



**PRESS RELEASE**

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**POPP SELECTED TO RECEIVE AJHA BOOK AWARD**

The American Journalism Historians Association has selected Richard K. Popp as the recipient of its annual Book Award. The award will be given at AJHA's next convention, to be held in New Orleans Sept. 26-28, 2013.

Popp, an assistant professor in the Department of Journalism, Advertising, and Media Studies at the University of Wisconsin-Milwaukee, wrote *The Holiday Makers: Magazines, Advertising, and Mass Tourism in Postwar America* (Louisiana State University Press, 2012).

*The Holiday Makers* examines the role of the American mass media, specifically magazines, in shaping postwar attitudes about leisure and travel. Using one particular magazine, *Holiday*, as his historical framework, Popp shows how Americans embraced travel during this time, and how magazines helped create a new cultural narrative regarding mass consumerism and the American vacation.

Popp's work earned praise from judges of the AJHA Book Award.

"This book joins a growing and important historiography on American consumerism," one judge stated. "Rick Popp has made a significant contribution with this book."

Another judge wrote, "[Popp's] arguments are persuasive and original, supported by ample primary source research and a deep knowledge of the relevant secondary material."

AJHA Book Award Committee Chair Aimee Edmondson said that among the 15 superb entries, the judges clearly agreed that Popp's was the best.

"Popp is a master of context and his writing is elegant and distinctive," Edmondson remarked.

A native of the Washington, D.C., area, Popp taught at Louisiana State before joining the Wisconsin-Milwaukee faculty.

*The Holiday Makers* is adapted from his dissertation, which he completed at Temple University, under the supervision of Carolyn Kitch. He also won the Margaret A. Blanchard Dissertation Award in 2009.

Founded in 1981, the American Journalism Historians Association seeks to advance education and research in mass communication history. Members work to raise historical standards and ensure that all scholars and students recognize the vast importance of media history and apply this knowledge to the advancement of society. For more information on AJHA, visit <http://www.ajhaonline.org>.

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