

jp/h

JOURNAL OF POLICY HISTORY

VOL. 22 NO. 2

2010

**CAMBRIDGE
UNIVERSITY PRESS**

<https://doi.org/10.1017/S0898030610000084> Published online by Cambridge University Press

EDITOR

Donald T. Critchlow
Saint Louis University

ASSOCIATE EDITOR/BOOK REVIEW EDITOR

David B. Robertson
University of Missouri, St. Louis

MANAGING EDITOR

Patricia E. Powers

COPYEDITOR

Cherene Holland

EDITORIAL BOARD

Anthony Badger (History)
Cambridge University

Paula Baker (History)
The Ohio State University

Brian Balogh (History)
University of Virginia

Richard Bense (Government)
Cornell University

Robin Einhorn (History)
University of California, Berkeley

Richard R. John (Journalism)
Columbia University

Ira Katznelson (Political Science)
Columbia University

Alice Kessler-Harris (History)
Columbia University

Matthew Lassiter (History)
University of Michigan

William Lowry (Political Science)
Washington University, St. Louis

Suzanne Mettler (Government)
Cornell University

James Mohr (History)
University of Oregon

James Morone (Political Science)
Brown University

Alice O'Connor (History)
University of California, Santa Barbara

Byron E. Shafer (Political Science)
University of Wisconsin, Madison

Theda Skocpol (Sociology/Political Science)
Harvard University

Thomas Sugrue (History)
University of Pennsylvania

David Vogel (Business)
University of California, Berkeley

Alan Ware (Politics)
Oxford University

Julian Zelizer (History)
Princeton University

JOURNAL OF POLICY HISTORY

articles

DANIEL K. WILLIAMS 125

Jerry Falwell's Sunbelt Politics: The Regional Origins of the Moral Majority

DEVIN FERGUS 148

Black Power, Soft Power: Floyd McKissick, Soul City, and the Death of Moderate Black Republicanism

JONATHAN BELL 193

"To Strive for Economic and Social Justice": Welfare, Sexuality, and Liberal Politics in San Francisco in the 1960s

policy retrospective

DOUGLAS N. JONES 226

What We Thought We Were Doing in Alaska, 1965–1972

critical perspective

RON FORMISANO 237

Populist Currents in the 2008 Presidential Campaign

jph

VOL. 22 NO. 2
2010

book forum

ANDREA LOUISE CAMPBELL 256

Review of Eric M. Patashnik's *Reforms at Risk: What Happens After Major Policy Changes Are Enacted*

ERIC M. PATASHNIK 262

Reply to Andrea Louise Campbell

CONTRIBUTORS 267

Subscription Information: The *Journal of Policy History* (ISSN: 0898-0306) is published quarterly by Cambridge University Press. Annual subscription rates for Volume 22 (2010): Institutional subscription rates, print and online: US \$119.00 in the USA, Canada, and Mexico; £UK 60.00 + VAT elsewhere. Institutional subscription rates, online only: \$95.00 in the USA, Canada, and Mexico; £UK 47.00 + VAT elsewhere. Institutional subscription rates, print only: \$107.00 in the USA, Canada, and Mexico; £UK 54.00 + VAT elsewhere. Individual subscription rates, print and online: \$42.00 in the USA, Canada, and Mexico; £UK 21.00 + VAT elsewhere. Institutional subscription correspondence should be sent to: Cambridge University Press, 100 Brook Hill Drive, West Nyack, NY 10994, USA, for customers in the USA, Canada, or Mexico. Customers elsewhere should contact Cambridge University Press, The Edinburgh Building, Shaftesbury Road, Cambridge CB2 2RU, UK.

Abstract and Indexing Services: The journal is submitted to the following for indexing: P.A.I.S. International, Humanities Abstracts, Institute for Scientific Information, University Microfilms Inc., Sage Publications, Sociological Abstracts, Historical Abstracts, and IBZ-International Bibliography of Periodical Literature.

Copyright © 2010 All rights reserved. No part of this publication may be reproduced, in any form or by any means, electronic, photocopying, or otherwise, without permission in writing from Cambridge University Press. Permission enquiries from the USA, Mexico, and Canada should be addressed to the New York office of Cambridge University Press <http://www.cambridge.org/us/information/rights/contacts/newyork.htm>; permission enquiries from elsewhere should be addressed to the Cambridge office <http://www.cambridge.org/uk/information/rights/contacts/cambridge.htm>; permission enquiries from Australia and New Zealand should be addressed to the Melbourne office http://www.cambridge.org/aus/information/contacts_melbourne.htm.

Photocopying Information (for users in the USA): Permission to copy (for users in the U.S.A.) is available from Copyright Clearance Center, <http://www.copyright.com>, email: info@copyright.com. Specific written permission must be obtained for republication; contact the nearest Cambridge University Press office.

NOTES TO CONTRIBUTORS

The *Journal of Policy History* provides an interdisciplinary forum for scholars concerned with the application of historical perspectives to public policy studies. The journal aims to encourage research into the formation and development of public policy while encouraging the application of diverse methods and theories to public policy and their politics within a historical perspective. In addition to social scientists and historians, the journal seeks to inform policy makers through a historical approach to public policy.

The *Journal of Policy History* is intended to give voice to scholars interested in understanding public policies and their development through historical inquiry and interpretation. The journal publishes historical studies of specific policy areas and policy institutions, and explores continuities and shifts in policy over time. The journal encourages interdisciplinary research into the origins and development of public policy in the United States and other countries. Comparative historical approaches to the development of public policies are also welcomed.

Manuscripts should be typed and double-spaced with end notes following the text and generally should not exceed 8,000 words. *Please follow the Chicago Manual of Style for citation format.* Manuscripts accepted for publication will be reviewed anonymously, and authors' names, including positions, addresses, and phone numbers, should appear only on the title page. Please include the following items with your submission: Title page, three copies of the manuscript, an abstract not exceeding 150 words, a biographical note not exceeding 50 words and an electronic copy of the submitted materials (MS Word preferred). Send submissions to the Managing Editor, Journal of Policy History, Saint Louis University, 3800 Lindell Blvd., PO Box 56907, St Louis, MO. 63156-0907. Visit the journal on-line at www.slu.edu/departments/jph and www.journals.cambridge.org/jph or email the journal at jpolhist@slu.edu.