evolution of addiction/recovery-related publishing reflects, as it should, the evolution of the larger arena it represents. When the birth and death of addiction/recovery-related periodicals (ARPs) is charted by decade (see Table 1), four periods are evident:

- 1) Birth: the birth of ARPs in the 19th century and their subsequent demise in the early 20th century,
- 2) Rebirth: the rebirth of ARPs that accompanied the rise of the modern alcoholism movement in the 1940s and 1950s,
- 3) Explosion: the virtual explosion in ARPs between 1970 and 1990, and
- 4) Decline: the decline in the number of new ARPs and the demise of some existing ARPs between 1990 and 2001.

While Table 1 may seem to suggest that there was virtually no addictions publishing up to 1930, this is not necessarily the case. Temperance newsletters and other periodicals were published from the 1850s onward; however, most of these focused on alcohol rather than on alcoholism, treatment, or recovery. We included only those items that focused specifically on the "rescue of the drunkard". Our discussion of publishing within the Temperance era is provided in the narrative sections which follow.

An interesting extension regarding this chart would be to explore if the resulting pattern tells the story of the addictions field only, or is representative of the health care/human services field and related publishing enterprises as a whole. While this question was beyond the scope of our study, we would speculate that the chart reflects both field-specific publishing trends as well as broader expansions and contractions in health-related publishing. Hughes and Oliveto (1990) examined this question and concluded that publications on alcohol-related problems had increased at or above the rate of growth of other science-and health-related publications.

The birth of a body of addiction literature accompanied what Harry Levine has christened America's "discovery of addiction" in the late 18th century (Levine, 1978). This discovery came at a time of dramatically rising alcohol consumption (Rorabaugh, 1979; Lender and Martin, 1982). This discovery generated early written tracts on alcohol and alcoholism, such as Anthony Benezet's *Mighty Destroyer Displayed* (1774) and Dr. Benjamin Rush's *Inquiry into the Effects of Ardent Spirits* (1785). Between 1830 and 1875, an assortment of moral and business entrepreneurs founded alcoholic mutual aid societies, inebriate homes, inebriate asylums, private addiction cure institutes, and bottled home cures for the "alcohol, tobacco, and drug habits". Individual tracts describing the nature of intemperance and the process of reform were written in this period, most in the growing body of temperance movement literature. One of the earliest tracts providing "reform" case studies was Sigourney and Smith's (1833) *The Intemperate and the Reformed*. The newsletters of the Washingtonians, an early alcoholism recovery mutual aid society that flourished between 1840-45, fraternal temperance societies, and early reform clubs mark the beginning of a specialized literature focusing on recovery. Most of these had a city, county, or regional readership, but some such as *The Organ of the Washington Temperance Benevolent Society and its Auxiliaries* (1841) did achieve widespread distribution (Blumberg and Pittman, 1991). There were also newsletters published by some of the earliest inebriate homes and asylums – such as *The Washingtonian* (Newsletter of the Chicago Washingtonian Home) (Blumberg, 1978).

Addiction/recovery-related periodicals increased in the closing decades of the 19th century. The periodicals of this era included institutional newsletters (such as the Keeley Institute's *The Banner of Gold* and *Golden News*) that served both as alumni/aftercare newsletters and marketing devices, institution-based professional journals such as Dr. Robert Parrish's *The Probe* (Pennsylvania Sanitarium for Inebriates), and Dr. H.H. Kane's *The American Journal of Stimulants and Narcotics* (De Quincey Home). There were also serialized marketing newsletters from such proprietary, bottled addiction cure purveyors as Dr. Haines Golden Specific and Knights' Tonic for Inebriates (White, 1998).

In 1870, a small group of the nation's first addiction medicine specialists founded the American Association for the Cure of Inebriety, later rechristened the American Association for the Study and Cure of Inebriety (AACI). Six years later, the AACI launched the most significant of the addiction journals of the 19th century: *The Quarterly Journal of Inebriety (JI)*. The AACI and its journal reflected a milestone in which heretofore independent institutions began to define themselves as a professional field. The first 5,000 copy issue of the *Ji* released in December, 1876 was greeted by attacks from the religious press. Critics argued that the journal's portrayal of inebriety as a disease constituted an effort to "excuse crime and dignify vice" (Crothers, 1912). With the turn-of-the-century trend toward demedicalizing and criminalizing alcohol and other drug problems, the AACI and its journal struggled to define their niches within a rapidly changing

policy and professional environment.

There were a number of changes that signaled the struggles of the *Jl* and its parent association. First there was a rise in competing organizations: the American Medical Temperance Association (1891) which published the *Bulletin of the American Medical Temperance Association*, and the Scientific Temperance Federation (1906) which published the *Scientific Temperance Journal*. *Jl*'s new competition marked a cultural shift in focus from the vulnerability of the individual (alcoholism) to the pernicious power of the product (alcohol). Second, there were mergers that presaged the AACI's final collapse. The American Medical Temperance Association and the AACI merged in 1904 to create the American Medical Society for the Study of Alcohol and Other Narcotics. The *Jl* continued under sponsorship of this merged organization (Blumberg, 1978). The *Journal of Inebriety*, which had been edited since its founding by Dr. T.D. Crothers, ceased publication in 1914. The collapse of the *Journal* signaled the approaching demise of the AACI in the early 1920s. The loss of addiction/recovery-related literature during this period reflected the larger collapse of an entire professional arena that would be reborn later in the 20th century (White, 1998).

Following Repeal of Prohibition, the founding of Alcoholics Anonymous and the rise of a "new science" approach to alcohol problems generated the "modern alcoholism movement" (Johnson, 1973; Roizen, 1991) and a new generation of addiction/recovery-related periodicals. The 1940s and 1950s paralleled the earlier period in the types of literature: tracts (pamphlets), newsletters, and professional journals. The *Quarterly Journal of Studies on Alcohol (QJSA)* (1940) (later renamed the *Journal of Studies on Alcohol*) revived the likes of the *Journal of Inebriety*, with two important distinctions. First, the *QJSA* focused on alcohol rather than alcoholism, marking a shift from a clinical focus on alcoholism to a broader alcohol science focus. Second, the *QJSA* focused only on alcohol rather than the whole spectrum of psychoactive drugs that the *Jl* had covered. This reflected the post-repeal split in social policies whereby the image of alcohol became culturally rehabilitated and celebrated while the opiates, cocaine, and cannabis were further stigmatized and criminalized.

The 1940s and 1950s also witnessed the spread of state and local alcoholism newsletters and journals aimed at both the general public and at special professional groups (particularly physicians and clergy). Some of the more noteworthy of these included:

- *Alcoholism: A Treatment Digest for Physicians* (New Jersey) (1940s)
- *The Connecticut Review on Alcoholism* (1940s)
- *The Louisiana Bulletin on Alcoholism* (1940s)
- *Utah Alcoholism Review* (1940s)
- *The Blue Book* (Annual Proceedings of the National Clergy Conference on Alcoholism) (1949)
- *Inventory: A Bimonthly Journal on Alcohol and Alcoholism* (North Carolina) (1951)
- *Challenge* (Alabama Commission on Alcoholism) (1959)
- *Lifelines* (South Carolina Commission on Alcoholism) (1959).

There were new institutional newsletters and recovery newsletters, reflecting the rebirth of both specialized treatment institutions and addiction mutual aid societies. During this period, most of the recovery-themed newsletters/magazines were published by mutual aid societies: *A.A. Grapevine* of Alcoholics Anonymous, *The Forum* of Al-Anon, and *The Key* of Narcotics Anonymous (which was followed by the *NA Newsletter*). It is worthy of note that, while there

were international journals (*British Journal of Addiction to Alcohol and other Drugs* and the *Bulletin on Narcotics*) that focused on addiction to drugs in addition to alcohol, there were few such journals in the U.S. during the 1940s and 1950s.

The quantity of literature generated by the 19th century inebriety movement (Birth) and the early (1940-1960) modern alcoholism movement (Rebirth) was minuscule compared to the virtual explosion in such literature between 1960 and the early 1990s. Of the 260 ARPs identified in our study, 202 began publication after 1960 (35 prior to 1960; 23 uncertain). This explosion in publishing activity resulted from two related phenomenon: (1) the massive infusion of federal, state, and private support for addiction treatment and (2) the emergence of “recovery” as a pop cultural phenomenon marked by an explosion in mutual aid groups and the application of the Twelve Steps of A.A. to a wide variety of human problems. The former created a mass professional appetite for addiction/treatment related literature and the latter created a mass market for recovery-themed periodicals. Accompanying the rapid proliferation of treatment centers was an equally dramatic growth (from less than five to more than 50) of American alcohol research centers between 1970 and 1990 (Babor 1993). The cumulative impact was an explosion of alcoholism-related scientific and clinical publications.

ARPs also became specialized in the closing decades of the 20th century. As the century ended, ARPs fell into the following categories:

Governmental Publications: The growing federal and state alcohol and other drug problems infrastructure generated an unprecedented level of publishing activity aimed both at professional and lay audiences. While state and regional level government publications began in the 1950s and 1960s, the number of these publications virtually exploded in the 1970s and 1980s. The more notable of the periodicals included *Alcohol Research and Health* (1972), *SAMHSA News* (1976), *NIDA Notes* (1985), *Alcohol Awareness* (1986), and *Alcohol Alert* (1988).

Peer-reviewed Research Journals: The growing professionalization within the alcohol and other drug problems arena was reflected in a dramatic increase in professional peer-reviewed journals. Some of the more notable additions to this body of literature include *Substance Use and Misuse* (1966), *Journal of Psychoactive Drugs* (1967), *Contemporary Drug Problems* (1971), *American Journal of Drug and Alcohol Abuse* (1974), *Drug and Alcohol Dependence* (1975), *Addictive Behaviors* (1976); *Alcoholism Clinical and Experimental Research* (1977), *Journal of Addictive Diseases* (1981), *Alcoholism Treatment Quarterly* (1984), *Journal of Substance Abuse Treatment* (1984), *Journal of Chemical Dependency Treatment* (1987), and the *American Journal on Addictions* (1992).

Professional Association and Trade Periodicals: There was a growing number of professional association newsletters and trade publications as the field of addiction treatment came of age. These fell generally into three categories. First, there were those aimed primarily at administrators and managers of substance abuse treatment facilities. These included such periodicals as *Journal of Alcohol Education* (1966-1971), *Washington Report* (1972), *NCADD Washington Report (Alcoholism Report)* (1972/1998), *NAATP Visions* (1975), *Monday Morning Report* (1977), *Of Substance* (1980), *Alcoholism and Drug Abuse Week* (1989), *Practical Communications: Accreditation and Certification* (1986), *NASADAD Alcohol and Drug Abuse Report : Monthly Report* (1987), *Drug Abuse Funding Monitor* (1991), *Treatment Today* (1993), and *Behavioral Health Management* (1980). There were also a genre of such newsletters that

were more clinically focused, such as *DATA (Digest of Alcoholism Theory and Application)* (1982), *ASAM News* (1985), and *Addiction Treatment Forum* (1992). A third genre of trade periodicals included those that were focused on getting information out to a larger community audience. These included periodicals concerned primarily with drug consumption trends such as *Drug Survival News* (1976), *Pharmalert* (1976), and *Street Pharmacologist* (1978) as well as those concerned with broader issues of alcohol and drug policies and recovery resources such as *Al-Anon Speaks Out* (1978) and *NCADD Amethyst* (1993).

Publications Focused on Specialized Populations or Specialized Roles: New ARPs published in the last three decades of the 20th century reflected the rebirth and coming of age of addiction treatment as well as its increasing specialization. There were new journals/newsletters aimed at special populations of clients such as the *Journal of Child and Adolescent Chemical Dependency* (1990); *Family Dynamics of Addiction Quarterly* (1991); *Alert: News of Alcoholism and Drug Addiction Services for Persons Who are Hard of Hearing* (1989); *Report on Alcohol, Drugs and Disability* (1992); *Drinking/Driving Law Letter* (1982); *Alcohol Drugs and Driving* (1985); *DWI Journal* (1986); and *California DUI Report* (1987). There were even specialized journals for those interested in drug policy (*Drug Policy Reports*, 1994), history (*Social History of Alcohol Review*, 1985) or literature (*Dionysos*, 1989).

There were new journals/newsletters aimed at the many professional roles that were becoming involved in addiction treatment. These included new periodicals for counselors (*The Counselor* and the *Professional Counselor*), psychologists (*The Addiction Newsletter* and the *Psychology of Addictive Behaviors*), physicians (*Journal of Addictive Diseases*), nurses (*Journal of Addictions Nursing*), clergy (*Journal of Ministry in Addiction and Recovery* and the *NCI Catalyst: Interfaith Action on Alcohol and Other Drug Problems*), and those working in the criminal justice system (*Journal of Addictions and Offender Counseling*), the workplace (*Employee Assistance Digest* and *Employee Assistance Quarterly*), and the schools (*Journal of Drug Education* and *Student Assistance Journal*).

There were even new journals that focused specifically on particular treatment modalities: *Journal of Maintenance in the Addictions* (1997), *TCA News* (Therapeutic Communities of America) (1989), and *National Drug Court Institute Review* (1998).

Institutional Newsletters Institutional newsletters such as *Findings* (Betty Ford Center, 1998), *Hazelden Voice* (1990), and *Sierra Quarterly* (1998) served, like their 19th century counterparts, as aftercare newsletters and marketing devices.

Recovery Newsletters/Periodicals During the 1980s, there was a significant increase in recovery-oriented publishing that began with small presses and expanded to the national publishing houses. By 1992, this new genre was being christened the “recovery boom”—a term that depicted the explosion in the publication of recovery-oriented literature and the emergence of addiction therapists as “new gurus” offering advice on a wide spectrum of human problems (Crichton, 1989; LeBlanc, 1991; Shore, 1991; Griffin, 1991; Dowd, 1992). But the peak of this publishing genre was short-lived. By 1994, *Publisher’s Weekly* declared that the recovery boom was over and was being replaced by a broader genre of literature focusing on spirituality (McCullough, 1994). Table 2 lists some of the more prominent recovery-themed journals and newsletters of this period.

In the late 1990s a new type of recovery-oriented periodical began to appear that was aimed not so much at personal recovery as recovery advocacy in the larger community and culture. These publications reflected the emergence of new grassroots advocacy organizations whose collective efforts came to be christened the New Recovery Advocacy Movement (White, 2000). Examples of new (1998-2001) publications reflecting this New Recovery Advocacy Movement and their sponsoring organizations include *The Voice of Recovery* (Recovery Communities United-Chicago), *FACTUALITY* (Friends of the Addicted for Comprehensive Treatment–New York City), *The Recovery Herald* of the Connecticut Community for Addiction Recovery, *Speak Out: Lesbian, Gay, Bisexual, and Transgender Voices for Recovery--New York City*, *The Ambassador*–Pennsylvania Recovery Organization, and the *Recovery Advocate* of the Substance Abuse and Addiction Recovery Alliance, Fairfax County, VA.

IV. Discussion

Table 3 presents a synopsis of our periodizing of the history of addiction/recovery related periodicals in the U.S. We found the following among the most important and interesting findings of our study.

Problems of Index Reliability.

- Inconsistencies and inaccuracies: Many inconsistencies and inaccuracies surfaced. *SOBER TIMES*, for example, is listed as current in OCLC and *Ulrichs*, suspended in 1995 in the *Serials Directory*, and considered ceased in 1995 in the Hazelden collection; the *Substance Abuse Letter* is not found in OCLC or the Hazelden collection, shows a subtitle but no beginning date in *Ulrichs*, and includes a beginning date but no subtitle in the *Serials Directory*. Other titles, though, such as *Addictive Behaviors*, were found in all four of these sources, with matching information. Every effort was made to verify information from more than one source.
- Lack of documentation: Many titles, especially older, regional, government, or more unique items were not recorded into mainstream periodical reference books such as *Ulrichs*. No all-encompassing list of addictions/recovery periodical titles exists for either the historical or more current addictions literature. The existence of a comprehensive reference resource unique to addiction/recovery related literature would be an invaluable resource for researchers, historians, and others involved in the addictions field.
- Title changes and title mergers: When titles changed or merged, as was not uncommon, this produced great difficulties in recording and tracking. Should a title change become listed and counted as one periodical or two periodicals? Should mergers be listed by the current or previous title when all the titles are listed alphabetically?
- Many ARP titles are not found in mainstream reference or listing sources, include significant conflicting information where documentation does exist, and the frequent title changes and title mergers all created difficulty in tracking the life of ARP literature. Still, much useful and reliable information was assembled, verified by more than one source, and summarized into a literature chart that was as complete and accurate as we could construct.

Fugitive Literature. There is a large quantity of fugitive literature in the addiction field that escapes the notice of mainstream libraries as well as addictions libraries. For example, there

have been significant initiatives in the area of recovery advocacy (e.g., Society of Americans for Recovery) and new mutual aid groups (e.g., Secular Organization for Sobriety) whose histories are best reflected in newsletters that have not been included in the collection activities of most libraries. The archiving of such fugitive literature would constitute a significant contribution of the substance abuse librarian.

Durability. Of the titles evaluated, 174 are still in current publication, 53 did not present accurate start/stop dates, but the remaining 61 provided us with precise starting and ending dates. We evaluated the durability, or time in publication, for these 61 periodicals, divided into the four historical periods:

Birth	8 titles	averaged 20 years
Rebirth	8 titles	averaged 14 years
Explosion	35 titles	averaged 9 years
Decline	10 titles	averaged 3 years.

Titles from the Birth period had either very short or very lengthy durations; all titles from the Rebirth time had rather lengthy publishing lives; those in the Explosion period showed the greatest variability, from very short to much longer durations; and all the titles in the Decline period were in existence for a very short time frame. Thus for those periodicals which did cease publication over the past 150 years, there is a clear pattern of shortened life expectancy.

Frequency. Another factor in periodical growth is the change in frequency with which issues are published. Both *Alcohol and Alcoholism* and *Alcoholism Clinical and Experimental Research* changed from quarterly to bi-monthly production in the mid-1980s; the latter title also moved to nine issues a year in 1996, and then to a monthly in 1999. In the 1980s *Addiction* changed from a quarterly to a bi-monthly to a monthly by 1987. Such detail is not available for enough titles to present quantitative summaries, but the trend appears to be towards greater, rather than diminishing, frequency.

ARPs as Ephemera. The fact that we have continued to discover publications that do not appear in any of the traditional literature indexes suggests that short bursts of publishing activity could come and go without ever showing up on the radar screen of the addictions librarian. While much of the brief history of the Society of Americans for Recovery has already dissipated, issues of the *SOAR USA Bulletin* constitute important artifacts of this recovery advocacy organization. As another example, 19 new recovery advocacy organizations were funded by the Center for Substance Abuse Treatment in 1998 but less than half of these organizations received continuation funding in 2001. Some of these organizations may disappear even before their publications come to the attention of archivists and indexers. Under such a scenario, the only evidence of their existence 30 years from today could be the presence of a yellowed newsletter sitting on a table at a flea market or antique store. We believe that today's addiction/recovery-related ephemera is as important in documenting our current history as Temperance ephemera is to the reconstruction of the 19th century Temperance movement.

Artifacts of Ascension and Decline. Periodicals can be seen as artifacts that reflect the birth, evolving status, and death of particular institutions and professions. As might be expected, the number of journals and newsletters swells and shrinks as the fields they represent expand

and contract. As such, the birth of new journals/newsletters is an indicator of an emerging growth period of a field, and a decline in the number of journals/newsletters is one of the earliest signs of decline or demise of a field. Creation of the *Journal of Inebriety*, for example, reflected the professionalization of the field of inebriety treatment (Birth). It was through this act that the members of the American Association for Cure of Inebriety shift from seeing themselves as independent institutions to perceiving themselves as a new professional field. The demise of the *Journal of Inebriety* provided one of the earliest signals of what would be the eventual collapse of addiction treatment and the AACI as an organization. The sudden appearance of ten new journals/newsletters in the 1940s (Rebirth) signaled the rise of the modern alcoholism movement just as the continued rise of new journals/newsletters in the 1950s and 1960s reflected the further geographical extension of this movement. The publication of 27 new ARPs between 1970-1974 (and a total of 50 in the 1970s) (Explosion) marked the coming of age of this movement following passage of the Comprehensive Alcoholism Prevention and Treatment Act (commonly known as the Hughes Act) in 1970 that infused federal dollars into the development of local treatment programs. The 82 new ARPs that began being published in the 1980s (with only 10 ceasing publication) reflects the Camelot period for addiction/recovery publishing. This was followed by the 1990s with a period of contraction (Decline). In the 1990s there was a fall to only 58 new periodicals coming into existence, as well as an increase in titles ceasing publication (25 earlier ARPs ceased publication). The status of journals/newsletters mirrors the status of the organizational entities which they represent. Even subtle changes in journals/newsletters can, in retrospect, be read as indicating significant shifts in the character and health of an organization and a larger field of endeavor. The rise and fall of state, federal, or local government publications is frequent, and may indicate funding choices by new political officials. The fact that periodicals come and go may also reflect the temporary nature of some organizations rather than reflect the entire addictions field.

Subscription Levels. We suspect that the rise and fall of paid subscriptions to ARPs would provide an even more subtle indicator of the health of the addictions field if such data were accessible for analysis. In our search for year-by-year changes in subscription sales, we found such data to be withheld for proprietary reasons or sporadically reported. There are two hypotheses worthy of testing: 1) Subscription levels of existing ARPs rise and fall in tandem with the rise and demise of new ARPs, or 2) The subscription levels of existing ARPs decline in the face of new ARPs but will rise again as ARPs cease publication. Data for paid and/or requested copies of the *Journal of Studies on Alcohol (JSA)* (as reported in their annual year-end issues) would support the first of these contentions. *JSA* circulation rose in the 1970s, peaked in 1981-1982, remained relatively stable from 1982 to 1992, and was then marked by a progressive decline from 1993 to 2000. The data that we did find available in this area was plagued with erratic reporting over time and inconsistencies. For example, in seeking subscription data on the *Journal of Chemical Dependency Treatment*, the year 2000 circulation figure listed in the *Serials Directory* was 449 and the same figure listed in *Ulrichs* was 825. Financial troubles within the addictions field are quickly reflected in addiction library holdings. Library acquisitions may be particularly sensitive to the larger currents within the field as individual libraries reduce their number of subscription titles, forcing a decrease in publishers' subscriptions numbers.

Naming. The appearance of the (*Quarterly*) *Journal of Studies on Alcohol* in 1940 signaled by its title the "new science approach" to alcohol problems. The fact that it was labeled alcohol studies and not alcoholism studies or alcoholism treatment is significant in terms of the history of the movement of which it was a part—the strain between those wanting an alcohol

problems focus and those wanting an alcoholism focus, and the strain between academicians who wanted a research focus and clinicians and recovery advocates who wanted an activist (service) focus. The point is that the names of periodicals are significant and that the naming both reflects a field/organization at a point in time, but then continues to exert an influence on the identity of the field/organization (Stimmel, 1991).

Identity Confusion. When a field of endeavor is being birthed or re-birthed, the plethora of names reflected in the titles of its literature may reflect the struggle to shape and solidify the identity of the field. The wide disparity in language in the titles (alcohol, alcoholism, alcohol and drug problems, addictive diseases, drug dependence, drug abuse, chemical dependency, substance abuse) reflect a field struggling to define itself—a definitional challenge that has yet to be resolved.

Re-naming and Changing Identity. Changes in the names of periodicals reflect shifts in identity of professional fields. Changes in the name of a journal/newsletter can reflect 1) a clarified commitment to mission, 2) a struggle to find a field to represent, and/or 3) a diffusion and loss of mission. This instability of identity could reflect a field that is vulnerable for colonization by more powerful forces in its operating environment. If so, this would be reflected in the absorption of its periodicals within larger organizing umbrellas, e.g., the absorption of addiction periodicals into mental/behavioral health publications. In the addictions field we see several trends reflected in the renaming of ARPs:

- the movement of alcoholism and drug addiction from separate to integrated fields (the *Journal of Alcohol Education* is re-christened the *Journal of Alcohol and Drug Education* in 1972)
- the shift from a passing to a more enduring topical area (the *Journal of Psychedelic Drugs* is re-christened the *Journal of Psychoactive Drugs* in 1979)
- the separation of a specialty area of the addictions field into its own professional arena with diminished focus on alcohol and other drug issues (*Labor-Management Alcoholism Journal* becomes *Employee Assistance Quarterly*) or the integration of alcoholism and addiction into a larger behavioral health umbrella (the evolution of *Addiction and Recovery* and *Alcoholism and Addiction Magazine* into *Behavioral Health Management*).

Audience Extension and Specialization. Periodicals mirror a field's move via concentric circles toward audience expansion and specialization. This trend is evident in the addictions arena in the shift from generalist to specialist publications and the move beyond professional audiences to lay audiences. The former is evident in publications that focused on particular subpopulations or service contexts, and the latter is evident in the explosion of recovery oriented ARPs in the 1980s. Professional fields can become so extended that they birth new professional fields at the periphery. This was clearly the case with employee assistance and student assistance that started off within the addictions arena and then evolved into separate fields with their own specialty publications. The same process is unfolding in the study and treatment of such areas as eating disorders that started out enmeshed within the psychiatric and addictions fields/literature and have more recently pushed to create their own identity such as the publication of *Eating Behaviors: An International Journal*. An example of the boundary ambiguity of addiction/recovery related periodicals is the inclusion or exclusion of tobacco/nicotine addiction. Discussion and even full chapters (Crothers, 1893) on nicotine addiction were routinely included in nineteenth century addiction journals and texts, but became separated from

ARPs following the repeal of alcohol prohibition and state anti-tobacco laws in the 1930s. As a result, ARPs only recently began to take on the issue of nicotine addiction alongside discussions of alcoholism and other drug addictions. Future reviews of ARPs will likely need to include the wider span of literature on nicotine addiction and recovery.

Mergers. Mergers of two or more titles reflect a process of contraction that anticipates or mirrors a similar process of contraction within the larger professional arena. Several examples will illustrate this principle. The final demise of the *Journal of Inebriety* was preceded by mergers between the American Association for the Cure of Inebriety and other organizations and a merger of other journals with the *Journal of Inebriety*. The *Addiction Letter* merged with *Psychotherapy Letter* to become *Behavioral Health Treatment* only to cease publication in 1996. Most recently, *The Counselor* and *The Professional Counselor* merged in September 2000 to create *Counselor: The Magazine for Addiction Professionals*. This occurred following a six year erosion in the membership of the National Association of Alcoholism and Drug Abuse Counselors (NAADAC) (from 17,204 members in 1994 to 13,162 members in October, 2000), who had published *The Counselor* since its inception. All of this suggests the role of mergers in responding to either an over-saturation of ARPs or an overall contraction of the professional field that are the primary consumers of ARPs.

Recovery-oriented Periodicals. Several things are worthy of note within this genre of ARPs. First is the variety of formats such publications have taken over the past 150 years: pamphlets, circulars, newspapers, newsletters, journals, and magazines. The most enduring of the recovery-themed publications are the communication arms of mutual aid societies. The uninterrupted continuity of AA and Al-Anon newsletters are particularly noteworthy in light of the difficulty launching a national recovery magazine not linked to a particular recovery organization. In the failed efforts to establish a national addiction recovery magazine, there has been a shift toward periodicals focusing on the broader, ill-defined themes of spirituality and personal growth (Bearden, 1992).

Competition and Specialization. The dramatic expansion of ARPs in the 1970s and 1980s was spurred in part by the entrepreneurial competition within an emerging field and the resulting movement from generalist to specialists publications. The former can be seen from the dramatic growth of new ARPs between 1970 and 1985 with the 1990s evidencing a state of saturation and decline of new and existing ARPs. The latter were marked by a focus on particular types of client populations, particular types of professional roles, and particular types of service modalities. Prevention, treatment, and recovery publications all moved from the center of their identity toward more specialized definitions of AOD problems and their potential solution. Such specialization could constitute an inevitable stage of professionalization or a stage of dissipation marked by atrophy at the center, growth at the periphery, with a potential absorption of this problem area into more powerful institutions in the field's operating environment.

Impact of Technology. The authors had considerable discussion regarding changing technology and addictions/recovery periodical publishing. Internet publishing--and its resultant impact on the quantity of published material, distribution, cost, review, quality, archiving, and indexing--were all considered. We believe the current report on the status of addiction-related periodicals will constitute a helpful baseline from which to measure the enormous changes in publishing that will be created by this shift from paper to electronic publishing. The impact of the Internet on addiction/recovery related periodicals is a fertile area for future investigation.

The Addictions Librarian/Information Professional as a Trend Analyst

In closing this paper, we would like to acknowledge the invaluable role the addictions librarian/information professional plays in collecting and providing critical information resources to people working within the addictions, alcohol, and other drugs problem arena and to the larger public. Additionally, we would like to suggest that the addictions librarian/information specialist is also in a unique position to report on the meanings of this literature as cultural and professional artifacts. There are many potential indicators of the status of a particular societal problem and the status of the professional field that has been granted cultural ownership of that problem. We have suggested in this paper that a close analysis of the formal and folk literature of a field is one such indicator. The addictions librarian/information professional is in a unique position to monitor and report on what the changing status and character of addiction/recovery-related literature tells us about both subtle and dramatic changes that this field is undergoing.

Acknowledgment: Appreciation is extended to the following for their input: SALIS (Substance Abuse Librarians and Information Specialists) professionals John Fay, Gail Weinberg, Nancy Sutherland, Jan Wrolstad, Wendy Graves, Andrea Mitchell, and Penny Page; also Kathy Steffans (Editor, Sierra Tucson, Inc., Tucson, AZ); Valerie Slaymaker (Research Scientist, Hazelden, Center City, MN); and especially Susan Hoffman (Librarian, Minitex, University of Minnesota Minneapolis).

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Birth (top line) and Death (lower line) of American ARPs by Decade

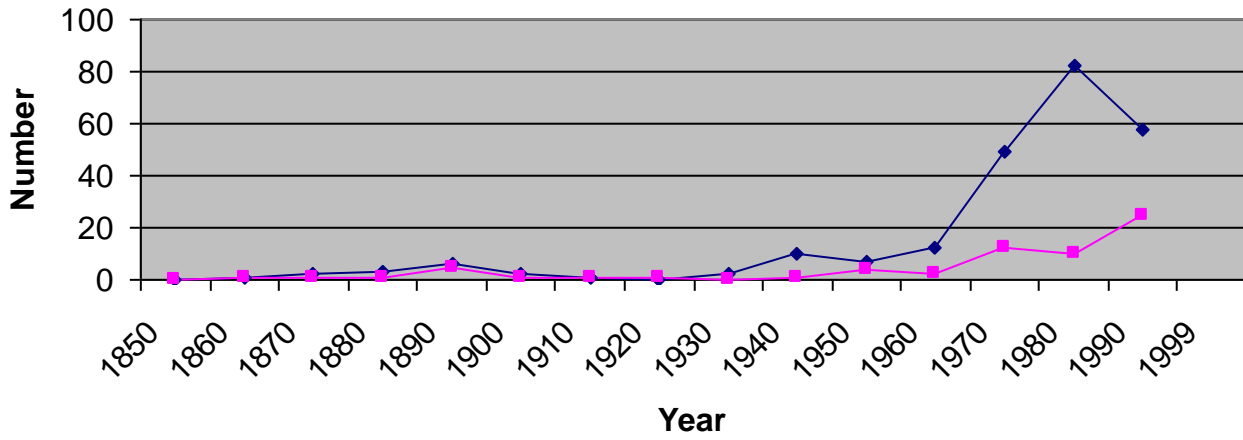


Table 1. Birth (top line) and death (lower line) of American addiction-related periodicals by decade

Table 2. Selected personal recovery periodicals, 1980s-1990s

Personal Recovery Periodicals
<ul style="list-style-type: none">• <i>The Voice of NA</i> (later <i>The Voice</i>) (1968)• <i>Alateen Talk</i> (1969)• <i>Sobering Thoughts</i> (Women for Sobriety) (1976)• <i>Minnesota Recovery</i> (1976)• <i>NA Way</i> (Narcotics Anonymous) (1982)• <i>The Phoenix</i>• <i>JACS</i> (Jewish Alcoholics, Chemically Dependent Persons, and Significant Others) (1985)• <i>Changes: The Recovery Lifestyle</i> (1986)• <i>Sober Times: The Recovery Magazine</i> (1987)• <i>Recovering</i> (1987)• <i>Recovery Today</i> (1990)• <i>LA Steps</i> (CAL)• <i>Northeast Recovery Networker</i> (CT)• <i>SOAR USA Bulletin</i> (Society of Americans for Recovery) (1993)• <i>We in Recovery</i> (1995)• <i>SOS International Newsletter</i> (1988)• <i>Lifeline America!</i>

Table 3. A Synopsis of Addiction/Recovery-related Periodicals (ARPs)

Years	Social/Professional Context	Literature/Periodicals
BIRTH 1770- 1830	Per capita alcohol consumption triples.	Alcohol-themed tracts, pamphlets, medical dissertations.
1840- 1870	Rise of American Temperance movement. Washingtonians, fraternal temperance societies, reform clubs.	Early recovery-themed tracts and newsletters.
1870- 1900	Multi-branched field of addiction treatment. American Association for the Cure of Inebriety (AACI) founded. Dramatic growth of Addiction Treatment Institutions.	<i>Journal of Inebriety</i> (JI). Institutional newsletters and journals.
1900- 1935	Legal culmination of alcohol/drug prohibition movements. Collapse of addiction treatment and AACI in 1920s.	<i>Jl</i> and specialty literature ceases publication.
REBIRTH 1935-1969	Multi-branched “modern alcoholism movement”. Alcoholics Anonymous founded.	<i>Quarterly Journal of Studies on Alcohol</i> . Rise in state/local ARPs.
EXPLOSION 1970- 1990	Proliferation and professionalization of addiction treatment.	Explosive growth in number / varieties of ARPs - “recovery rage” in publishing. Increasing specialization of ARPs.
		Reduction in new ARPs and

<p>DECLINE</p> <p>1990-2000</p>	<p>Closure of many treatment programs.</p> <p>Shift away from service specialization/segregation.</p> <p>Extension of treatment into criminal justice, child welfare, public health arenas.</p> <p>New Recovery Advocacy Movement.</p>	<p>rise in death rate of existing ARPs.</p> <p>New recovery advocacy publications.</p>
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