From 1942 to 2016, The Johnson Publishing Company (JPC) published twelve weekly, bi-weekly and monthly periodicals, including its flagship publications *Ebony* (1945-2016) and *Jet* (1951-2014) magazines, and a book division. Founded by John H. Johnson in Chicago, JPC publications, like the *Negro Digest* (1942-1951, 1961-1976) as well as *Ebony* and *Jet*, focused on the African American community, its culture and achievements. There is no greater, or more important, archive of twentieth-century African American life and popular culture. Considering this important history, Dr. Brooks’s presentation will examine the cultural footprints of photography from *Ebony* and *Jet* (for example, David Jackson’s photographs of Emmett Till which sparked the modern civil rights moment) on American popular memory and civil rights activism during the latter half of the twentieth century.

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