

**JENNIFER M. BLACK**  
Assistant Professor of History and Government  
Misericordia University  
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### EDUCATION

- 2013 PhD American History and Visual Studies; University of Southern California
  - o Dissertation: *Branding Trust: Advertising, Trademarks, and the Problem of Legitimacy in the US, 1876-1920*
- 2006 MA Public History; Western Michigan University
- 2002 BA Art History; Western Michigan University

### MANUSCRIPTS IN PROGRESS

“Exchange Cards: Advertising and Album-making in the Gilded Age,” article manuscript under review (submitted July 2016).

*Branding Trust: Advertising and Trademarks in the United States*, book manuscript in preparation.

### PUBLICATIONS

“Citizenship and Caricature: Teaching the American Past with Images,” in *Art & Public History: Approaches, Opportunities, and Challenges*, ed. Rebecca Bush & K. Tawny Paul (New York: Rowman & Littlefield, 2017).

“‘The Mark of Honor’: Trademark Law, Goodwill, and the Early Branding Strategies of National Biscuit,” in *We Are What We Sell: How Advertising Shapes American Life...and Always Has*, ed. Danielle Sarver Coombs and Bob Batchelor (Denver: Praeger / ABC-CLIO, 2014), 262-284.

“Corporate Calling Cards: Advertising Trade Cards and Logos in the US, 1876-1890.” *Journal of American Culture* 32, no. 4 (2009): 291-306.

Review of Peter Knight, *Reading the Market: Genres of Financial Capitalism in Gilded Age America* (Baltimore: Johns Hopkins University Press, 2016), in H-SHGAPe, November 2016. Online at <http://www.h-net.org/reviews/showrev.php?id=47772>.

Review of Louisa Iarocci, ed., *Visual Merchandising: The Image of Selling* (Burlington, VT: Ashgate, 2013), *Journal of American Culture* 38, no. 2 (2015): 200-201.

“Envisioning Early New England,” review of Martha McNamara and Georgia Barnhill, eds., *New Views of New England: Studies in Material and Visual Culture, 1680-1830* (Boston: Colonial Society of Massachusetts, 2012), in H-Material Culture, August 2014. Online at <http://www.h-net.org/reviews/showrev.php?id=41521>.

Review of Teresa Bergman, *Exhibiting Patriotism: Creating and Contesting Interpretations of American Historic Sites* (Walnut Creek, CA: Left Coast Press, 2013), *Journal of American Culture* 37, no. 3 (2014): 351.

Review of Donald C. Jackson, *Pastoral and Monumental: Dams, Postcards, and the American Landscape* (Pittsburgh: University of Pittsburgh Press, 2013), *The Public Historian* 36, no. 2 (2014): 142-144.

“Modernity: Ripe with Contradictions,” review of Thomas Welskopp and Alan Lessoff, eds., *Fractured Modernity: America Confronts Modern Times, 1890s to 1940s* (Munich: Oldenbourg Verlag, 2013), in H-SHGAPE, December 2013. Online at: <https://www.h-net.org/reviews/showpdf.php?id=39602>.

Review of Inger L. Stole, *Advertising at War: Business, Consumers, and Government in the 1940s* (Chicago: University of Illinois Press, 2012), *Journal of American Culture* 36, no. 4 (2013): 364.

### **PUBLIC HISTORY SCHOLARSHIP, EXHIBITIONS, & LECTURES**

Editor (with Allan Austin), “Ambassadors of Goodwill: The American Friends Service Committee Abroad” (May 2017), Online Exhibit, Misericordia University in Partnership with the American Friends Service Committee (Philadelphia), <http://mulocalhistoryprojects.org/afsc/>

Editor, “Main Street Pittston” and “Mapping Historic Pittston” (August 2016), Online Exhibit, Misericordia University in Partnership with the Greater Pittston Historical Society, <http://mulocalhistoryprojects.org/main-street-pittston/>

“Teaching Public History through Community Service,” Historical Society of Pennsylvania, Philadelphia, PA; April 2016

“Investing in Public History Students,” *History@Work*: An online publication of the National Council on Public History (8 September 2015). Available online at: <http://publichistorycommons.org/investing-in-public-history-students/>

Editor, “Mining the Past: Family, Faith, and Industry in Postwar Pittston” (July 2015), Online exhibit, Misericordia University in Partnership with the Greater Pittston Historical Society, <http://mulocalhistoryprojects.org/mining-the-past/>

*Machines that Made History: Landmarks in Mechanical Engineering* (New York: ASME Press, 2014).

### **TEACHING EXPERIENCE**

2014-curr. Misericordia University, Dallas, PA

Assistant Professor of History and Government (tenure-track)

- Courses: US History I & II; Witchcraft in the Early Modern World; Turning Points in American History; University Writing Seminar: Images of America; Seminar on the Gilded Age & Progressive Era; Seminar in American Visual Culture; Introduction to Public History; Honors US History; American Women’s History; Seminar on American Capitalism & the Global Economy; Public History Practicum

2013-2014 College of the Canyons, Santa Clarita, CA

Adjunct Professor of History

- Courses: US History I (Fall 2013, Spring 2014), US History II (Spring 2014)

Fall 2013 University of Southern California, Los Angeles, CA

Lecturer, History Department

- Courses: "Change and the Future: the Experience of Modernity" (Fall 2013)

### PROFESSIONAL EXPERIENCE

2014 Cengage Learning, Inc., Boston, MA

History Consultant / Subject Matter Expert

- Writing services, including image analysis, for David M. Kennedy, et al., *The American Pageant* (16<sup>th</sup> ed.), MindTap digital version

2013 American Society of Mechanical Engineers, New York, NY

History Consultant

- Research and writing services, including catalog essay and entries, image procurement, rights & reproductions, book layout and design

2005-2006 Heritage Museum & Cultural Center, St. Joseph, MI

Frederick S. Upton Fellow in Public History

- Design and text for "Preserve the Fruit Belt: An Educational Guide to Local and Regional History" (64pgs): a curriculum guide to supplement The Southwest Michigan Fruit Belt exhibit (Nov 2005)
- Educational programming, website design and maintenance, and teacher-training workshops
- Author of "From the Upton Fellow" newsletter column, issued quarterly

### SELECTED CONFERENCES AND PRESENTATIONS

"'Respectfully Soliciting your Patronage': The Language of Legitimacy in Antebellum Advertising," Business History Conference Annual Meeting, Denver, CO; March 2017

"'Forget-me-not': Autograph Albums and Memory-Making in the US," Nineteenth-Century Studies Association Annual Conference, Charleston, SC; February 2017

"Archivists & the Public History Classroom," Joint Meeting of the National Council on Public History and Society of History in the Federal Government, Baltimore, MD; March 2016

"Unlikely Partners: Admen and Reformers in the Progressive Era," Joint Meeting of the European Business History Association and the Business History Conference (US), Miami, FL; June 2015, \*Nominated for the CEBC Halloran Prize in the History of Corporate Responsibility

- "Image or Object? Autograph Albums and the Materiality of Advertisements," Visual Studies Research Institute, University of Southern California, Los Angeles, CA; May 2015
- "Teaching Otherness through Images," National Council on Public History Conference, Nashville, TN; April 2015
- "Deceitful Imitators: The Moral Foundations of the 1905 Trademark Statute," Organization of American Historians Annual Conference, Atlanta, GA; April 2014
- "Speaking By the Pen': How Epistolary Etiquette Shaped Advertising Practices in the Gilded Age," Business History Conference, Columbus, OH; March 2013
- "To Trust the Word of Another: Testimonials and Expertise in Patent-Medicine Advertising," American Antiquarian Society, Worcester, MA; November 2011
- "Seeing is Believing: Advertising Authenticity in the Gilded Age," Pacific Coast Branch of the American Historical Association, Santa Clara, CA; August 2010
- "The 'Mark of Honor': Trust, Trademarks, and the Early Branding Strategies of the National Biscuit Company," Colloquium Series at the National Museum of American History, Washington, DC; May 2010
- "A Token of My Sincerity': Autograph Albums and the Visualization of Authenticity in Late-19th century Advertising," Eighth Annual Emergent Scholars in Material Culture Symposium, Winterthur, DE; April 2010
- "Corporate Calling Cards: Advertising Trade Cards and Logos in the US, 1876-1890," Popular Culture & American Culture Assocs. National Conference, New Orleans, LA; April 2009; *Awarded the William M. Jones Prize for Best Graduate Student Paper in American Culture*

#### INVITED LECTURES

- "Visualizing Citizenship: Exclusion and Belonging in Nineteenth-Century Visual Culture," Kutztown University Art Department, Kutztown, PA; November 2016
- "Lewis Hine's Pittston: The Breaker Boys in Context," Friends of the Mary Kintz Bevevino Library, Dallas, PA; October 2016
- "Research & Writing Strategies for National History Day Projects," Lake Lehman High School, Lake Lehman, PA; October 2015
- "The History of American Advertising," Thematic Option / Honors College, University of Southern California, Los Angeles, CA; November 2013

“Teaching Strategies & Undergraduate Success,” History Department, University of Southern California, Los Angeles, CA; September 2013

#### **SELECTED FELLOWSHIPS, GRANTS, AND HONORS**

2017	Faculty Research Grants, Academic Year Research / Writing Award (MU)
2017	Faculty Research Grants, Summer Research / Writing Award (MU)
2016	Faculty Research Grants, Academic Year Research / Writing Award (MU)
2015	CEBC Halloran Prize in the History of Corporate Responsibility, for “Unlikely Partners” (nomination)
2015	Faculty Research Grant, Summer Writing / Research Award (MU)
2012	Roberta Persinger Foulke Graduate Research Fellowship (USC)
2011	USC History Department Research Award
2010	USC College of Arts & Sciences, Summer Dissertation Research Award
2010	Smithsonian Pre-doctoral Fellow, National Museum of American History, Washington, DC
2010	W. M. Keck Foundation Fellowship, Huntington Library, San Marino, CA
2009	Dissertation Fellowship, Winterthur Library, Winterthur, DE
2009	William M. Jones Prize for Best Graduate Student Paper in American Culture, for “Corporate Calling Cards”
2008, 2009	USC Visual Studies Summer Research Fellowship (received for both years)
2008	Roberta Persinger Foulke Graduate Research Fellowship (USC)
2006	Inductee: Phi Kappa Phi, Phi Alpha Theta

#### **PROFESSIONAL MEMBERSHIPS**

- American Historical Association, Organization of American Historians, Business History Conference, Coordinating Council for Women Historians, Popular Culture & American Culture Associations, National Council on Public History, Society for Historians of the Early American Republic