



Lunch time presentation by Alison Rose Jefferson
Tuesday, February 11, 2020, 12 noon to 2.00 PM

University of California, Berkeley || Department of History || 3335 Dwinelle Hall

Black Leaders of Leisure in the Struggle for Freedom during the Jim Crow Era in the American West: The Implications of their Stories for Our Lives Today

Join the UC Berkeley History Department in a lunch time discussion with historian and heritage conservation consultant Alison Rose Jefferson about her new book, *Living the California Dream: African American Leisure Sites during the Jim Crow Era*. Jefferson examines how African Americans from the 1900s to 1960s created recreational and relaxation spaces in Southern California and in the process formed community and created business projects. As Southern California was reimagining leisure and positioning it at the center of the American Dream, African American Californians were working to make leisure an open, inclusive reality. The book presents local stories of African Americans who fought for dignity, equal access, and the full range of human experience and fulfillment in exploration of California's offerings as they contributed to the state's development and the broader freedom rights struggle in the United States. Jefferson will also talk about her career as public historian and some of the projects she has been involved with to recognize and commemorate the African American experience. Lunch will be provide. **RSVP to Derek O'Leary (derekoleary@Berkeley.edu) if you plan to attend.**

Alison Rose Jefferson | | Short Biography

Alison Rose Jefferson, M.H.C, Ph.D. is a historian and heritage conservation consultant. Her research interests explore the intersection of American history and the African American experience in southern California, particularly during the Jim Crow era, historical memory, public history, spatial justice, and cultural tourism, with an aim to engage broad audiences through applied history projects in the struggle for social justice. Her book, *Living the California Dream, African American Leisure Sites during the Jim Crow Era* (University of Nebraska Press, 2020), rethinks the significance of the struggle for leisure and public space for all within the long freedom rights struggle.

She is currently working on public history projects revolving around the African American experience during the Jim Crow era, including the research and narrative production for Santa Monica's Belmar History + Art Project, and for the Central Avenue heritage trail with Angels Walk L.A. She has played a leadership role in organizing special events and youth field trips at Santa Monica's Bay Street Beach monument site recognizing African American beach culture during the Jim Crow era to meet the respective goals of the event collaborating organizations to educate and engage broader audiences in history studies, nature and heritage conservation, environmental justice ideals, and social action intersecting with beach enjoyment.

Her work has garnered attention in KCET-LA programming, the *Los Angeles Times* and other media outlets. Learn more about Dr. Jefferson's work at: www.alisonrosejefferson.com.

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Living the California Dream: African American Leisure Sites during the Jim Crow Era was highlighted in the *Los Angeles Times*

Book It, L.A. -- for the brainy and the bold

by Drew Tewksbury

Los Angeles Times

Saturday, January 11, 2020

<https://alisonrosejefferson.com/wp-content/uploads/2020/01/3LATimesCalendarPg2Dec112020.pdf>

Link to an article she wrote "Leisure, An Essential Component of Liberty" about why I wrote the book for the UNP Blog, which was published January 13, 2020:

<https://unpblog.com/2020/01/13/from-the-desk-of-alison-rose-jefferson-leisure-an-essential-component-of-liberty/>

The book was highlighted in the Journal of Blacks in Higher Education:

<https://www.jbhe.com/2020/01/recent-books-of-interest-to-african-american-scholars-205/>