

JENNIFER M. BLACK
Associate Professor of History and Government
Misericordia University
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Academic Credentials

Education

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

Teaching

2014-curr. Misericordia University, Dallas, PA
Associate Professor of History and Government, with tenure (2020-current)
Assistant Professor of History and Government (2014-2019)

- ❖ Courses taught: (**Denotes service-learning sections that have been offered*)
 - US History I & II (both face-to-face and online / expressway)
 - Honors US History II
 - University Writing Seminar (topics: Images of America; Visual Culture of the City)
 - Witchcraft in the Early Modern World (100-level)
 - Turning Points in American History (100-level)
 - Introduction to Public History (300-level)*
 - Public History Practicum (400-level)*
 - Introduction to Historiography & Historical Methods (300-level)
 - Seminar in American Visual Culture*
 - Seminar in American Women's History*
 - Seminar on the Gilded Age & Progressive Era
 - Seminar on American Capitalism & the Global Economy
 - Seminar on Faith & Activism in the US*

2013-2014 College of the Canyons, Santa Clarita, CA
Adjunct Professor of History

- ❖ Courses taught: US History I & II

Fall 2013 University of Southern California, Los Angeles, CA
Lecturer, History Department

Scholarship

Manuscripts in Progress

Branding Trust: Advertising and Trademarks in the United States 1830-1920, book manuscript in preparation.

Publications

Peer-Reviewed Articles & Book Chapters

“Nineteenth-Century Advertising and the Foundations of American Consumer Society,” in *A Cambridge Companion to the History of Popular Culture in the US*, ed. Nick Heffernan (forthcoming in 2022, Cambridge University Press).

“Autograph Albums and the Commercialization of Memory in the United States,” in *Cultures of Memory in the Nineteenth Century: Consuming Commemoration*, ed. Katherine Haldane Grenier and Amanda R. Mushal (New York: Palgrave MacMillan, 2020), 39-60.

“Gender in the Academy: Recovering the Hidden History of Women’s Scholarship on Scrapbooks and Albums,” *Material Culture* 50, no. 2 (2018): 38-52.

“Exchange Cards: Advertising, Album-making, and the Commodification of Sentiment in the Gilded Age,” *Winterthur Portfolio* 51, no. 1 (2017): 1-56.

“Citizenship and Caricature: Teaching the American Past with Images,” in *Art & Public History: Approaches, Opportunities, and Challenges*, ed. Rebecca Bush and K. Tawny Paul (New York: Rowman & Littlefield, 2017), 47-70.

“‘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.

Book Reviews

Jennifer C. Lena, *Entitled: Discriminating Tastes and the Expansion of the Arts* (Princeton, NJ: Princeton University Press, 2019), forthcoming in *Journal of American History*.

Lawrence A. Kreiser, *Marketing the Blue and Gray: Newspaper Advertising and the American Civil War* (Baton Rouge, LA: LSU Press, 2019), *Journal of Southern History* 86, no. 2 (2020): 483-484.

Amy DeFalco Lippert, *Consuming Identities: Visual Culture in Nineteenth-Century San Francisco* (Oxford: Oxford University Press, 2018), in H-California, July 2018. Online at <https://www.h-net.org/reviews/showpdf.php?id=52056>.

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>.

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>.

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

Donald C. Jackson, *Pastoral and Monumental: Dams, Postcards, and the American Landscape* (Pittsburgh: University of Pittsburgh Press, 2013), in *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>.

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

Public Writing

“Teaching Public History Online” (with Abigail Gautreau, Will Stoutamire, and Katie Stringer Clary), *History@Work: An Online publication of the National Council on Public History* (2 October 2020). Available online at: <https://ncph.org/history-at-work/teaching-public-history-online/>

“Teaching Uncomfortable Narratives in Public History Courses,” *History@Work: An Online publication of the National Council on Public History* (27 September 2017). Available online at: <http://ncph.org/history-at-work/teaching-uncomfortable-narratives-in-public-history-courses/>

“Historical Memory and Contemporary Politics,” *The Junto: A Group Blog on Early American History* (9 August 2017). Available online at: <https://earlyamericanists.com/2017/08/09/roundtable-historical-memory-and-contemporary-politics/>

“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/>

Public History Scholarship & Presentations

Co-Curator (with Bode Morin and John Fielding), *Anthracite Photographers: Photographers of Anthracite* (opened December 1, 2018), Semi-permanent Exhibit, Anthracite Heritage Museum (Scranton, PA).

- Anthracite Photographers: Photographers of Anthracite* Exhibit Catalog (with Bode Morin, John Fielding, and Sarah Sporko), (Scranton, PA: Anthracite Heritage Museum, 2018).
- 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, PA), <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 (Pittston, PA), <http://mulocalhistoryprojects.org/main-street-pittston/>
- “Teaching Public History through Community Service,” *The End of Archival Adventures in Small Repositories: A Symposium*, Historical Society of Pennsylvania, Philadelphia, PA; April 2016 (invited talk)
- 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 (Pittston, PA), <http://mulocalhistoryprojects.org/mining-the-past/>
- Machines that Made History: Landmarks in Mechanical Engineering* (New York: ASME Press, 2014). *Non-Refereed

Selected Conference Presentations

- “‘The Genius of Pictorial Advertising’: Images and Consumer-Centered Advertising in the US, 1830-1900,” *Commercial Pictures and the Arts and Technics of Visual Persuasion*, Hagley Museum and Library, Wilmington, DE; November 2019
- “Policing Fakes: Early Trademark Regulation in the US,” *Spring Research Seminar of the Center for the History of Business, Technology, and Society*, Hagley Museum and Library, Wilmington, DE; April 2019
- “Using Digital Tools to Bring Hemingway to Twenty-First Century Audiences,” *Eighteenth International Hemingway Conference*, Hemingway Society / Ernest Hemingway Foundation, Paris, France; July 2018
- “‘Shrewd Men of Small Capital’: Leveraging Cultural Capital in the Antebellum Advertising Trade,” Business History Conference Annual Meeting, Baltimore, MD; April 2018
- “‘Beware of Counterfeits!’ Using Anxiety to Build Trust in Antebellum Advertisements,” Society for Historians of the Early American Republic, Philadelphia, PA; July 2017
- “‘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 for 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
- “Image or Object? Autograph Albums and the Materiality of Advertisements,” *Material Evidence*, 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

Honors / Awards

- 2016 City of Pittston “Proclamation,” in Recognition of Outstanding Community Service with the Greater Pittston Historical Society (Pittston, PA)
- 2015 CEBC Halloran Prize in the History of Corporate Responsibility, for “Unlikely Partners” (nomination)
- 2009 William M. Jones Prize for Best Graduate Student Paper in American Culture, for “Corporate Calling Cards”

Grants

- 2020 Faculty Research Grants, Academic Year Research / Writing Award (MU)
- 2020 Faculty Research Grants, Summer Research / Writing Award (MU)
- 2019 Faculty Research Grants, Academic Year Research / Writing Award (MU)
- 2019 *Soyka Fund for the Humanities* grant, for Women’s History Month Events series (MU)
- 2019 *Soyka Fund for the Humanities* grant, for National Federation of the Blind intern (MU)
- 2018 Faculty Research Grants, Academic Year Research / Writing Award (MU)
- 2018 Faculty Research Grants, Summer Research / Writing Award (MU)
- 2018 *Soyka Fund for the Humanities* grant, for Women’s History Month Events series (MU)
- 2018 *Soyka Fund for the Humanities* grant, for National Federation of the Blind intern (MU)
- 2017 *Soyka Fund for the Humanities* grant, for DHP Symposium (MU)
- 2017 Faculty Research Grants, Academic Year Research / Writing Award (MU)
- 2017 Faculty Research Grants, Summer Research / Writing Award (MU)
- 2017 *Soyka Fund for the Humanities* grant, for National Federation of the Blind intern (MU)
- 2016 Faculty Research Grants, Academic Year Research / Writing Award (MU)
- 2015 Faculty Research Grants, Summer Research / Writing Award (MU)
- 2015 *Soyka Fund for the Humanities* grant, for Dr. Randall Miller lecture (MU)
- 2013 Business History Conference Early Career Travel Award
- 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 USC Visual Studies Summer Research Fellowship
- 2008 USC Visual Studies Summer Research Fellowship
- 2008 Roberta Persinger Foulke Graduate Research Fellowship (USC)

Invited Lectures

- “Technologies of Selling: Brands, Logos, and Trademarks,” Art History Department, University of Southern California, Los Angeles, CA; February 2020
- “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 Bebevino 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

Professional Affiliations

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