

## CV: RICHARD K. POPP

Associate Professor | University of Wisconsin-Milwaukee | Department of History |  
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### EDUCATION

Ph.D.	Temple University, Mass Media and Communication	May 2008
MBA	Virginia Tech, Marketing Concentration	Dec. 2000
B.A.	Virginia Tech, Communication Studies	May 1999

### ACADEMIC POSTS

Associate Professor, Department of History, University of Wisconsin-Milwaukee, Fall 2020 – Present.

Associate Professor, Department of Journalism, Advertising, and Media Studies, University of Wisconsin-Milwaukee, Fall 2014 – Spring 2020; Assistant Prof., Fall 2011 – Spring 2014.

Assistant Professor, Manship School of Mass Communication, Louisiana State University, Baton Rouge, Fall 2008 – Spring 2011.

### RESEARCH ACTIVITY

#### Books

*Time Reincorporated: Media at the End of the American Century*. Under contract with the University of Illinois Press for the History of Communication Series.

2012. *The Holiday Makers: Magazines, Advertising, and Mass Tourism in Postwar America*. Baton Rouge, LA: Louisiana State University Press, 2012. *2013 Book of the Year Award, American Journalism Historians Association*.

#### Articles and Chapters in Progress

“One Holistic System of Systems’: Multinational Conglomerates and Technocratic Bigness in Late Postwar Culture.” Accepted for publication. *Journal of American History*.

Richard K. Popp. “Media.” In *A Companion to the History of Information*, ed. Anthony Grafton, Ann Blair, Anja Goeing, and Paul Duguid (Princeton, NJ: Princeton University Press, forthcoming 2021).

“The Information Bazaar: Mail-Order Magazines and the Consumer-Data Trade in Gilded Age America.” In *Surveillance Capitalism in America: From Slavery to Social Media*, ed. Josh Lauer and Kenneth Lipartito (University of Pennsylvania Press, forthcoming 2021).

“Subscriptions as Surveillance: Selling Magazines and Fleshing Out Readers at Time Inc.” In the *Routledge Companion to Advertising and Promotional Culture*, vol. 2, ed. Matthew McAllister and Emily West (New York: Routledge, Forthcoming 2022).

#### Articles

2018. “The Anywhere, Anytime Market: The 800-Number, Direct Marketing, and the New

Networks of Consumer Capitalism,” *Enterprise & Society*, 19, no. 3 (September 2018), 702-732. **2019 Philip Scranton Best Article Prize – Honorable Mention**

2018. “From Marrakesh Express to Midnight Express: Backpackers, Drug Culture, and Incarceration,” *Journalism & Communication Monographs*, 20, no. 3 (September 2018), 248-253).

2016. Richard K. Popp, “Airline Advertising, Fear of Flight, and the Shaping of Popular Emotion,” *Journal of Consumer Culture*, 16, no. 1 (March 2016), 61-79.

2015. Richard K. Popp, “Solidarity, Media, and the Limits of Postcapitalist Theory,” *Journal of Communication Inquiry*, 39, no. 2 (April 2015), 139-157.

2014. Richard K. Popp. “Information, Industrialization, and the Business of Press Clippings, 1880-1925.” *Journal of American History*, 101, no. 2 (Sept. 2014), 427-453.

2013. “Old Problems and New Problems: The Cultural Turn and Cultural Histories of Journalism,” *American Journalism* 30, no. 2 (2013), 267-272.

2011. Richard K. Popp. “Making Advertising Material: Checking Departments, Systematic Reading, and Geographic Order in Nineteenth-Century Advertising.” *Book History*, no. 14 (2011): 58-87.

2011. Richard K. Popp. “Machine-Age Mobility: Media, Transportation, and Contact in the Interwar United States.” *Technology & Culture* 52, no. 3 (July 2011): 459-484.

2010. Richard K. Popp. “Domesticating Vacations: Gender, Travel, and Consumption in Postwar Magazines.” *Journalism History* 36, no. 3 (Fall 2010): 126-137.

2010. Richard K. Popp. “Visual Culture, Public Space, and Piety in Focus on the Family’s *Citizen Magazine*.” *Critical Studies in Media Communication* 27, no. 5 (December 2010): 498-518.

2010. Richard K. Popp and Andrew Mendelson. “‘X’-ing Out Enemies: *Time Magazine*, Visual Discourse, and the War in Iraq.” *Journalism: Theory, Practice and Criticism* 11, no. 2 (April 2010) 203-221.

2006. Richard K. Popp. “History in Discursive Limbo: Ritual and Conspiracy Narratives on the History Channel.” *Popular Communication* 4, no. 4 (2006): 253-272.

2006. Richard K. Popp. “Mass Media and the Linguistic Marketplace: Media, Language, and Distinction.” *Journal of Communication Inquiry* 30, no. 1 (January 2006): 5-20.

### Book Chapters

2014. Richard K. Popp. “Cultural History and Media Studies.” In the *International Companion to Media Studies: Research Methods in Media Studies*, ed. Fabienne Darling-

Wolf. Oxford: Blackwell, 2014.

2013. Richard K. Popp. "Cultivating the Romance of Place: Marketing as Popular Geography." In the *Routledge Companion to Advertising and Promotional Culture*, edited by Matthew McAllister and Emily West, 53-67. New York: Routledge, 2013.

2009. "Clipping Services." In *Encyclopedia of Journalism*, ed. Christopher H. Sterling. Thousand Oaks, CA: Sage, 2009.

2009. "News Syndication." In *Encyclopedia of Journalism*, ed. Christopher H. Sterling. Thousand Oaks, CA: Sage, 2009.

### Book Reviews

2016. Review of *Making News: The Political Economy of Journalism in Britain and America from the Glorious Revolution to the Internet*, ed. Richard R. John and Jonathan Silberstein-Loeb. *Economic History Review*, 69, no. 4 (Nov. 2016): 1397-98.

2016. Review of *Faxed: The Rise and Fall of the Fax Machine*, by Jonathan Coppersmith. *Technology & Culture*, 57, 278-80.

2014. Review of *Vacationland: Tourism and Environment in the Colorado High Country*, by William Philpott. *Journal of American History*, 101, no. 1 (June 2014).

2013. Review of *The Sounds of Capitalism: Advertising, Music, and the Conquest of Culture*, by Timothy D. Taylor. *Technology & Culture*, 54, no. 3 (2013), 679-681.

2011. Review of *Creating the College Man: American Mass Magazines and Middle-Class Manhood, 1890-1915*, by Daniel A. Clark. *H-Net*.

2009. Review of *Everything Was Better in America: Print Culture in the Great Depression*, by David Welky. *Journalism: Theory, Practice and Criticism*, 10, no. 6 (2009), 862-864.

### Conference Presentations

Popp, Richard K. "From News to Knowledge: The Time-Life Exhibition Center and Corporate Reinvention in 1960s Manhattan," Paper to be presented at the International Communication Association – Communication History Division, virtual, May 2021.

Popp, Richard K. "A Businessman's Holiday: The Time Newstour and the Forging of a Multinational Mindset," Paper to be presented at the Business History Conference, virtual, March 2021.

Popp, Richard K. "Urban Renewal and the Wiring of Manhattan." Paper accepted for presentation at Society for Cinema & Media Studies, Denver, CO, April 1-5, 2020. Conference cancelled. Panel deferred to 2021.

Popp, Richard K. "Checkout Lines: *PEOPLE*, Supermarkets, and Suburbanized Media

Networks.” Paper presented at the Business History Conference, Charlotte, NC, March 12-14, 2020.

Popp, Richard K. “Picturing a Knowledge Economy: The Time-Life Exhibition Center and 1960s Corporate Modernism.” Paper presented at Commercial Pictures and the Arts and Technics of Visual Persuasion, Hagley Library, Wilmington, DE, Nov. 8, 2019.

Popp, Richard K. “People Who Read People: Supermarkets, Modernity, and Mass Audiences in 1970s America.” Paper presented at the International Communication Association – Communication History Division, Washington DC, May 28, 2019.

Popp, Richard K. “Subscriptions as Surveillance: Selling Magazines and Fleshing Out Readers at Time, Inc., 1945-1970.” Paper presented at the International Communication Association, The Long History of Modern Surveillance Preconference, Communication History Division, Washington DC, May 24, 2019.

Popp, Richard K. “Conglomerates, Gigantism, and the Technocratic Idiom in Late Modern America.” Paper presented at the annual meeting of the Association for the Study of the Arts of the Present. New Orleans, LA, Oct. 17-20, 2018.

Popp, Richard K. “Augusta, Maine, Mail-Order Magazines, and the Political Economy of Junk in Gilded Age America.” Paper presented at the Organization of American Historians, Sacramento, CA, April 12-14, 2018.

Popp, Richard K. “The Cityscape as Affordance: The Wrecking Ball and the Cable Line in 1960s New York.” Paper presented at the International Communication Association, Distribution Matters Preconference, Media Industry Studies Interest Group, San Diego, CA, May 25, 2017.

Popp, Richard K. “‘The Thing Thing as a Whole’: Conglomerates, Technocracy, and Totality in Late Modern Thought and Media.” Paper presented at the International Communication Association – Communication History Division, San Diego, CA, May 25-29, 2017.

Popp, Richard K. “The Age of Conglomeration: Corporations and Technocratic Gigantism in Late Postwar Culture.” Paper presented at the Histories of Capitalism, v. 2.0, Cornell University, NY, September 29-October 1, 2016.

Popp, Richard K. “Missiles, Madness, and the Postwar Origins of the Media Conglomerate.” Paper presented at the the International Communication Association – Communication History Division, Fukuoka, Japan, June 9-13, 2016.

Popp, Richard K. “Telemarketing, 800-Numbers, and the Making of the Perpetual Marketplace.” Paper presented at the the International Communication Association – Popular Communication Division, Fukuoka, Japan, June 9-13, 2016.

Popp, Richard K. “‘One Holistic System of Systems’: Conglomerates and Political Culture in

1970s America.” Paper presented at the Society for Cinema & Media Studies, March 30-April 3, 2016.

Popp, Richard K. “Culture Industries and the High-Modern Conglomerate: Time, Inc.’s 1970s.” Paper presented at the Business History Conference, Miami, FL, June 24-27, 2015.

Popp, Richard K. “Mail Order Fraud, Postal Inspectors, and the Remaking of Consumer Capitalism in the United States, 1850-1900.” Upcoming paper presentation at “Communications and the State: Toward a New International History,” International Communication Association, Communication History Division Pre-conference, San Juan, PR, May 21, 2015.

Popp, Richard K. “Addresses and Alchemy: Mailing Lists and the Making of Information Commodities in Industrial Capitalism.” Paper presented at the Cornell Conference on the Histories of American Capitalism, Cornell University, NY, November 6-8, 2014.

Popp, Richard K. “High Volume Selling: Direct Marketing, Compilation, and Commoditization in the Record Industry, 1965-1985.” Paper presented at the annual meeting of the International Communication Association – Popular Communication Division, Seattle, WA, May 22-26, 2014.

Popp, Richard K. “Time-Life Books and Industrialized Memory in the Long 1970s.” Paper presented at “Making Sense of Memory & History,” International Communication Association, Communication History Division Pre-conference, Seattle, WA, May 22, 2014.

Popp, Richard K. “Telephone Exchange: WATS, Direct-Response Selling, and the Marketization of the American Telephone, 1960-1973.” Paper presented at the Business History Conference, Frankfurt am Main, Germany, March 13-15, 2014.

Popp, Richard K. “Wide Area Telephone Service and the New Networks of Consumer Capitalism, 1960-1982.” Paper presented at the annual meeting of the American Studies Association, Washington, DC, November 21-24, 2013.

Popp, Richard K. “Direct Mail, Lists, and the Birth of Target Marketing, 1870-1930.” Paper presented at the annual meeting of the International Communication Association – Communication History Interest Group, London, UK, June 17-21, 2013.

Popp, Richard K. “Branding the Co-Op: Catalogs, Sales, and Wilderness Distinction at REI.” Paper presented at “Beyond the Brand,” International Communication Association, Popular Communication Division Pre-Conference, London, UK, June 17-21, 2013.

Popp, Richard K. “A Consumers’ Wilderness: REI, the Catalog Industry, and Direct Marketing, 1960-1985.” Paper presented at the annual meeting of the Business History Conference, Columbus, OH, March 21-23, 2013.

Popp, Richard K. “Cultural Structures and Material Contexts: Making the Micro into the

Macro (and Vice-Versa) in Media History.” Paper presented at the annual meeting of the American Journalism Historians Association, Raleigh, NC, October 11-13, 2012.

Popp, Richard K. “Pacifying Fears: Airline Advertising, Childishness, and the Fear of Flying.” Paper presented at the annual meeting of the National Communication Association – Critical and Cultural Studies Division, New Orleans, LA, November 17-20, 2011.

Popp, Richard K. “Venturing Off the Beaten Path: Tourism, Authenticity, and Virility, 1960-1980.” Paper presented at the annual meeting of the American Studies Association, Baltimore, MD, October 20-23, 2011.

Popp, Richard K. “Reading as an Extractive Industry: Information Abundance and the Invention of the Clipping Bureau.” Paper presented at the annual meeting of the Society for the History of Authorship, Reading and Publishing, Washington, DC, July 14-17, 2011.

Popp, Richard K. “‘This is How It Will Be When You Get There’: Postwar Tourism and Middlebrow Geography.” Paper presented at the annual meeting of the International Communication Association – Communication History Interest Group, Boston, MA, May 26-30, 2011.

Popp, Richard K. “Conquering Fear and Pocketbooks: Marketing, Gender, and Air Travel in the Mid-Twentieth Century United States.” Paper presented at the annual meeting of the American Studies Association, San Antonio, TX, November 18-21, 2010.

Popp, Richard K. “American Britannia: Selling Britain to American Tourists in the Age of Mass Consumption.” Paper presented at the annual meeting of the National Communication Association – American Studies Division, San Francisco, CA, November 14-17, 2010.

Popp, Richard K. “Making Advertising Material: Checking Departments and Imagined Consumers in Nineteenth-Century Advertising.” Paper presented at the annual meeting of the American Journalism Historians Association, Tucson, AZ, October 7-10, 2010.

Popp, Richard K. “Selling American Wanderlust: Tourism, Classlessness, and Mobility in Postwar Magazines.” Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication – Cultural and Critical Studies Division, Denver, CO, August 4-7, 2010.

### *Invited Presentations*

“Houdini and the Cult of Celebrity.” Milwaukee Jewish Museum, Milwaukee, WI, Dec. 5, 2019.

“Picturing the Postcapitalist Corporation: The Conglomerate in American Culture, 1945-1980.” Kern Lecture Series, Rochester Institute of Technology, Rochester, NY, April 20, 2016.

Popp, Richard K. “Brian Ulrich’s Dark Stores and the Demise of 20<sup>th</sup> Century Retail Spaces.”

Talk presented the Haggerty Museum of Art, Marquette University, Milwaukee, WI, March 19, 2014.

Popp, Richard K. "The Holiday Makers: Magazines, Advertising, and Tourism in Postwar America." Address presented at the annual meeting of the American Journalism Historians Association, New Orleans, LA, September 26-28, 2013.

Popp, Richard K. "Respondents Remarks: History Division Top Papers Panel." Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Washington, DC, August 8-11, 2013.

Popp, Richard K. "News Clippings, Clerical Technology, and Business Power in the Age of Incorporation." Paper presented at the Neiman Conference, Diederich College of Communication, Marquette University, Milwaukee, WI, October 15-16, 2012.

Popp, Richard K. "Magazines, Marketing, and the Construction of Travel in the Postwar United States." Address presented at the annual meeting of the American Journalism Historians Association, Birmingham, AL, October 8-10, 2009.

### Ongoing Projects

Multi-article project on the origins and cultural history of the conglomerate corporation.

"The Market and the Telephone." Early-stages book or multi-article project about the changing nature of the telephone in mid- to late-twentieth-century America.

### Honors and Awards

2019. Philip Scranton Best Article Prize – Honorable Mention. Awarded annually by the Business History Conference to the top article published in *Enterprise & Society*.

2013. American Journalism Historians Association Book of the Year Award for top book in media history.

2010. Second place faculty paper in Cultural and Critical Studies Division, Association for Education in Journalism and Mass Communication.

2009 American Journalism Historians Association Margaret A. Blanchard Award for top dissertation in media history.

2008 Marilyn Lashner Award co-winner for excellence in doctoral studies. Mass Media and Communication Program, Temple University.

### Grants

2014. Exploratory Research Grant. Hagley Museum and Library, Wilmington, DE.

2013-2014. John W. Hartman Center for Sales, Advertising, and Marketing History Travel Grant. David M. Rubenstein Rare Book & Manuscript Library, Duke University.

2013-2014. Graduate School Research Committee Award. University of Wisconsin-Milwaukee.

2010-2011. Manship School of Mass Communication Endowed Research Professorship.

2009-2010. Manship School of Mass Communication Endowed Research Professorship.

2009. Louisiana State University Council on Research Summer Stipend.

## **TEACHING ACTIVITIES**

### *Courses Taught*

The 1960s in the United States: A Cultural History (HIST 271). Undergraduate.

Introduction to Mass Media (JAMS 101). Undergraduate.

Advertising in American Society (JAMS 214). Undergraduate.

Principles of Media Studies (JAMS 262). Undergraduate.

Media History (JAMS 360 and JAMS 460). Undergraduate.

Media Studies and Culture (JAMS 562). Undergraduate/Graduate.

Seminar in Contemporary Issues in Media Studies (JAMS 660). Undergraduate/Graduate.

Approaches to Media Studies (JAMS 700). Graduate.

Media and Cultural Studies (JAMS 815). Graduate.

Topics in Media History: Communication & Consumer Culture in Modern America (JAMS 830)

Seminar in Media Studies: Media and Consumer Culture (JAMS 860). Graduate.

Seminar in Media Studies: Culture Industries and Capitalism (JAMS 860). Graduate.

Visual Communication (MC 2015; LSU). Undergraduate.

Media History (MC 4095; LSU). Undergraduate.

Introduction to Mass Media: Honors (MC 2001; LSU). Undergraduate.

Qualitative Research Methods (MC 7014; LSU). Graduate.

History of Journalism (JOUR 335; Temple University). Undergraduate.

Visual Communication (JOUR 3707; Temple University). Undergraduate.

Introduction to Mass Media and Society (ADV 0050; Temple University). Undergraduate.

## **SERVICE ACTIVITIES**

### *University Service*

Member of the Graduate Faculty Committee (APGC), 2019-2020.

Member of the Academic Planning and Governance Committee (APGC), 2019-2020.

Member of the Subcommittee on Undergraduate Program Review, 2019-Present.

### *Departmental Service*

Undergraduate Affairs Committee, 2020-2021

Director of Graduate Studies, 2018-2020.

Assessment Committee, 2016-2017.



Graduate Committee, 2012-2013, 2016-2020.  
 Director of Undergraduate Studies, 2013-2016.  
 Curriculum Committee, 2013-2015.  
 Advertising and Public Relations Assistant Professor Search Committee, 2012  
 Curriculum Committee, 2011-2012.

Scholarships and Awards Committee, 2008-2011 (LSU)  
 Journalism Area Committee, 2008-2011 (LSU)  
 Advertising Area Committee, 2010-2011 (LSU)  
 Diversity and Inclusiveness Reaccreditation Study Committee, 2008 (LSU)

*Scholarly Service: Public History*

Advisory Board Member, National Digital Newspaper Program at the Wisconsin Historical Society, 2017-present.

Executive Committee Member, Research Division, Radio Preservation Task Force, Library of Congress, 2020-present.

*Scholarly Service: Officer Positions*

Communication History Division, International Communication Association.  
 Chair: 2014 – 2016; Vice Chair: 2012-2014.

*Scholarly Service: Manuscript Reviewing*

Journal of Consumer Culture, European Journal of Cultural Studies, Journalism History, Journalism & Mass Communication Quarterly, Technology & Culture, Journal of Historical Research in Marketing, American Journalism, Journal of Communication Inquiry, Johns Hopkins University Press

*Scholarly Service: Conference Reviewing*

International Communication Association, American Journalism Historians Association, Association for Education in Journalism and Mass Communication, National Communication Association

**OTHER ACTIVITIES**

*Media Industry Work and Experience*

Discovery Communications, Inc., Silver Spring, MD, 2001-2003. Project manager and operations coordinator for video, multimedia, and web-streaming products for Strategic Partnerships and International Licensing group.

WUVT AM/FM 90.7. Blacksburg, VA, 1995-2000. Radio DJ and Promotions Director (1997-1998)

**REFERENCES**

Louis Hyman | Director, Institute for Workplace Studies | ILR School | Associate Professor | Dept. of History | Cornell University

Richard R. John | Professor of History and Communications | Columbia University

Carolyn Kitch | Laura H. Carnell Professor | Klein College of Media and Communication | Temple University

Josh Lauer | Associate Professor | Dept. of Communication | University of New Hampshire

Helen Lefkowitz Horowitz | Sydenham Clark Parsons Professor Emerita of History and American Studies | Smith College | hhorwit@smith.edu

Michael Stamm | Associate Professor | Dept. of History | Michigan State University