

Publisher's Report for

***The Journal of African
American History***

June 2022

THE UNIVERSITY OF CHICAGO PRESS JOURNALS

Institutional Circulation and Revenue

The Journal of African American History (JAAH) is distributed by multiple methods and is visible to readers and contributors in multiple ways. Institutional circulation measures the number of paid subscription accounts. Other means of circulation, such as consortia subscriptions and philanthropic subscriptions are described, below.

Institutional Circulation Figures

	2017 Vol. 76	2018 Vol. 103*	2019 Vol. 104	2020 Vol. 105	2021 Vol. 106
Paid Subscriptions	532	712	692	678	655

*First UCP volume

Financial Performance

The revenue associated with institutional subscriptions and is the revenue driver most closely associated with the journal's financial performance. **Financial performance remains very strong**, though it is possible that earnings will plateau a bit in coming years. Although subscription rates are increased every year, we should expect that some institutions will cancel due to drastically reduced library budgets. Many are able to make do with access through JSTOR and EbscoHost (authorized distributors who pay the Journal a royalty for the right to include its issues in their aggregated products).

Return to ASALH

	2018 Vol. 103*	2019 Vol. 104	2020 Vol. 105	2021 Vol. 106
50% Royalty paid on all Journal Income	\$124,413	\$126,747	\$128,375	\$131,689

Sales Outlook

Most libraries had final budgets for their 2021 serial spend in place by the time the pandemic struck. Thus, the negative effect to the 2021 subscription year was not as extreme as might have been expected last summer. We were able to secure historically competitive renewal rates for our titles and put through a modest price increase at a time when many publishers were quick to freeze prices. Ultimately, we made the right call, as our rate increases for 2021 were in line with what EBSCO would ultimately report was the industry average for the year.

As we turned to the 2022 subscription year, an active concern was that the supplementary funding many institutions received for 2021 to get through the pandemic would not be there for 2022, leading to compounding library budget decreases and higher rates of subscription cancellation.

Based on the latest, mid-season information, it appears at this time that the 2022 renewal rates are higher than those for 2021, both for collections and standalone subscriptions to *The Journal of African American History*. We will continue to monitor these renewal rates as subscriptions come in and are ready to adapt as needed to retain as many subscribers as possible.

Academic Institutions

The global pandemic has impacted academic institutions throughout the world in ways that will impact journal subscriptions through FY22 and beyond, dramatically accelerating already existing trends. Most sectors of higher education compressed, but not in the category of the largest research institutions:

while bachelor's institutions categories decreased by close to 20%, research and doctoral universities are the one sector that has grown, by approximately 10%.

While the outlook for 2022 seemed bleak in face of lowered student enrollment and budget cuts, we're seeing less impact on our renewal program this year than we did in 2021. Fewer librarians requested price freezes and price cuts, and we've had to do less negotiating to retain subscribers.

- **Shift to online resources:** The closing of library buildings during the pandemic and the shift to online learning and access to resources rendered print journal collections almost irrelevant. We continue to see a lower renewal rate on Print Only subscriptions (with consideration that some migrate to Online subscriptions).
- **Institutional closings and mergers:** The trend of institutional closings and mergers in the USA continues. Some of the latest news about this comes from the Carnegie Classification System update in December 2021, which reported that the rankings had 4600 US institutions in 2015, 4300 in 2018, and just 3900 in 2021, a decrease of 15% in 6 years, or 2.5% per year.

Philanthropic Circulation

In addition to the paid circulation, above, *JAAH* is available at **4,728** institutions through the **Chicago Emerging Nations Initiative (CENI)**. This program involves partnerships with select nonprofit organizations and provides free or deeply discounted subscriptions to libraries in nations classified by the World Bank as Low-Income or Lower-Middle Income (GNP per capita less than \$3,000).

CENI partners providing access to *JAAH*

Program partner	Format	No. of eligible countries	No. of registered inst. in 2017
Research4Life — HINARI	Electronic	116	1,790
Association of Commonwealth Universities (ACU)	Print	25	NA
Journal Donation Project (JDP)	Print	34	NA
JSTOR African Access Initiative (AAI)	Electronic	45	934
JSTOR Developing Nations Access Initiative (DNAI)	Electronic	40	532
Internat Network Availability of Sci Publicat (INASP)	Electronic	96	1,472

Countries where *JAAH* is available by way of CENI

Afghanistan	Ethiopia	Marshall Islands	Sri Lanka
Armenia	Georgia	Mongolia	Sudan
Bangladesh	Ghana	Mozambique	Swaziland
Benin	Guinea	Myanmar (new in 2014)	Tajikistan
Bhutan	Haiti	Namibia	Tanzania
Bolivia	Honduras	Nepal	Thailand
Burkina Faso	India	Nicaragua	Togo
Cameroon	Indonesia	Nigeria	Tonga
Cape Verde	Iraq	Pakistan	Tunisia
Congo (Brazzaville)	Jordan	Papua New Guinea	Uganda
Cote d'Ivoire	Kenya	Philippines	Uzbekistan
Cuba	Kiribati	Rwanda	Vanuatu
Dem. Rep of Congo	Lesotho	Samoa	Vietnam
Ecuador	Liberia (new in 2014)	Senegal	West Bank and
Egypt	Madagascar	Sierra Leone	Gaza Yemen, Rep.
El Salvador	Malawi	Solomon Islands	Zambia
Eritrea	Mali	Somalia	Zimbabwe

Consortia

Subscriptions sold through consortia help capture new and larger groups within the budget-constrained library and institutional market by offering custom deals to members of these institutional buying groups. Libraries join consortia to gain collective bargaining power and preferred pricing on academic resources. In certain international markets, consortia are frequently the preferred, and in some cases mandatory, way to provide access to electronic resources.

Consortia with that received *The Journal of African American History* in 2021 are listed below.

- **CDL** (California Digital Library): 9 campuses of the University of California
- **MCLS** (Midwest Collaborative for Library Services): 18 schools
- **SCELC** (Statewide California Electronic Library Consortium): 28 schools
- **WALDO** (Westchester Academic Library Directors Organization): 9 schools
- **CAUL** (Consortium of Australian University Librarians): 20 universities in Australia and New Zealand.
- **CONRICYT** (Consortio Nacional de Recursos de Informacion Cientifica y Technologica): 5 universities in Mexico
- **ConCan** (Consortia Canada): 16 universities in Canada
- **CSIC** (Consejo Superior de Investigaciones Cientificas): 131 site license locations in Spain
- **JISC** (Joint Information Systems Committee): 5 universities in Great Britain
- **KCUE** (Korean Council for University Education): 5 universities in South Korea

Consortia agreements can take a long time to finalize and often involve trial access periods and ongoing usage analysis as part of the negotiation. In addition to the potential new customers consortia agreements can yield, our efforts in this space can also result in increasing the number of member institutions within current consortia partners. In addition, our international sales teams have identified several potential new consortia partners in emerging markets throughout Europe, Asia, and Central and South America and we've established trial access where appropriate.

We work with existing consortium subscribers to increase the number of member institutions that participate (for example, members of SCELC and CONRICYT). We also talk to new consortium partners, particularly in countries where national consortia are the preferred and sometimes the mandatory route to journal access. It can take a long time to reach a final agreement, and often involves a period of trial access and analysis as part of the negotiation. Some of the consortia we are negotiating with are:

- **ESS** (E-Shodh Sindhu): a consortium of 230 universities and more than 3000 colleges in India.
- **DEFF** (Denmarks Electronic Research Library): a consortium of 6 university libraries in Denmark.
- **Malmad**: a consortium of university libraries in Israel.
- **FLACSO** (Latin American Social Sciences Institute): 14 institutions in Ecuador, Argentina, Chile, Spain, and Costa Rica (a subset of a large number of field offices throughout Central and South America and the Caribbean).
- **AMIGOS**: 322 higher education institutions and 243 other institutions in Texas.

Other consortia in Korea, India, Pakistan, Bangladesh, Bolivia, and El Salvador.

Online Usage



The Journal of African American History online usage—accesses of the full text of articles (HTML) and downloads of PDFs—has grown significantly over the past three years, from 34,406 “hits” in 2019 to 89,431 in 2021. **This is excellent news, because librarians take into account usage as a proxy for the content’s value to their patrons.** One reason for the increase in usage is the continuing uptake of the Journal’s archive (1916-1997), through an add-on subscription. All institutional subscribers automatically include access (1998-current). **All ASALH members receive access to the full run (1916-current); they accessed the journal 1,206 times in 2021.**

Patterns of usage have likely influenced by remote work during the pandemic. A significant factor contributing to the increases was UCP’s work encouraging institutions to register new and additional IP addresses for remote access and our enhancements to **off-campus recognition via Shibboleth log-in.** Perhaps most important was the **integration of Google’s CASA (Campus Activated Subscriber Access) protocol.** It allows students and faculty from a subscribing institution to access articles from anywhere. When they do a Google Scholar search and find an article, they are offered a “Subscriber Link” they can follow to access the article file on the UCP website without having to log in with their institutional credentials. This is done at the level of the computer device. We worked with Google to link institutions’ IP addresses to the journals each institution subscribes to. Google associates those records with an affiliated person’s computer when the person uses the device on campus and/or within the institution’s IP range. Thereafter the person can use that device to access those institutional subscriptions even if they use the device from beyond the institution.

2021	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
HTML	1990	2948	3582	2691	2452	1599	1542	1797	2257	2792	3195	2784	29629
PDF	3694	4908	6527	5261	6079	4179	3012	3167	4178	7930	6779	4088	59802
Total	5684	7856	10109	7952	8531	5778	4554	4964	6435	10722	9974	6872	89431
2020	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
HTML	350	647	485	438	577	1333	1394	1037	1562	2195	2243	2073	14334
PDF	2028	3346	2583	3027	3421	3430	2827	2551	3938	4622	4670	4176	40619
Total	2378	3993	3068	3465	3998	4763	4221	3588	5500	6817	6913	6249	54953
2019	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
HTML	324	551	584	612	422	272	313	344	410	638	735	459	5664
PDF	1126	2165	2953	3138	2069	1339	1647	1843	2566	3503	3765	2628	28742
Total	1450	2716	3537	3750	2491	1611	1960	2187	2976	4141	4500	3087	34406

The Journal of African American History’s content is also available online through formal licensing agreements with JSTOR and Ebsco Host (mentioned on page 2 of this report), where it receives significant additional use.

Impact of Unlicensed Distributors on Usage

One factor influencing usage for many scholarly journals is the activities of unlicensed distributors, especially the commercial entities **Research Gate, Academia.edu, and SSRN**. UCP’s longstanding policy has been to encourage peer-to-peer exchange, by allowing authors to post a PDF of their final article on their personal websites and social media pages. This does not include posing the article (or allowing it to be posted) on the sites of commercial distributors, but we are aware that many authors do just that. There is convenience in having all of one’s publications gathered in one place, but when readers go directly to these sites to find articles, **the reportable usage for the journal—so important to libraries in purchasing decisions—is compromised**. Meaning that in addition to the fact that these three commercial enterprises are distributing articles on an enormous scale without paying royalties to the right holders—meaning ASALH via UCP—they also do not report journal or article usage to libraries, leading to the **possible conclusion by a bibliographer that there is not much need for the title at their institution**.

We and other scholarly publishers are working on ways to combat these issues. The technology solution we are piloting is a “toll free” article link authors can share to allows non-subscribers access.

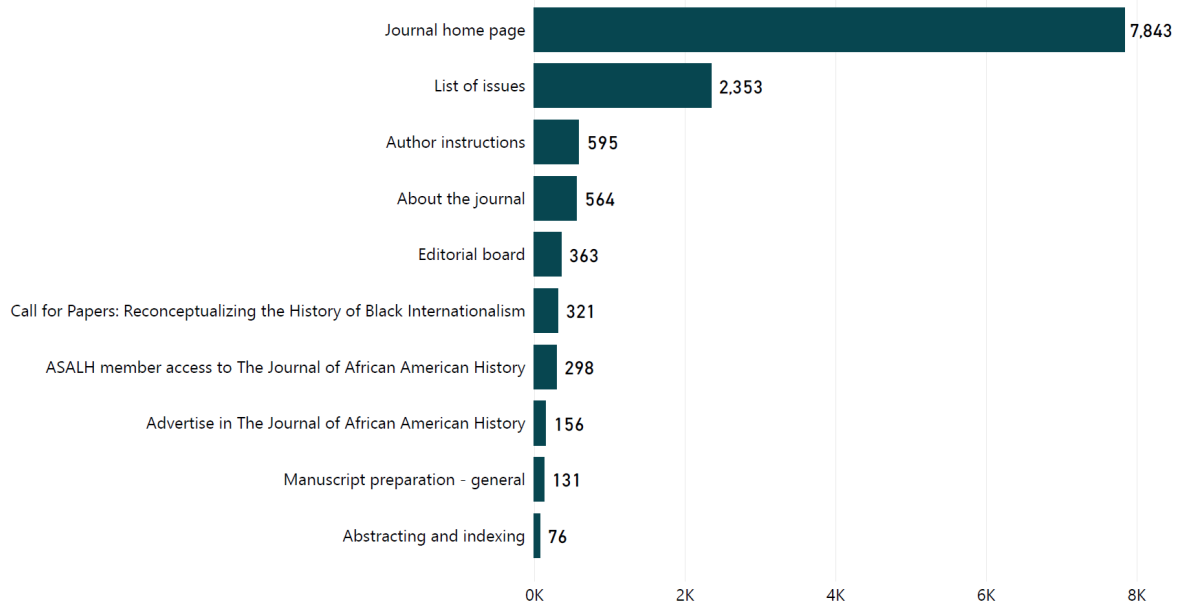
Top 25 Most Accessed Articles | 2021

Rank	Accesses	Article	Author(s)	Issue
1	182	“Uncomplimentary Things”: Tennis Player Althea Gibson, Sexism, Homophobia, and Anti-Queerness in the Black Media	Ashley Brown	Volume 106 Issue 2
2	179	New Directions in African American Sports History: A Field of One’s Own	Amira Rose Davis	Volume 106 Issue 2
3	164	The Desegregation of Sportsman’s Park in St. Louis: Black Baseball Fans’ Use of the National Pastime to Fight White Supremacy	Seth S. Tannenbaum	Volume 106 Issue 2
4	163	“Harlem’s Chief Representatives”: The Radical Politics of Black Soccer in New York, 1928–1949	Jermaine Scott	Volume 106 Issue 2
5	148	Vince Matthews, Wayne Collett, and the Forgotten Disruption in Munich	David K. Wiggins	Volume 106 Issue 2
6	143	A Vital Factor in the Community: Recovering the Life and Legacy of Chicago Public Librarian Vivian G. Harsh	Melanie Chambliss	Volume 106 Issue 3
7	143	They Punched Black: Martial Arts, Black Arts, and Sports in the Urban North and West, 1968–1979	Maryam Aziz	Volume 106 Issue 2
8	142	Introduction	Derrick E. White, Louis Moore	Volume 106 Issue 2
9	138	“In Them She Built Monuments”: Celia Dial Saxon and American Memory	Alexandria Russell	Volume 106 Issue 3
10	137	“In the Best American Tradition of Freedom, We Defy You”: The Radical Partnership of Joseph Jordan, Edward Dawley, and Leonard Holt	Charles H. Ford, Jeffrey L. Littlejohn	Volume 106 Issue 3
11	137	Reconfiguring Radicalism: Goldie Watson and the Politics of Respectability, 1931–1960	Nicholas Toloudis	Volume 106 Issue 3
12	132	“We Have Emerged Better Equipped to Fight Greater Battles”: Black Education and the Civilian Conservation Corps, 1933–1942	Michael Hines	Volume 106 Issue 3
13	53	From Nkrumah’s Black Star to the African Diaspora: Ghanaian Intellectual Activists and the Development of Black Studies in the Americas	Bright Gyamfi	Volume 106 Issue 4
14	47	Anticarceral Internationalism: Rethinking Human Rights through the Imprisoned Black Radical Tradition	Benjamin D. Weber	Volume 106 Issue 4
15	45	Virginia in the Pacific: Slavery, Empire, and the Colonial Design of American Education	Guy Emerson Mount	Volume 106 Issue 4
16	44	Producing a “Black World”: William Greaves, “Black Journal,” and the Creation of a New Medium of Black Internationalism, 1968–1970	Celeste Day Moore	Volume 106 Issue 4
17	43	An Organic Union: Theorizing Race, Nation, and Imperialism within the Black Church	Christina Cecelia Davidson	Volume 106 Issue 4
18	42	Introduction	Keisha N. Blain, Quito Swan	Volume 106 Issue 4
19	42	“Spain’s Queen of Soul”: Donna Hightower and Black Women’s Internationalism during the 1960s–1980s	Tiana U. Wilson	Volume 106 Issue 4
20	24	Intimate Historical Practice	Sarah Haley	Volume 106 Issue 1

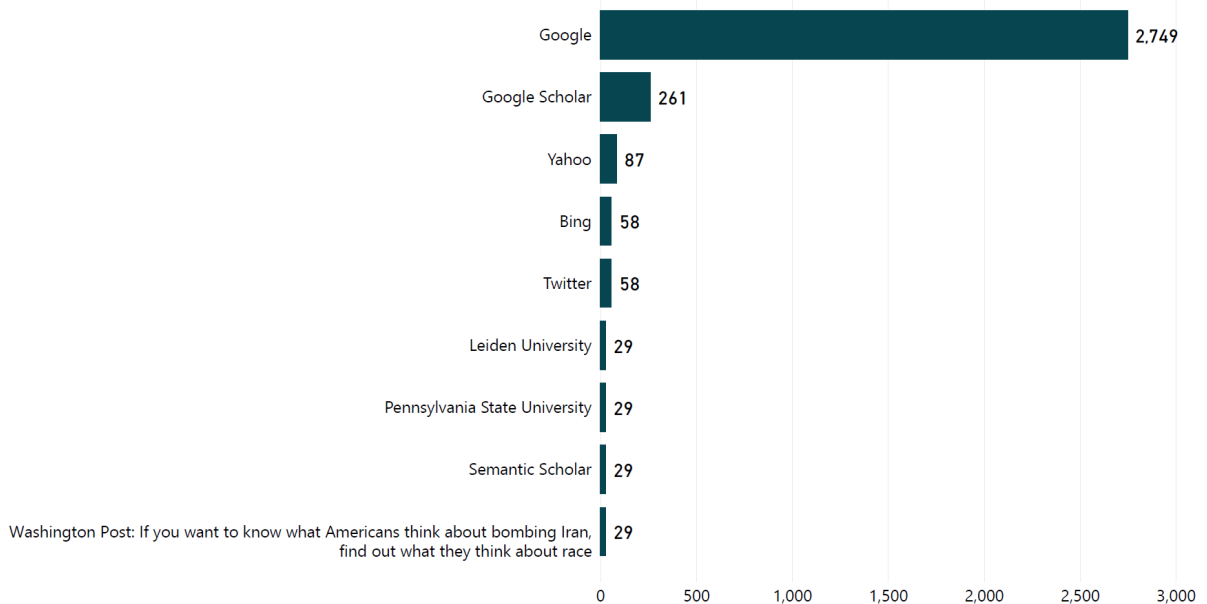
Website Use

The following tables display the **most-visited pages** (not articles, which are covered on pages 5-6 above) on the *JAAH* site, the top referrers to the *JAAH* site, and views by country from November 1, 2020-June 30, 2021 (please note the truncated reporting period which is due to a temporary gap in the available analytics for non-editorial content pages and referrals – the next report will cover a full twelve months).

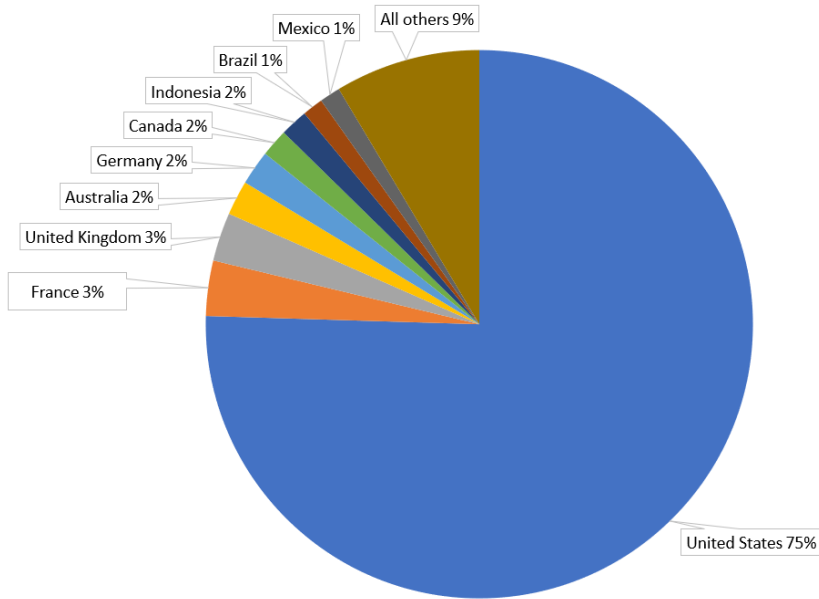
Unique pageviews for top *The Journal of African American History* pages
November 1, 2020—June 30, 2021



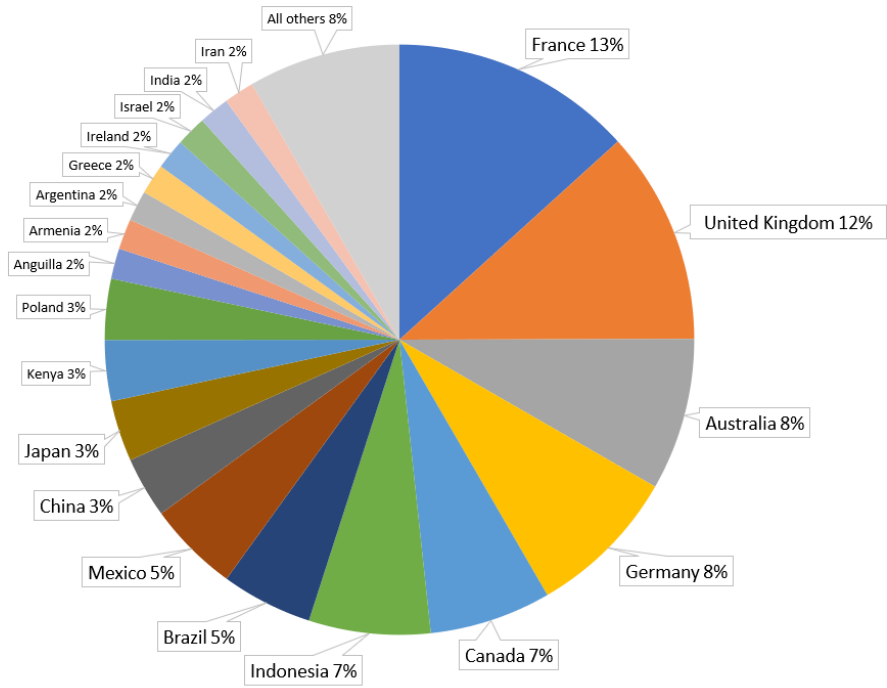
Unique pageviews for referral traffic to *The Journal of African American History* home page
November 1, 2020—June 30, 2021



Origin country of unique visits to *The Journal of African American History* home page
November 1, 2020—June 30, 2021



Origin country of unique visits to *The Journal of African American History* home page
November 1, 2020—June 30, 2021
(Excludes the United States)



Marketing

The activities listed here increase subscriptions and renewals through targeted and actionable messaging to institutions and individuals.

Journals Subscription Catalog: *JAAH* is featured on a full page in the Chicago Journals Division’s 4-color subscription catalog. More than 3,000 institutional librarians and agents receive either a print copy of the catalog by mail and at conferences, or a digital PDF copy through the UCP website and email correspondence.

Please note that our print catalog has been suspended temporarily due to remote work and canceled travel during the COVID-19 pandemic. Distribution of the catalog continues online and through email.

Brochures: *JAAH* is included in Chicago’s popular Complete Chicago Package for institutional subscribers. Each year, the Press prints and distributes a 4-color brochure to promote the current year’s Complete Chicago Package list. Staff distribute the brochure at all conferences attended by the Press, and to domestic and international sales agents. A PDF file of the brochure is also posted on the UCP website.

The Press’s 4-color Chicago Emerging Nations Initiative brochure also lists *JAAH*. This piece is distributed at library conferences and highly attended academic conferences, and is available to download on the UCP website.

We have suspended print distribution of our CCP and CENI brochures. Both are available online. Printing will resume when travel is reinstated.

Renewals: *JAAH* is included in UCP’s comprehensive renewal campaign, which contacts customers through monthly email and/or direct mail communication. Subscribers receive a series of renewal notices before, at, and after subscription expiration. Email renewal notices link directly to the subscriber’s account for easy online renewal transactions.

Beginning in January, all lapsed institutional subscribers and their agents are contacted by email or direct mail. There were a total of 37 lapsed 2021 institutional *JAAH* subscribers as of February 2021. All

The University of Chicago Press—Publisher’s Report—Confidential

THE JOURNAL OF AFRICAN AMERICAN HISTORY

The leading scholarly publication on African American life and history

Editor: Pero G. Dagbovie
Society: Association for the Study of African American Life and History (asah.org)

The Journal of African American History, formerly The Journal of Negro History, was founded by Dr. Carter G. Woodson in 1916 and is an official publication of the Association for the Study of African American Life and History. Now in its second century, this award-winning journal publishes original scholarly articles and book reviews on all aspects of the African American experience. As the leading scholarly publication on African American life and history, recent special issues and symposia have focused on the 400th anniversary of 1619, LGBT Themes in African American History, and the 300th anniversary of New Orleans.

AUDIENCE Historians, political scientists, social scientists, legal scholars, education researchers, and policy makers working in service of African American life, culture, and history; and the membership of the Association for the Study of African American Life and History

ABOUT THE EDITOR Pero G. Dagbovie is University Distinguished Professor of History and Associate Dean in the Graduate School at Michigan State University.

INSTITUTIONAL SUBSCRIPTIONS	ELECTRONIC ONLY		ELECTRONIC + PRINT		PRINT ONLY	SINGLE COPY
	CURRENT	FULL RUN	CURRENT	FULL RUN		
Very Large Higher Education	\$493	\$690	\$616	\$862		
Large Higher Education	\$458	\$641	\$573	\$802		
Medium Higher Education	\$422	\$591	\$528	\$739		
Small Higher Education	\$387	\$542	\$484	\$678		
Very Small Higher Education	\$370	\$518	\$463	\$648		
Community College	\$370	\$518	\$463	\$648	\$188	\$132
Museum	\$352	\$493	\$440	\$616		
Public Library	\$352	\$493	\$440	\$616		
Secondary School	\$352	\$493	\$440	\$616		
Government/Nonprofit	\$370	\$518	\$463	\$648		
Corporate	\$458	\$641	\$573	\$802		

INDIVIDUAL MEMBERSHIP

Electronic subscriptions to *JAAH* are a benefit of membership in the Association for the Study of African American Life and History. To join, visit asah.org/members. Print subscriptions are available to members for an additional \$20.

Single Copy: \$30

ADD postage to subscriptions with print component: all non-US subscribers, \$15.
Taxes apply. See page 95.
All subscriptions start with the winter issue.

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journals.uchicago.edu/JAAH

have been contacted by email and direct mail, and many were contacted through telemarketing efforts. Our team accounted for 11 renewals and 9 cancellations by July 2021. There were 17 subscriptions still outstanding at the close of the campaign in mid-July.

Table 1: Institutional renewal campaign schedule

Message number	Timing of mailing	Date	Message type
1	3 months before expiration	10/1	Email #1 (renewal)
2	3 months before expiration	10/1	Letter #1 (renewal)
3	2 months before expiration	11/1	Email #2 (renewal)
4	2 months before expiration	11/1	Letter #2 (renewal)
5	1 months before expiration	12/1	Email #3 (renewal)
6	At expiration	1/1	Letter #3 (renewal)
7	1.5 months after expiration	2/15	Email #1 (lapsed)
8	2 months after expiration	3/1	Letter #1 (lapsed)
9	2.5 months after expiration	3/15	Email #2 (lapsed)
10	4 months after expiration	5/1	Letter #2 (lapsed)
11	6 months after expiration	6/1	Email #3 (lapsed)

Individual renewal campaign schedule

ASALH membership renewals are managed by the society.

Digital and Print Promotion

Digital marketing allows *JAAH* to reach a wide, international audience using dynamic, low-cost vehicles like web ads, email, and social media. Print marketing is an effective tool for reaching readers at the point of purchase or at large events.

E-mail Marketing: The Press uses custom and automated HTML e-mail messages to communicate significant journal news and announcements to institutional and individual subscribers.

eTOC emails are sent with the release of each new issue, and there are two distinct types of *JAAH* eTOC emails used to communicate with interested readers. The first is sent to all ASALH members by society leadership. *JAAH*'s marketing manager at Chicago provides the table of contents to the ASALH team so they can distribute information about new issues to their members as soon as the new issue is available online.

The second type of eTOC email is sent to all other interested parties who have opted in to receive the alert. That list of email addresses increased by 42% in the last twelve months (from 259 to 368), compared to a 34% increase in the twelve months prior. The emails had the following click-through rates:

- Summer 2020 issue eTOC click-through rate: 12.27%
- Fall 2020 issue eTOC click-through rate: 45.52%
- Winter 2021 issue eTOC click-through rate: 9.43%
- Spring 2021 issue eTOC click-through rate: 8.57%

We know from industry research and from historical data that scholars use eTOC emails to archive and search for articles well past their original publication date, so the most recent eTOC click-through rates shown here will continue to increase with the life of the issue.

Publicity: *JAAH* is regularly featured in the University of Chicago Press Journals Division Twitter and Facebook accounts, which are supplemented by author and journalist social media activity. Articles promoted in this way consistently see a boost to usage, particularly when front list or archival articles are related to the current news cycle.

The Press monitors external links and references to electronic journal content in *JAAH* to track general and news media interest in the journal. In the past 12 months, *JAAH* saw the majority of its publicity on Twitter, with additional coverage in the news, on blogs, and in Wikipedia. Notable news coverage includes mentions in the *The Washington Post*, *Smithsonian Magazine*, and *The Atlantic*. The following *JAAH* articles were the most cited over the past year:

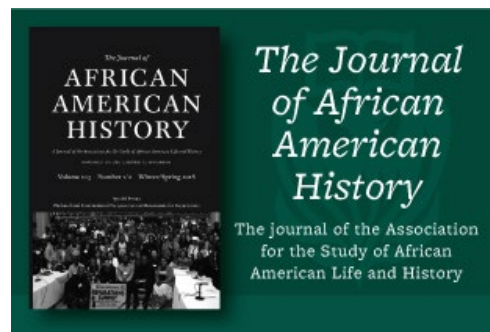
- “Woman Slain In Queer Love Brawl”: African American Women, Same-Sex Desire, and Violence in the Urban North, 1920–1929
- “The Lion of Zion”: Leon Sullivan and the Pursuit of Social and Economic Justice: Introduction
- The Progress Movement and Community Development: The Zion Non-Profit Charitable Trust



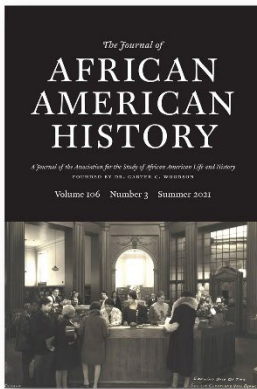
JAAH's marketing manager would like to work with the journal office to coordinate additional publicity through the distribution of one press release per issue, focusing on an article that has potential for media coverage. *JAAH* press releases can be distributed to journalists, and posted to the press website and to EurekAlert!, a science and academic wire service.

Advertising

House Ads: *JAAH* is advertised in print and on the web in other University of Chicago Press humanities journals on a space-available basis. These include *Archives of American Art*, the *American Journal of Sociology*, *American Art*, *American Political Thought*, *Elementary School Journal*, the *Journal of Law and Economics*, the *Journal of Legal Studies*, *The Journal of Politics*, the *Metropolitan Museum Journal*, *Polity*, and *Signs*.



JAAH is also promoted through a hero banner on the UCP homepage, the “All Subjects” page, the “History” page, “Humanities” page, and the “Social Sciences” page.



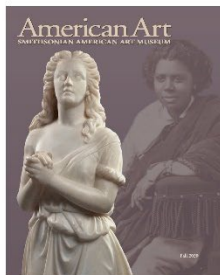
We are honored to publish
*The Journal of African
 American History*,
 an official publication of the Association for the
 Study of African American Life and History.

Editor: Pero G. Dagbovie | www.journals.uchicago.edu/jaah

Founded in 1916 as *The Journal of Negro History* by Dr. Carter G. Woodson, *The Journal of African American History* (JAAH) is the leading scholarly publication in the field of African American history. The JAAH publishes original scholarly articles and book reviews on all aspects of the African American experience and it embraces ASALH's mission of promoting, researching, preserving, interpreting, and disseminating "information about Black life, history, and culture to the global community."

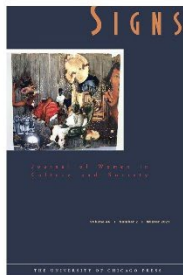
Subscriptions are a benefit of membership in the Association for the Study of African American Life and History.

Learn more about our history, social science, humanities, art, and science journals at www.journals.uchicago.edu.



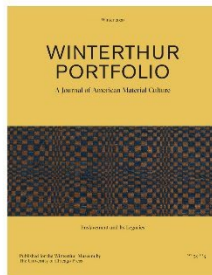
American Art

American Journal of Education



Signs: Journal of Women
in Culture and Society

History of Religions



Winterthur Portfolio:
A Journal of American Material Culture

The Journal of Politics



THE UNIVERSITY OF CHICAGO PRESS JOURNALS

Program Advertising: Program advertising is selected annually with input from the JAAH journal office. Please see the Conferences and Meeting schedule for exact placements. The image to the left shows the ASALH 2021 program ad.

Promotional Giveaways: All conference attendees at the 2017, 2018, and 2019 ASALH meetings in Cincinnati, Indianapolis, and Charleston received a JAAH pen with their registration bag. Additional collateral and giveaways at the booth included JAAH notebooks, magnets, pens, mints, and postcards with instructions for accessing the journal online. These giveaways were also sent to the AAIHS, AHA, and OAH conferences for additional promotion.

Chicago was happy to coordinate signage printing for the JAAH reception at the 2018 meeting and the reprint of the JAAH issue published in honor of Sterling Stuckey. We'll resume giveaway production when in-person conferences are again scheduled.

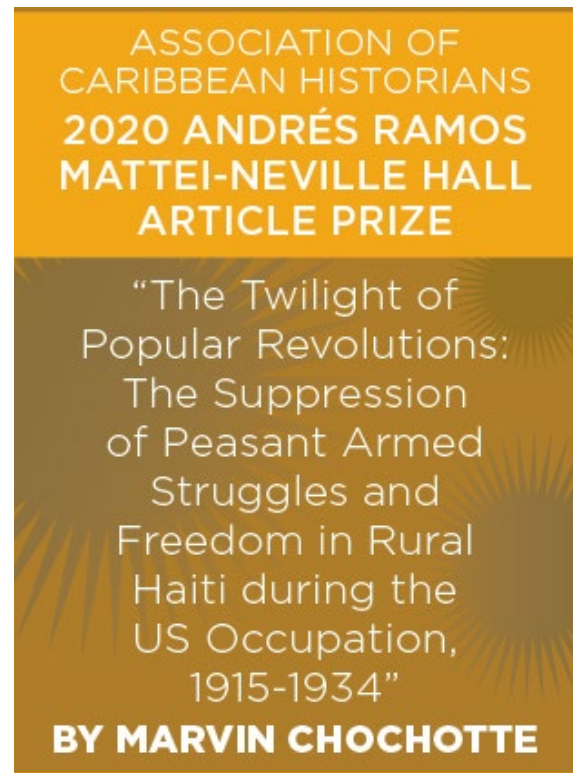
Web Advertising: The press worked directly with the JAAH editors to provide online recognition for last year's Association of Caribbean Historians' 2020 Andres Ramos Mattei-Neville Hall Article Prize winner. The award was promoted in the print journal and on the JAAH website as an ad that directs to a custom announcement webpage. The JAAH website also continues to feature calls-for-paper advertisements, as needed by the journal office. Additional web ads are available at any time on request.

Conferences and Meetings

In the previous year we promoted JAAH at the following virtual conferences. Unless otherwise noted, this promotional schedule will repeat in upcoming years, with additional meetings where indicated and in-person attendance when possible.

Note: Due to the novel coronavirus outbreak, many 2020 and 2021 meetings have been cancelled or were moved online. Wherever possible, we promoted journals and books with online “virtual exhibit” webpages. The conferences where JAAH was, or will be, featured on a virtual exhibit webpage are noted below. Please see the image included below the list as an example of a virtual exhibit page, or visit the ASALH virtual exhibit page at <https://www.journals.uchicago.edu/asalh>.

1. **African American Intellectual History Association**
2021 | Program ad and virtual exhibit <https://www.journals.uchicago.edu/aaihs>
2. **American Historical Association**
2020 | Program ad and virtual exhibit <https://www.journals.uchicago.edu/aha>
3. **American Library Association**
2018
4. **American Sociological Association**
2021 | Virtual exhibit
5. **American Studies Association**
2021 | Program ad and virtual exhibit (coming soon)
6. **Association for the Study of African American Life and History**
September 2021 | Virtual exhibit and program ad <https://www.journals.uchicago.edu/asalh>
7. **Association of College Research Libraries**
2019 | Cleveland | Staffed booth
8. **Electronic Resources and Libraries**
2019
9. **Frankfurt Book Fair**
2020 | Virtual representation
10. **Law and Society Association**
2021 | Virtual Exhibit <https://www.journals.uchicago.edu/law>
11. **National Conference of Black Political Scientists**
2022 (new) | Program ad
12. **National Council of Black Studies**
2021 | Program ad
13. **National Women’s Studies Association**
2020 | Virtual exhibit <https://www.journals.uchicago.edu/nwsa>



14. Organization of American Historians

2021 | Virtual exhibit <https://www.journals.uchicago.edu/oah>


15. Southern Political Science Association

2021 | Virtual exhibit <https://www.journals.uchicago.edu/spsa>

16. Western Political Science Association

2021 | Virtual exhibit <https://www.journals.uchicago.edu/wpsa>

This list will repeat in subsequent years, with in-person representation where possible.



Association for the Study of African American Life and History

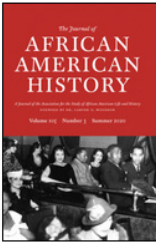
Association for the Study of African American Life and History

Thank you for your continued support of our African American studies publishing program. We're sorry we could not greet you and share news about our journals and books at the 2020 Association for the Study of African American Life and History conference.

- **Journals:** Enjoy a selection of free articles from our journals covering African American studies and a 20% discount on most subscriptions.*
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Journals covering African American studies



The Journal of African American History
A journal of the Association for the Study of African American Life and History

- **Read a sample article:** Simon D. Elin Fisher, "Challenging Dissemblance in Pauli Murray Historiography, Sketching a History of the Trans New Negro"
- **Read a sample issue**
- **Read the current issue**
- **Congratulations to Marvin Chochotte for winning the ACH's 2020 Andrés Ramos Mattei-Neville Hall Article Prize for "The Twilight of Popular"**



Signs: Journal of Women in Culture and Society

- **Read a sample article:** Shoniqua Roach, "(Re)turning to 'Rape and the Inner Lives of Black Women': A Black Feminist Forum on the Culture of Dissemblance"
- **Read a sample issue**

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Social Justice Resource Page

The Journals Division launched a social justice resource page in June 2020. The page is publicly available at <https://www.journals.uchicago.edu/social-justice>. The research featured on this page was selected in collaboration with our journal editors, including the JAAH team, as a way to collect and surface recent or relevant work in social justice issues. There are more than 100 articles on the page, and all are free to read. The topics covered include:

- Policing, violence, and reform
- The courts, prison, and race
- Civil rights
- Racial justice history
- Racial health inequities
- Race, labor, and education

- Protest and activism
- Further reading, including art, literature, sport, and science

The page was promoted through social media and on the division homepage. Many journal offices and authors continue to repromote this page to their own audiences, increasing exposure to other interested scholars. Within the first ten days of its launch, the page was viewed more than 800 times. The majority of pageview referrals came from Twitter and Google, with additional referrals coming from Facebook, Google Scholar, Instagram, and news sites. Pageviews persist, and we'll continue monitoring usage.

Our marketing team is working on expanding this page to separate sections into sub-pages to allow growth and expansion in the collection and topic areas.

During the first seven months the page was live, the *JAAH* articles included on the page saw increased usage when compared to a benchmark period of seven months prior to the launch of the page.

	SOCIAL JUSTICE PAGE Article views from June 4-December 31, 2020 (seven months)	BENCHMARK Article views from November 1, 2019- May 31, 2020 (seven months)	Percentage change in article views
Challenging Dissemblance in Pauli Murray Historiography, Sketching a History of the Trans New Negro	402	94	328%
“Down Where the South Begins”: Black Richmond Activism before the Modern Civil Rights Movement, 1899–1930	300	86*	249%
Flint Goodridge Hospital and Black Health Care in Twentieth-Century New Orleans	209	32	553%
Introduction—Gendering the Carceral State: African American Women, History, and the Criminal Justice System	561	72	679%
Keeping Black Motherhood Out of Prison: Prison Reform and Woman Saving in the Progressive Era	476	101	371%
Latasha Haruns, Soon Ja Du, and Joyce Karlin: A Case Study of Multicultural Female Violence and Justice on the Urban Frontier	1007	27	3,630%
Life Questions: Memories of Women Civil Rights Leaders	85	1	8,400%
“OCCUPIED TERRITORY”: POLICE REPRESSION AND BLACK RESISTANCE IN POSTWAR MILWAUKEE, 1950–1968	378	23	1,543%
“There Is No New Black Panther Party”: The Panther-Like Formations and the Black Power Resurgence of the 1990s	2057	151	1,262%

**Spring 2020 issue, so pageviews were not available for the full five months.*

The page also generated additional impact, including inclusion as a reference and inspiration for course syllabi that focused on teaching from a decolonized view, using research that, for example, “meets one or more of the following criteria: i) recognises construction of gender and race as integral to political power ii) is by women and non-binary people of colour iii) studies political systems in the Global South on their own terms.”