

BIOGRAPHY

Roberta J. Newman is a cultural historian whose research is focused on the intersection of sports, advertising, the media, and social identity. She is the author of *Black Baseball, Black Business: Race Enterprise and the Fate of the Segregated Dollar*, written with Dr. Joel Nathan Rosen of Moravian University, published by the University Press of Mississippi in 2014. This book was awarded the 2014 Robert Peterson Recognition Award for further knowledge of African-American baseball by the Society for American Baseball Research. Dr. Newman is currently at work on another book-length project, a history of baseball and advertising, tentatively titled *Here's the Pitch*, under contract to University of Nebraska Press. Her work has appeared in *NINE: A Journal of Baseball History and Culture*, *The Cooperstown Symposium on Baseball and Culture*, *National Pastime*, and *Baseball Research Journal*.

A native New Yorker, Dr. Newman received her Ph.D. in Comparative Literature from New York University, where she also completed her BA. Dr. Newman also holds a BFA in Illustration from Parsons School of Design and an MA in English Language and Literature from the University of Chicago.

Dr. Newman is currently a member of the faculty of New York University's Global Liberal Studies Program, where she teaches seminars on advertising and global sports as well as core humanities.