

## Curriculum Vitae Dr. David Gray

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Faculty Profile: [https://cas.okstate.edu/department\\_of\\_history/faculty\\_bios/gray.html](https://cas.okstate.edu/department_of_history/faculty_bios/gray.html)

Web site: <https://dgray807.wordpress.com/about/>

### EDUCATION

- Ph.D. American Studies, University of Minnesota, 2007. Dissertation: "Visualizing a Classless America: Motivational Campaigns in the Industrial Workplace, 1920–1955." Adviser: Dr. Lary May. Fields of specialization: work; class; theories of cultural production.
- B.A. American Studies, 1999, Lancaster University.

### ACADEMIC POSITIONS

- Teaching Associate Professor, Oklahoma State University, American Studies Program/Department of History, August 2022–.
- Teaching Assistant Professor, Oklahoma State University, American Studies Program/Department of History, August 2019–August 2022.
- Visiting Assistant Professor, Oklahoma State University-Tulsa, American Studies Program/Department of History, August 2009–August 2019.
- Lecturer, American Studies Program, University of California, Davis, 2008–09.
- Post-Doctoral Fellow, University College Dublin, Clinton Institute for American Studies, 2007–08.

### AREAS OF RESEARCH SPECIALIZATION

- Twentieth-century American capitalism; work and society; motivation and motivational ideologies; ideologies of management and business; propaganda.

### PUBLICATIONS

- *Work Better, Live Better: Motivation, Labor, and Management Ideology* (University of Massachusetts Press, 2020).
- "Managing Motivation: The Seth Seiders Syndicate and the Motivational Publicity Business in the 1920s." *Winterthur Portfolio*, spring 2010, v. 44 n. 1.
- "New Uses for Old Photos: Renovating FSA Photographs in World War II Posters," *American Studies*, 47: 3/4 (Fall/Winter 2006).
- "Consumption of American Popular Culture in Ireland and England," (co-author), Elaine Tyler May and Reinhold Wagnleitner, (eds.), *Here There and Everywhere: The Foreign Politics of American Popular Culture* (Hanover and London: University of New England Press, 2000).
- Book review: Lincoln Cushing and Timothy Drescher. *Agitate! Educate! Organize! American Labor Posters*. *Winterthur Portfolio*, spring 2012, v. 46, no. 1.
- Book review: Joel Pfister, *Critique for What? Cultural Studies*, *American Studies*, *Left Studies*. *Journal of American Studies*, Volume 43, Issue 3, December 2009.

### WORKS IN PROGRESS

- "Office Work Measurement, American Management Techniques, and the British Civil Service's Work Restructuring Crusade, 1968-1975" (article).
- "Teaching Tulsa's Public Cultures—Community-Based Learning about History & Culture" (article).

### SELECTED AWARDS, FELLOWSHIPS, NOMINATIONS, AND GRANTS

- OSU Department of History research travel grant, 2021.
- President's Outstanding Faculty Award for Teaching, 2016–2017, Oklahoma State University-Tulsa. Article commemorating the award: <https://tulsa.okstate.edu/news/grays-nontraditional-path-engaging-manner-leads-outstanding-faculty-award-teaching>.

- Hagley Museum and Library (Center for the History of Business, Technology, and Society): H. B. Du Pont Fellowship, 2013–14.
- Hagley Museum and Library (Center for the History of Business, Technology, and Society): Hagley Exploratory Grant, 2012.
- University College Dublin, Clinton Institute for American Studies: Post-Doctoral Fellow in American Studies, 2007–08.
- University of Minnesota: Doctoral Dissertation Fellowship, 2004–05.
- University of Minnesota: Graduate Research Partnership Program Fellowship: “Visual Education, Work & Civic Life” (with Prof. Thomas Augst, Department of English) 2004.
- University of Minnesota: Harold Leonard Memorial Film Fellowship, 2003–04.
- Smithsonian Institution (National Museum of American History): Research Fellowship: “Motivational Aesthetics since World War II,” 2001.
- Smithsonian Institution (National Museum of American History): Research Fellowship: “Labor and Visual Culture since the New Deal,” 2000.
- University of Minnesota: Mulford Sibley Prize for Best Senior Thesis in American Studies: “Irish Apes and Italian Rats: Race and Nationalism in Political Cartoons, 1840-1914” (during undergraduate exchange from Lancaster University) 1998.

### **INTERVIEWS ABOUT BOOK AND BOOK RESEARCH**

- Interview by Rich Fisher on NPR affiliate KWGS’s *Studio Tulsa* about *Work Better Live Better*, June 21, 2021: <https://www.publicradiotulsa.org/post/work-better-live-better-motivation-labor-and-management-ideology?#stream/0>.
- Public talk for Magic City Books on *Work Better Live Better*, March 11, 2021 (moderated by Dr. John Kinder) <https://www.facebook.com/tulsaitco/videos/work-better-live-better-with-osu-professor-david-gray/486930039112713/>.
- Interview: “‘Work Better, Live Better’ and the rise of motivation in the workplace,” *Tim Landes, Tulsa People*, March 9, 2021. [https://www.tulsapeople.com/about-town/work-better-live-better-and-the-rise-of-motivation-in-the-workplace/article\\_6ffd630c-8114-11eb-b215-979800198aa9.html](https://www.tulsapeople.com/about-town/work-better-live-better-and-the-rise-of-motivation-in-the-workplace/article_6ffd630c-8114-11eb-b215-979800198aa9.html).
- “Why It Matters: Talks on the American Past” (interview with Dr. Brian Hosmer about *Work Better Live Better*, March 4, 2021): <https://history.okstate.edu/news/14-faculty-news/473-watch-now-dr-david-gray-s-why-it-matters-talks-on-the-american-past-book-talk>.
- Hagley Museum and Library, *Stories from the Stacks*: “Corporate Motivational Techniques”: <http://www.hagley.org/storiesfromthestacks/david-gray-corporate-motivational-communication-techniques-1950s>. Researcher interview, December 19, 2014.

### **PUBLIC EDUCATION WORK AND PUBLIC HISTORY WORK**

- Discussion moderator, “100 Years Later: The 1921 Tulsa Race Massacre,” June 17, 2021: <https://vimeo.com/567622197/6eae62deed>.
- State Scholar, Oklahoma Humanities Council & Smithsonian Institution: Museum on Main Street: “The Way We Worked,” 2016–2017.
- “Charles Chaplin’s *Modern Times* and its Significance for Working Lives Today.” Har-Ber Village Museum, Grove Oklahoma, March 25, 2017.
- “‘The Way We Worked’ in Context.” Har-Ber Village Museum, Grove Oklahoma, March 24, 2017.
- The Way We Worked: “Planning Your Exhibit.” January 31, 2017, Perry Heritage Center, Oklahoma.
- The Way We Worked: “The Role of the State Scholar.” June 16, 2016, Oklahoma City.
- Hagley Museum and Library Research Blog, “The National Association of Manufacturers’ Women’s Department.” August 20, 2015: <https://www.hagley.org/librarynews/national-association-manufacturers-women-s-department>.
- Hagley Museum and Library Research Blog, “The National Association of Manufacturers and Visual Propaganda,” <http://www.hagley.org/librarynews/research-national-association-manufacturers-and-visual-propaganda>. September 22, 2014.

- Curatorial Assistant: James Bell Library: "The Map That Named America, 1507–2007: Anniversary Exhibition of the Waldseemüller Globe Gores Map and its Place in History," 2007.
- "The Map That Named America, 1507-2007: An Anniversary Exhibition of the Waldseemüller Globe Gores Map" (co-author, exhibit catalog, James Ford Bell Library, 2007).

### **ACADEMIC CONFERENCES, SPEAKERS SERIES' AND SELECTED TALKS ORGANIZED**

- OSU-Tulsa Public Talk: William Cordova and Jerica Wortham, "Art, Community, and Healing a Century after the Tulsa Race Massacre: A Conversation with Jerica Wortham and William Cordova, Greenwood Art Project." November 19, 2020, Zoom talk.
- OSU-Tulsa Public Talk: Tim Madigan, The Tulsa Race Massacre and Reconciliation, October 22, 2020, Zoom talk.
- OSU-Tulsa Public Talk: Linda Allegro, "Sanctuary Congregations: When Churches Harbor Persons Without Documents." Dr. Linda Allegro, October 19, 2017.
- OSU-Tulsa Public Talk: Jake Cornwell, "Black Gold in Oil Town: Negro League Baseball in Tulsa." November 9, 2017.
- OSU-Tulsa Public Talk: Larry O'Dell, "The Tulsa Race Riot, A.J. Smitherman, and the Report of the Tulsa Race Riot Commission." September 14, 2017.
- OSU-Tulsa Public Talk: Ren Barger, "The Tulsa Hub as Business Culture." April 10, 2017.
- OSU-Tulsa Public Talk: Larry O'Dell, "The Tulsa Race Riot, A.J. Smitherman, and the Report of the Tulsa Race Riot Commission." September 1, 2016.
- OSU-Tulsa Public Talk: Lee Roy Chapman, "Condemned to Repeat It?: The Tulsa Race Riot and its Legacy." January 28, 2014.
- OSU-Tulsa Public Talk: Hannibal Johnson, "Black Wall Street: From Riot to Renaissance in Tulsa's Historic Greenwood District." March 4, 2010.
- Organizer and Convener: "UC Davis Public History Speakers Series," April–May, 2009.
- Organizer and Convener: "Rethinking Labour: Labour, Affect and Material Culture," University College Dublin, April 18-20, 2008. Plenary speakers: Prof. Andrew Ross (NYU); Profs. Sherry Linkon and John Russo (Youngstown Center for Working-Class Studies).

### **SELECTED CONFERENCE PRESENTATIONS AND INVITED TALKS**

- "Work Better, Live Better": Management, Motivational Discourse, and Governance in the Postwar American Factory." Lancaster University Management School, May 14, 2018.
- "Selling Capitalism: The Workplace Motivational Crusade and the National Association of Manufacturers' Conservative Womanpower." Hagley Museum and Library, July 31, 2014.
- Motivation Goes Global: Selling Workplace Ideology in the Cold War," Business History Conference, March, 2013. Session: *The Rhetoric and Imagery of Business in the Cold War*. Chair: Dr. Gavin Benke; Discussant: Dr. Philip Scranton.
- "Mapping Motivational Imagery," Mid-America American Studies Association, March, 2012. Oklahoma State University. Session: *Visual Culture, Commercial Culture*. Chair: Dr. Heidi Ardizzone.
- "Selling Workplace Cooperation in Motivational Posters in the 1920s," Rethinking Labour: Labour, Affect and Material Culture, University College Dublin, April, 2008. Chair: Dr. Karen Ho.
- "The Emotion Factory: Motivation in the U.S. Workplace after World War II," British Association for American Studies, Edinburgh University, March, 2008. Chair: Dr. Damien Hilfitch.
- "What Happens when we put the Affective Workplace at the Center of Labour History?" UC Dublin Quinn School of Business, October, 2007.
- "Cultivating Cooperative Dispositions: Motivational Posters in the Industrial Workplace," Industrial Relations Center, University of Minnesota, March, 2007.
- "Teaching History and Visual Literacy through World War II Posters," Mid-America American Studies Association conference, March, 2007, Kansas City, Missouri. Session: *Maximizing Interdisciplinarity in the Classroom: Visualizing History*. Chair: Dr. Jeffrey Miller.

- “The Nation is Labored: Motivational Posters as Transnational Aesthetics,” American Studies Association conference, November, 2002, Houston, Texas. Session: *The Aesthetics of Working-Class Life* (Working-Class Studies Caucus). Chair: Dr. Michael Frisch.
- “Mythic Community in World War II Capitalist Realism: Russell Aikins’ US Steel Photographs.” Working Class Studies conference, 2001, Youngstown, Ohio. Session: *Labor, Memory and American Visual/Material Cultures*. Chair: Dr. Erika Doss.
- “Managing Working-Class Aesthetics: Memory and Utopia in World War II Motivational Posters.” American Studies Association conference, November, 2001, Washington, DC. Session: *Imagining the Working Class in the Public Sphere*. Chair: Dr. Roy Rosenzweig.

### **SELECTED SERVICE**

- OSU Department of History OSU-Tulsa Task Force committee member (fall 2021–).
- OSU Department of History Library and Technology Committee member, 2022-23; 2021–22; and 2020–21.
- Moderator, OSU-Tulsa Race Massacre Staff & Faculty Book Discussion Group, spring, 2021.
- Book Selection Committee, OSU-Tulsa Race Massacre Staff Book Discussion Group, spring, 2021.
- Tulsa Race Massacre Centennial Program Planning Committee, Oklahoma State University (committee member, fall, 2018–spring, 2021).
- President’s Outstanding Faculty Award for Teaching Committee, 2018–19 (committee member).
- President’s Outstanding Faculty Award for Teaching Committee, 2017–18 (committee member).
- Oklahoma State University-Tulsa’s Chair and Commentator: “OSU American Studies Undergraduate Senior Thesis Projects,” Mid-America American Studies Association Conference, March, 2012, Oklahoma State University.
- “Activism in the 20<sup>th</sup> Century,” Mid-America Conference on History, Oklahoma State University, September, 2011 (chair and commenter).
- “Masculinity, Religion and Sexuality,” Irish American Studies Association Postgraduate Conference, UC Dublin, January, 2008 (panel chair).
- *American Studies and American Studies International* (reviewer, 2007–08).
- “Strategies for Research and Writing your Undergraduate Thesis,” *Proseminar in American Studies: Writing your Senior Thesis*, University of Minnesota, spring, 2003 (invited speaker).

### **EDITORIAL AND CURRICULAR DEVELOPMENT WORK**

- Research Assistant: “Educating with Digital Images” and “Postwar Jewish-American Youth Culture.” With Riv-Ellen Prell, University of Minnesota 2007.
- Editorial Assistant, Riv-Ellen Prell (ed.), *Women Remaking American Judaism*, (Detroit: Wayne State University Press, 2007).
- Curricular Researcher: Center for Working-Class Studies, University of Minnesota, 2002–03.
- Editorial Assistant, Elaine Tyler May and Reinhold Wagnleitner (eds.), *Here There and Everywhere: The Foreign Politics of American Popular Culture* (Hanover and London: University Press of New England, 2000).
- Editorial Assistant, Lary May, *The Big Tomorrow: Hollywood and the Politics of the American Way* (Chicago: Chicago University Press, 2000).

### **UNDERGRADUATE COURSES TAUGHT**

#### **American Studies Program, Oklahoma State University (2009–present):**

- *Tulsa’s Public Cultures* (fall 2019, 2018, 2017 & 2016; spring 2014 & 2010): <https://tulsa.okstate.edu/news/grays-nontraditional-path-engaging-manner-leads-outstanding-faculty-award-teaching>
- *American Studies Senior Seminar* (spring 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, 2011 & 2010).
- *Period Seminar: The 1960s* (spring 2022, 2017 & 2013).

- *The Tulsa Race Massacre* (fall 2021 & 2020): <https://tulsa.okstate.edu/news/layered-understanding-history-studying-tulsa-race-massacre>.
- *U.S. as a Business Culture* (fall 2021; spring 2019, 2017, 2015, 2014, 2013, 2012, 2011 & 2010).
- *America in Transition: Readings in the American Experience* (fall 2021, 2019 & 2018).
- *America's Dystopian Futures* (spring 2021 & 2020).
- *Pandemics Past and Present* (spring 2021).
- *Theories & Methods of American Studies* (fall 2020; fall 2011, two sections).
- *Work in America: Readings in the American Experience* (fall 2020, 2017, 2016, 2015, 2014, 2013, 2012; summer 2011 & 2010).
- *Film and American Society: Analyzing Classic Hollywood Films* (spring 2020).
- *Globalization and U.S. Culture* (fall 2019, 2018, 2017, 2016, 2015, 2014 & 2012).
- *Film and American Society: Gender in American Culture* (spring 2019).
- *Film and American Society: New Hollywood* (spring 2018, 2016, 2015, 2013; summer 2012).
- *Advertising and American Culture* (spring 2018, 2016, 2015; fall 2013 & 2012).
- *American Popular Culture* (summer 2016; spring 2011).
- *Period Seminar: Postwar America* (fall 2013).
- *U.S. in International Perspective* (fall 2011 & 2010).
- *The American Middle-Class: Readings in the American Experience* (fall 2011).
- *Visual Culture* (fall 2010).
- *Period Seminar: The 1970s* (fall 2010).
- *Period Seminar: The 1930s* (fall 2009).
- *The Body in American Culture* (fall 2009).
- *Modernism in American Culture* (fall 2009).

**American Studies Program, University of California, Davis (2008–09):**

- *Public History of Davis* (spring 2009).
- *Work and Community in the New Economy* (spring 2009).
- *U.S. as Business Culture* (winter 2009).
- *Technology and the Modern American Body* (winter 2009).
- *American Popular Culture* (fall 2008).

**School of History and Archives, University College Dublin (2007–08):**

- *America in the Twenty-First Century* (co-taught with Professor Liam Kennedy).

**American Studies Department, University of Minnesota:**

- *U.S. Popular Culture and Politics 1900–1940* (summer 2007; summer 2006, co-taught).
- *U.S. Popular Culture and Politics 1940–Present* (spring 2006; fall 2005; summer 2005).

**Department of English Composition, University of Minnesota:**

- *Perspectives on Multiculturalism: Seeing and Writing* (spring 2003; fall 2002).

**Teaching Assistant, American Studies Department, University of Minnesota:**

- *America in International Perspective* (spring 2007).
- *U.S. Popular Culture and Politics 1900–1940* (fall 2006; fall 2000; fall 1999).
- *Gender, Sexuality, and Politics in America* (fall 2001).
- *U.S. Popular Culture and Politics 1945–Present* (spring 2001; spring 2000).

**MASTER'S COURSES TAUGHT**

**Clinton Institute for American Studies, University College Dublin (2007–08):**

- *Visual Ethnography: History, Theory, Practice* (co-taught with Liam Kennedy, spring 2008).
- *Race, Class, Gender: Popular Culture, Politics and Modernity, 1890–1945* (spring 2008).
- *Research Skills and Methods: How to Plan and Research your Master's Thesis* (fall 2007).