



July 21, 2011

On behalf of the Southwest Texas Popular/American Culture Association recommendations for the 2012 Peter C. Rollins Book Award are now being accepted. This award recognizes contributions to the study of popular and/or American culture studies and in particular, works analyzing documentary film, television or historical films whose analysis examines a variety of cultural genres. Award-winning volumes receiving this award are distinguished by their methodology and research; monographs, reference works, and anthologies are eligible.

Rollins widely acclaimed reference work *The Columbia Companion to American History and Film* (2004) and anthologies such as *Why We Fought: America's Wars in Film and History* (2008) showcases his professionalism supporting the scholarly work of many individuals. His most recent publication *America Reflected: Language, Satire, Film, and the National Mind* (2010) explore the nuances of American popular culture. Over a period of thirty years, he shaped editorial policies as Associate Editor of *The Journal of Popular Culture* and the *Journal of American Culture* -- as well as Editor-in-Chief of *Film & History: An Interdisciplinary Journal of Film and Television Studies* that continue to resonant.

**Submission Guidelines:**

Books published either in 2011 or 2012 – single or multiple authors.

More than one title may be submitted for consideration (send five copies for each individual title submitted).

Deadlines for submission: **December 1, 2011.**

Previous recipients: <http://swtxpca.org/documents/120.html>

Award recipient(s) will be announced during the SWTX PCA/ACA Annual Conference, February 8 – 11, 2012.

**Direct Shipments to the following:**

***If shipping by USPS:***

Ken Dvorak, PhD  
Coordinator, Peter C. Rollins Book Award Committee  
PO Box 743  
Alcalde, NM 87511

If shipping by UPS or Fed Ex:  
Ken Dvorak, PhD  
Coordinator, Peter C. Rollins Book Award Committee  
37 Rio Arriba County Road 38  
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Additional conference information can be found at <http://www.swtxpca.org>

Regards,

*Ken Dvorak*

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