

**Emily Westkaemper, Ph.D.**  
James Madison University  
History Department  
951 Madison Dr. MSC 2001  
Harrisonburg, VA 22807

### **Academic Employment**

Associate Professor of History, James Madison University, 2016–present  
Assistant Professor of History, James Madison University, 2010–2016  
Visiting Assistant Professor of History, Franklin & Marshall College, 2009–2010

### **Education**

Ph.D. in History, Rutgers University, New Brunswick, 2009  
Examination fields: Comparative Women’s and Gender History, U.S. History  
Certificate in Women’s and Gender Studies

B.A. with Highest Distinction, University of Virginia, 2002  
History Major with American Studies Concentration  
French Language and Literatures Minor

### **Publications**

#### **Monograph:**

*Selling Women's History: Packaging Feminism in Twentieth-Century American Popular Culture* (New Brunswick, NJ, and London: Rutgers University Press, 2017).

#### **Edited Documentary Collection:**

Editorial Assistant, *The Selected Papers of Elizabeth Cady Stanton and Susan B. Anthony*, volume IV: *When Clowns Make Laws for Queens, 1880 to 1887*, ed. Ann D. Gordon (New Brunswick, NJ: Rutgers University Press, 2006).

#### **Book Chapter:**

“Popular Cultures,” in *A Companion to American Women’s History*, 2<sup>nd</sup> ed., Nancy A. Hewitt and Anne M. Valk, eds. (Oxford: Wiley-Blackwell, 2021), 223–39.

#### **Journal Articles:**

Sandra Davidson, Peggy Lindner, Elizabeth Rodwell, Jamie Wagman, Emily Westkaemper, Judy Tzu-Chun Wu, Nancy Beck Young, and Leandra Zarnow, “Using Public Digital Humanities to Excite Students,” *Proceedings of the H-Net Teaching Conference* 3, no. 1 (2025): 86–101.  
<https://doi.org/10.33823/phtc.v3i1.325>.

Emily Westkaemper, “Keep Searching for Stories: The Importance of Student Historical Research in the AI Era,” *Feminist Pedagogy*. (In production, September 2025.)

#### **Other Scholarship on Teaching:**

Derrick Lanois and Emily Westkaemper, “Virginia Constitution 1971: Curriculum for Undergraduate Courses,” published on the Library of Virginia website in 2022,  
[https://www.lva.virginia.gov/constitutions/explore/Virginia\\_Constitution\\_of\\_1971\\_Curriculum.pdf](https://www.lva.virginia.gov/constitutions/explore/Virginia_Constitution_of_1971_Curriculum.pdf)

“How I Use What I Have Worked on at the Center in My Teaching: Oral History Transcripts on the Global History Network,” *IEEE History Center* (March 2009), 3–4.

**Encyclopedia Entry:**

“Home Economics,” *The Oxford Encyclopedia of Women in World History*, ed. Bonnie G. Smith (New York: Oxford University Press, 2008) 2: 474–77.

**Book Reviews:**

Review of *It’s Our Movement Now: Black Women’s Politics and the 1977 National Women’s Conference*, ed. by Laura L. Lovett, Rachel Jessica Daniel, Kelly N. Giles, in *Register of the Kentucky Historical Society* 121, no. 1 (Winter 2023): 91–94.

Review of Edith Sparks, *Boss Lady: How Three Women Entrepreneurs Built Successful Big Businesses in the Mid-Twentieth Century*, in *American Historical Review* 123, no. 2 (April 2018): 608–609.

Review of Elizabeth Sanders Delwiche Engelhardt, *A Mess of Greens: Southern Gender and Southern Food*, in H-SAWH (commissioned by the Southern Association of Women Historians), H-net reviews, March 2013. <https://www.hnet.org/reviews/showrev.php?id=37146>

**Awards, Grants, and Fellowships**

College of Arts and Letters Faculty Educational Leave, James Madison University, Fall 2022

Alvin Achenbaum Travel Grant, Duke University Special Collections, John W. Hartman Center for Sales, Advertising, and Marketing History, 2019

Edna T. Shaeffer Humanist Award, 2019 and 2011

Smith College Travel-to-Collections Grant, 2018 and 2006–2007

Madison Caucus for Gender Equality Professional Development Fund Grant, 2018 and 2015

JMU Provost’s Faculty Diversity Curriculum Development Grant, 2018

College of Arts and Letters Faculty Summer Research Grant, James Madison University, 2018 and 2012

National Endowment for the Humanities Summer Seminar participant and stipend recipient, “Gender, the State, and the 1977 International Women’s Year Conference,” Houston, TX, June 11–June 18, 2017

Summer Research Grant, Office of the Provost, James Madison University, 2016

Office of International Programs International Development Grant for conference travel, James Madison University, 2014

Smithsonian Institution Predoctoral Fellowship, National Museum of American History, January 1, 2008–June 30, 2008

Andrew W. Mellon Foundation Fellowship at the Library Company of Philadelphia and the Historical Society of Pennsylvania, 2007–2008

Radcliffe Institute for Advanced Study at Harvard Schlesinger Library Dissertation Grant, 2006–2007

University of Wyoming American Heritage Center Travel Grant, 2006

Hagley Museum and Library Grant-in-Aid, 2006

Rutgers Graduate School Fellowships, 2002–2003 and 2005–2006

Richard Heath Dabney Award in History, University of Virginia, 2002  
Kate Cabell Cox Scholarship in History, University of Virginia, 2001–2002  
Phi Beta Kappa, University of Virginia, 2001

### **Conference Presentations**

Panelist, “Sharing Stories from 1977: Using Digital Humanities to Excite Students,” 2024 H-Net Teaching Conference on “History, Social Science, and the Humanities: Working in Classrooms and Communities,” Online Conference, August 21, 2024

“Searching for Stories: Teaching Strategies for Digital Research in Histories of Women, Genders, and Sexualities,” Engaging the Past to Change the Future: Feminist Pedagogies and Digital Technology as Teaching Tools, National Women’s Studies Association Annual Conference, Baltimore, Maryland, October 28, 2023

“From Consumer to Career Woman: Promoting Professionalism in U.S. Department Stores, 1950s–1980s,” Centre for the History of Retailing and Distribution (CHORD) Online Seminar, May 22, 2023

“Do You Belong in Advertising?”: U.S. Women’s Advertising Clubs’ Campaigns to Normalize Female Professionalism, 1930–1960,” Carving Feminist Environments: Female Professional Networks between the ‘Waves,’ Berkshire Conference on the History of Women, Genders, and Sexualities, paper accepted for conference planned for Baltimore, Maryland, May 28–31, 2020, and canceled due to COVID-19; paper presented at Berkshire Conference of Women Historians annual business meeting virtual conference, October 24, 2020

“The Career Woman as Consumer: *Charm* Magazine in the 1950s,” Business History Conference, Baltimore, Maryland, April 7, 2018

Discussion Leader, “Teaching Histories of Women, Genders, and Sexualities in Undergraduate Survey Courses,” Berkshire Conference on the History of Women, Genders, and Sexualities, Hofstra University, Hempstead, New York, June 2, 2017

“Not for a Little Cold Cream Editor to Write’: Editorial Boundaries between the Serious and the Trivial in *Mademoiselle*, 1945–1963,” From the Margins to the Mass Media: Portrayals of Women Workers in Print Culture, 1940s–1970s, Berkshire Conference on the History of Women, Toronto, Ontario, May 24, 2014

“Kaleidoscopes and Radio Waves: The Intersections of Feminism and Commerce in Women’s Advertising Industry Activism,” Solidarity and Social Justice Conference, Rutgers University, New Brunswick, New Jersey, October 26, 2013

“Gallant American Women’ on the Airwaves: Telling Women’s Histories in the 1930s,” Women’s Media as Women’s History, American Historical Association Annual Meeting, New Orleans, Louisiana, January 3, 2013

“Adwomen and Feminism: Networking and Mentorship in Advertising Women’s Clubs, 1939–1970,” Networking against Workplace Discrimination: U.S. Professional Organizations, 1939–1990, American Historical Association Annual Meeting, Chicago, Illinois, January 6, 2012

Pre-circulated Paper, ““American Heroines’: Invocation of the Past and Avon’s Cosmetics, 1941–1950,” Object-centered History Seminar, led by Beverly Lemire and Laurel Thatcher Ulrich, Berkshire Conference on the History of Women, Minneapolis, Minnesota, June 15, 2008

“Poor Richard and the Quaker Maid: the Gendered Iconography of Philadelphia’s Advertising Clubs, 1916–1950,” Envisioning Gender: Philadelphia Women’s Organizations and Visual Culture, American Studies Association Annual Meeting, Philadelphia, Pennsylvania, October 12, 2007

““Tonight the Quaker Girl Turns Modern’: The Philadelphia Club of Advertising Women’s Gendered Depictions of the Past, 1916–1939,” Graduate Symposium on Women’s and Gender History, University of Illinois at Urbana-Champaign, March 9, 2007

Panel Comments, “Reading Meaning into Cultural Symbols,” Warren Susman Graduate History Conference, Rutgers University, New Brunswick, New Jersey, April 16, 2005

“Martha Washington Goes Shopping: Mass Culture’s Gendering of History, 1890–1930,” Warren Susman Graduate History Conference, Rutgers University, New Brunswick, New Jersey, April 17, 2004

### **Public Presentations**

Online Presentation, “Selling Women’s History: Author Talk with Dr. Westkaemper,” Alexandria Public Library, Alexandria, Virginia, March 29, 2022

Presentation, ““Mad Men’ and Adwomen: Forgotten Histories of Women’s Work in the Twentieth-Century US Advertising,” James Madison University Alumni Association virtual Homecoming “Back to Class: Faculty Talks” event, November 6, 2020

Panelist, “Witch Trials, Contemporary Feminism, and Gender Studies,” Talkback after JMU School of Theatre and Dance presentation of *Vinegar Tom*, Forbes Center, James Madison University, November 1, 2019

Panelist, “Straight to the Ballot Box: Suffragists Debate the 15<sup>th</sup> Amendment,” Constitution Day Event sponsored by the James Madison Center for Civic Engagement & Dukes Vote and JMU Debate, James Madison University, September 17, 2019

Presentation, “Selling Women’s History: Packaging Feminism in Twentieth-Century American Popular Culture,” American Association of University Women, Harrisonburg, VA, Branch, January 12, 2018

Lecture, “Women in the Progressive Era,” Teaching American History (grant-funded M.A. program for social studies teachers), Winchester, Virginia, March 12, 2013

Panelist Comments, JMU Center for Faculty Innovation Faculty Flashpoint Series, “War on Women,” October 24, 2012

Lecture, Women’s History Month Faculty Lecture Series, “Adwomen and Feminism: Networking and Mentorship in Advertising Women’s Clubs, 1939–1970,” James Madison University, March 22, 2011

Presentation, “Why I Am Studying History Now,” Celebrating 50 Years of Graduate Education in New Brunswick, Rutgers University, October 25, 2003

### **Research and Scholarship Talks**

Presentation, “Selling Women’s History and Women’s History Month,” Madison Historians Club, James Madison University, February 27, 2024

Talk on Current Research, “Shopping for Feminisms: Inviting Twentieth-Century Department Store Customers to Interrogate Sexism and Employment,” JMU History Department Faculty Forum, April 26, 2023

Edna T. Shaeffer Humanist Award Symposium Presentation, “Career Women: Image and Reality in U.S. Popular Culture, 1940–2000,” James Madison University, April 6, 2021

Presentation, “What does it mean to be a historian of gender?,” JMU History Department History Forum, October 10, 2018

Edna T. Shaeffer Humanist Award Symposium Presentation, “Martha Washington (Would Have) Shopped Here: Mass Culture’s Gendering of History, 1910–1975,” James Madison University, March 15, 2012

Invited Research Presentation; “‘Do You Belong in Advertising?’: Feminism in American Women’s Advertising Clubs, 1939–1970”; Gender, History, Culture Reading Group of the Virginia Foundation for Humanities and the University of Virginia History Department, October 28, 2011

Talk on Current Research, “Networking and Mentorship in Advertising Women’s Professional Clubs, 1950–1970,” History Department Brown Bag Lunch Colloquium, James Madison University, December 1, 2010

Talk on Research in Progress, Smithsonian National Museum of American History Colloquium, February 26, 2008

Fellowship Colloquium Talk on Research in Progress, “Martha Washington Goes Shopping: Mass Culture’s Gendering of History,” Library Company of Philadelphia, July 11, 2007

Talk on Research in Progress, “Martha Washington Goes Shopping: Mass Culture’s Gendering of History,” Schlesinger Library, Radcliffe Institute for Advanced Study, April 30, 2007

**Teaching at James Madison University**

**Courses Taught:**

HIST 225 U.S. History  
HIST 319 Women at Work in U.S. History  
HIST 320 Women in U.S. History  
HIST 339 Selected Topics in U.S. History: Advertising  
HIST 395 History Seminar  
HIST 431 Reform, World War, and Prosperity: U.S. History, 1901–1929  
HIST 459 Gender and Popular Culture  
HIST 531 Reform, World War, and Prosperity: U.S. History, 1901–1929  
HIST 605 Seminar in U.S. History, Recent Period  
WGSS 200 Introduction to Women's, Gender and Sexuality Studies

**Independent Studies Advised:**

HIST 399, Women's Influence on the Student Nonviolent Coordinating Committee (for University of Leicester student completing study abroad year at JMU and preparing for undergraduate research dissertation), Spring 2013

HIST 399, The Ku Klux Klan in Virginia and Washington, D.C., in the 1920s (for University of Leicester student completing study abroad year at JMU and preparing for undergraduate research dissertation), Spring 2012

WMST 490, Working-Class Women, Culture, and Feminism, Spring 2012

**Thesis committee work, 2010–2025:**

Directed three B.A. History Honors Theses  
Served as reader on ten B.A. Honors Theses (History, Political Science, and English)  
Directed eight M.A. History Theses  
Served as reader on seventeen M.A. History Theses

**Prior Teaching Experience**

Visiting Assistant Professor, History Department, Franklin & Marshall College, 2009–2010

History 238: Modern America from Reconstruction to Reagan  
American Studies/ History/ Women's and Gender Studies 320: Women in American Society and Politics Since 1890  
American Studies/ History/ Women's and Gender Studies 370: Advertising and American Society

Instructor, Rutgers University, New Brunswick

Women in American History I (through 1876), History Department and Women's Studies Department, Fall 2008 and Summer 2005.

Development of the U.S. II (1877 through the present), History Department, Summer 2007 and Summer 2006.

Expository Writing I, Rutgers University Writing Program, Fall 2007 and Fall 2006.

**Research Experience**

Research Assistant, Institute of Electrical and Electronics Engineers (IEEE) History Center, Rutgers University, September 2008–May 2009.

Editorial Assistant, Elizabeth Cady Stanton and Susan B. Anthony Papers Project, Rutgers University, July 2003–June 2005.

**Selected Service at James Madison University**

Assistant Academic Unit Head, History Department, May 15, 2023–present

Core Curriculum Appraisal Task Force member, 2024–2025

Aspire Associates leadership development workshop series, 2023 cohort

History Department Faculty Search Committee, Committee Chair, 2020–2021

Personnel Advisory Committee member, History Department, 2019–2022

James Madison Undergraduate Research Journal manuscript reviewer, 2021

Ad Hoc Committee on Governance member, History Department, 2019–2021

History Department Staff Search Committee member, 2020

Faculty Senate, History Department Representative, 2017–2019

Faculty Senate Committee on Academic Policies, 2017–2019; Committee Chair, 2018–2019

Faculty Senate Steering Committee, 2018–2019

First-Year Student Orientation Facilitator, “It’s Complicated” Ethical Reasoning Session, 2018 and 2019

Cohen Center for the Humanities, Advisory Board member, 2017–2019

Dean of the College of Arts and Letters Search Committee member, 2017–2018

Academic Program Review Committee member, History Department, 2017–2018

College of Arts and Letters Faculty Advisory Committee, Committee Chair and History Department Representative, 2016–2017

Edna T. Shaeffer Humanist Award Selection Committee member, College of Arts and Letters, 2012, 2013, 2020, 2021

History Department Staff Search Committee member, 2016

History Forum (Faculty Research Talk Series), Co-coordinator, 2012–2018

Advisor to students in History Major and students in History Major/ Interdisciplinary Social Sciences/ Preprofessional Secondary Education program, 2010–2022 (average of thirteen advisees per academic year)

Graduate Committee member, History Department, 2010–2018, Spring 2023

College of Arts and Letters Faculty Advisory Committee, History Department Representative, Spring 2013, Fall 2014–Fall 2015, 2016–2017

Scheduling Committee member, History Department, Spring 2011–Spring 2012

History Department Faculty Search Committee member, 2011–2012

**Selected JMU Training Completed**

SA Student Data

Query-Run eLearning

Intro to SA

FERPA and FERPA 2.0

Madison Collaborative: Ethical Reasoning in Action

Multimedia Design: Unloaded

Media Training

**Service to the Community**

Instructor, “Women in U.S. History,” JMU Lifelong Learning Institute, Spring 2017  
History Day judge, 2011–2015

**Professional Service**

Sharing Stories from 1977 (<https://sharingstories1977.uh.edu/>) Editorial Board member, 2023–present; External Advisory Committee member, 2020–2023  
Book manuscript reviewer for Columbia University Press, Rutgers University Press  
Article manuscript reviewer for *Journal of American History*, *Journal of Women’s History*, *The Public Historian*, *History of Retailing and Consumption*  
Book proposal reviewer for Bloomsbury, Columbia University Press, Routledge, Rutgers University Press, University of Nebraska Press  
Conference submission review for Conference on Historical Analysis and Research in Marketing (CHARM)

**Media Appearances**

Podcast panelist, [“Bridging Generations with Collective Biography: Sharing Stories from 1977,”](#) in *Public Historians at Work*, a podcast series from the Center for Public History at the University of Houston, March 18, 2025  
Quoted in Rachel Sugar, [“The Vicious Cycle of Never-Ending Laundry,”](#) *Vox.com*, October 22, 2020  
Interview, “Local Professor Reflects on the Life of Ruth Bader Ginsburg,” WHSV-TV (Harrisonburg, VA), broadcast September 21, 2020  
Interview, “The History of Women’s History,” WHSV-TV (Harrisonburg, VA), broadcast March 12, 2019  
Aleda Johnson, “JMU Professor Publishes Women’s History Book,” *Daily News-Record* (Harrisonburg, VA), February 2, 2017, [https://www.dnronline.com/features/jmu-professor-publishes-women-s-history-book/article\\_049952fe-e8b8-11e6-9478-332c31fa9a48.html](https://www.dnronline.com/features/jmu-professor-publishes-women-s-history-book/article_049952fe-e8b8-11e6-9478-332c31fa9a48.html)