

Ephemera 40 Virtual Conference Preview



**January 14, 2021 at
3pm Eastern time, 12 Noon Pacific time**

Rev up your laptop and make ESA history -- be part of our first-ever Virtual Event! On January 14th at 3pm EST, we're mounting a Virtual Preview of Ephemera 40, our 2021 Annual Conference and Fair (which also goes online in March).

Not one, but two knowledgeable and entertaining speakers headline the Preview, both exploring our 2021 Conference theme -- *Women Challenging Expectations*.

Brooke Kroeger will present at 3 pm (EST)
and
Barbara Rusch will present at 4 pm (EST)

Brooke Kroeger

The Branded Journalist: Nellie Bly Changes the Game

Elizabeth Cochrane, writing as Nellie Bly (from an 1850 Stephen Foster song), had her name in the headline of every story she ever wrote. She embodied "That New American Girl," celebrated in souvenirs, trade cards, poems, and board games (from several manufacturers) for her undercover investigations and her lightning trip around the globe for Joseph Pulitzer's New York

Barbara Rusch

Loose Women: Defying the Constraints of Victorian Undergarments

Among critics of the circumscription of women's bodies were: Amelia Bloomer and her rational dress; actress Lily Langtry who advocated an eponymous bustle for its beneficial improvements and user-friendly attributes; and Florence Nightingale, heroine of the Crimea, who flatly rejected both the constraints of the crinoline and the drawing room. In a sense, the path to women's emancipation began from the bottom up, from the top down, and from the inside out.

The Preview is free. Please register at the link below and you will receive a personalized invitation for the event:

https://zoom.us/webinar/register/WN_61LRSCkYROa55Jlamh76Kw