

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*, 2nd ed., Nancy A. Hewitt and Anne M. Valk, eds. (Oxford: Wiley-Blackwell, 2021), 223–39.

Scholarship on Teaching:

Derrick Lanois and Emily Westkaemper (alphabetical authorship listing), "Virginia Constitution 1971: Curriculum for Undergraduate Courses,"
https://www.lva.virginia.gov/constitutions/explore/Virginia_Constitution_of_1971_Curriculum.pdf

Developed an original undergraduate curriculum, including original primary source research and analysis, on the Virginia Constitution of 1971 as a faculty scholar for the Library of Virginia and James Madison University in collaboration with faculty scholar Derrick Lanois of Norfolk State University. Published on the Library of Virginia website in 2022 at <https://www.lva.virginia.gov/constitutions/explore/>

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 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>

Short Articles:

“Professors: Dr. Westkaemper,” *Sister Speak: A Feminist Literary Journal*, James Madison University, April 2014 (four unnumbered pages).

“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.

Awards, Grants, and Fellowships

College of Arts and Letters Faculty Educational Leave, James Madison University, Fall 2022
Alvin Achenbaum Travel Grant for archival research on book project, “Career

Women: Image and Reality in U.S. Popular Culture, 1940–2000,” Duke University Special Collections, John W. Hartman Center for Sales, Advertising, and Marketing History, 2019

Edna T. Shaeffer Humanist Award, James Madison University to support on book project, “Career Women: Image and Reality in U.S. Popular Culture, 1940–2000,” 2019

Smith College Travel-to-Collections Grant for archival research on book project, “Career Women: Image and Reality in U.S. Popular Culture, 1940–2000,” 2018

Madison Caucus for Gender Equality Professional Development Fund Grant for research on book project, “Career Women: Image and Reality in U.S. Popular Culture, 1940–2000,” 2018

JMU Provost’s Faculty Diversity Curriculum Development Grant for development of “Women at Work in U.S. History” course, 2018

College of Arts and Letters Faculty Summer Research Grant, James Madison University, for research on book project, “Career Women: Image and Reality in U.S. Popular Culture, 1940–2000,” 2018

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

Madison Caucus for Gender Equality Professional Development Fund Grant, James Madison University, 2015

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

College of Arts and Letters Faculty Summer Research Grant, James Madison University, 2012
Edna T. Shaeffer Humanist Award, James Madison University, 2011
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
Smith College Travel-to-Collections 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

“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, February 27, 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, 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 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 15th 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

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 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), 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), Spring 2012

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

M.A. Theses Directed:

Tiffany Nelson, "Sleeping with Storyville: The Influence of Media, Race, and Morality in New Orleans' Red Light District," 2021

Rachel Childers, "Serialized Soldiers and the New Archetype: America's Portrayal of Soldiers in the Post-Vietnam Era," 2020

Trevor Cooper, "Middle-Class Millions: The Creation of Atlantic City's 'Modern' Image, 1890–1910," 2018

Eliza McGehee, "Educating the Modern Woman: Girls' College Preparatory Schools in Virginia, 1900–1930," 2015

Joshua Akers, "Limited War, Limited Enthusiasm: Sexuality, Disillusionment, Survival and the Changing Landscape of War Culture in Korean War-Era Comic Books and Soldier Iconography," 2013

Thomas Joyce, "One Nation Under Salary: Critics, the Corporation, the Body and the Construction of Masculinity in the 1950s," 2012

M.A. Thesis Committees (Serving as Reader):

Jennifer D. Page, "Walking the Line: The Legacy of the Lost Cause in Redefining Femininity at the Normal, 1909–1942," 2022

Alexandra Kolleda, "A Liability for Women: Lingering Traditional Gender Roles," 2020

Jacqueline Guerrier, "Where No Fandom Has Gone Before: Exploring the Development of Fandom through *Star Trek* Fanzines," 2018

Virginia Taylor, "The Shifting Dynamics of Midwifery in Urban Seventeenth-Century England," 2017

Tess Evans, "Defying Civility: Female Writers and Educators in Nineteenth-Century America," 2017

Ellen Blackmon, "We Need a Little Christmas: The Shape and Significance of Christmas in America, 1945–1950," 2016

Peter Bonds, "Stonewall on the Potomac: Gay Political Activism in Washington, DC, 1961–1973," 2016

Megan Sullivan, "Interpretation Training Manual for the Frontier Culture Museum," 2015

Chris Carlberg, "Haunted by Hitler: German Film of the 2000s and the Discourse of Germans as Victims," 2014

Casey Musselman, "Congressional Sovereignty: Imperialism in the Republican Union," 2014

Erin Gillett, "'This is a Cause Worth Dying For': Sarah and Angelina Grimké and the Development of a Political Identity," 2013

Amelia Underwood, "A Failure of Imagination: Gender Integration and Negotiated Identities at the United States Air Force Academy," 2013

Felicia Hersh, "Signs of the Times: An Examination and Application of Current Museum Education Theory and Practice," 2012

B.A. Honors Theses Directed:

James David Brady, "Anti-Transgender Discrimination and Oppression in New York City and San Francisco during the Gay Liberation Movement, 1965–1975," 2015

Suzanne Wilson, "'Functional yet Feminine': The Gendered Image of the American Servicewoman in World War II," 2014

B.A. Honors Thesis Committees (Serving as Reader):

Angel Santiago (JMU Political Science Department), "Equality Across the Pond: A Comparison of Marriage Equality between the U.S. and U.K.," 2022

Inga Gudmundsson "Bringing the Norm to the 'Burgs: Gender and Design at Two Virginia Normal Schools, 1908–1928," 2019

Selena St. Andre, "Mary Todd Lincoln: Influence and Impact on the Civil War in the White House," 2018

Claire Williams, "Revolutionary Era Women in War: A Move for Societal Reform," 2016

Jennifer Nehrt, "The Model of Masculinity: Youth, Gender, and Education in Fascist Italy, 1922–1939," 2015

Angelica Gertel, "Not Just a Pretty Face: The Evolution of the Flight Attendant," 2014

Mary Ann Mason, "From the Pew to Politics: How Democratization and Religion Led to the Early Women's Rights Movement," 2013

Alexandra Pearsall (JMU English Department), “Gender Inequalities: A Call for Charlotte Perkins Gilman,” 2012

Sarah Berlinger, “‘The Devil is No Match for a Clever Woman!’: Analyzing the Actions, Impact, and Commemoration of Confederate Female Spies,” 2011

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 of Record, 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.

Service at James Madison University

Personnel Advisory Committee, History Department, 2019–2022

James Madison Undergraduate Research Journal manuscript reviewer, 2021

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

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

History Department Staff Search Committee, 2020

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

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

Provost’s Task Force on Gender and Sexuality, 2018–2019

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

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

Cohen Center for the Humanities, Advisory Board, Fall 2017–Spring 2019
Academic Program Review Committee, History Department, 2017–2018
College of Arts and Letters Faculty Advisory Committee, Committee Chair and History Department Representative, 2016–2017
History Department Staff Search Committee, 2016
History Forum (Faculty Research Talk Series), Co-coordinator, 2012–2018
Graduate Committee, History Department, 2010–2018, 2023
U.S. Committee, History Department, 2010–2019
College of Arts and Letters Faculty Advisory Committee, History Department Representative, Spring 2013, Fall 2014–Fall 2015
Scheduling Committee, History Department, Spring 2011–Spring 2012
History Department Search Committee, 2011–2012
Madison Caucus for Gender Equality, Dominion Lecture Committee, 2011–2012

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](#) External Advisory Committee member, 2020–present
Book proposal reviewer for Columbia University Press, Routledge, Rutgers University Press, University of Nebraska Press
Article manuscript reviewer for *Journal of American History*, *Journal of Women’s History*, *The Public Historian*
Conference submission review for Conference on Historical Analysis and Research in Marketing (CHARM)
Conference panel organizer, “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
Conference panel organizer, “Networking against Workplace Discrimination: U.S. Professional Organizations, 1939–1990,” American Historical Association Annual Meeting, Chicago, Illinois, January 6, 2012
Conference panel organizer, “Envisioning Gender: Philadelphia Women’s Organizations and Visual Culture,” American Studies Association Annual Meeting, Philadelphia, Pennsylvania, October 12, 2007

Media Appearances

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