The International Brotherhood of Teamsters Labor History Research Center at the George Washington University will host another in its ongoing Labor History Book Talks series. Registration is required so please register via the link below. Allyson Brantley will discuss her new book, Brewing a Boycott: How a Grassroots Coalition Fought Coors and Remade American Consumer Activism, as well as the research behind it. This book tells the story of one of the longest-running consumer boycotts in U.S. history, the Coors boycott. From the 1950s to the 1990s, Teamsters and other union members, progressive students, Black and Chicano activists, Native Americans, feminists, and members of the LGBTQ+ community built powerful coalitions to challenge the alleged antiunionism, discrimination, and conservative politics of Coors Brewing Company and family. Brantley will spotlight the key role that documents and other items from the International Brotherhood of Teamsters Labor History Research Center archives played in telling this remarkable story of activism and organizing. Allyson Brantley is an Assistant Professor of History at the University of La Verne in southern California. She studies, teaches, and writes about social movements, labor, and radical coalitions in the late 20th century United States. She received her Ph.D. in History from Yale University in 2016 and she is a 2020-2021 Mellon Emerging Faculty Leader. She currently lives in Los Angeles, and her writing has appeared in the Washington Post, the Pacific Historical Review, and the Radical History Review.
DATE AND TIME
Friday, December 3, 2021 7:00 to 8:00pm EST

LOCATION
Online

AUDIENCE
All GW community
Undergraduate students
Graduate students
Faculty & Instructors
Staff
Alumni
General Public

FORMAT
Discussion

REGISTRATION REQUIRED?
Yes

REGISTRATION LINK
Please register here

SERIES
Labor History Book Talks
TAGS
Attend online

International Brotherhood of Teamsters
Labor History Research Center
No prior knowledge required