



On behalf of the Southwest Texas Popular/American Culture Associations recommendations for the 2009 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.

In reference works such as *The Columbia Companion to American History and Film* (2004) and anthologies such as *Hollywood as Historian* (1997), Dr. Rollins showcased the work of many individuals. Over a period of thirty years, he helped both junior and senior scholars 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* (www.filmhistory.org)

Submission guidelines:

- Books published either in 2009 or 2010 – single or multiple authors
- More than one title may be submitted for consideration (**send five copies for each individual title submitted**)
- Deadline for submissions: **January 1, 2011**

Award recipient(s) will be announced during the joint SWTX PCA/ACA and National Popular Culture/American Culture Conference being held April 20 – 23, 2011 in San Antonio, Texas.

Complete conference details will be posted on 1 May 2010 at: <http://www.swtxpca.org>

Direct all correspondence including award nominations including book shipments to:

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Join us for the "World's Largest Gathering of Popular/American Culture Scholars"
April 20-23, 2011, in San Antonio, Texas.