

Peggy J. Kreshel, Ph.D.

**Grady College of Journalism and Mass Communication
Department of Advertising and Public Relations
University of Georgia
Athens, GA 30602
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EDUCATION

Ph.D., Mass Communication, Institute of Communication Research, University of Illinois, Urbana-Champaign, 1989.

M.A., Mass Communication, University of Nebraska-Lincoln, 1982.

B.A., Advertising and Psychology, University of Nebraska-Lincoln, 1976.

ACADEMIC APPOINTMENTS

Associate Professor, 1992-present; Assistant Professor, 1986-1992
Graduate Faculty, 1990-present

Department of Advertising
Henry W. Grady College of Journalism and Mass Communication
University of Georgia

Affiliate Faculty, Institute for Women's Studies, 1990-present

Affiliate Faculty, Interdisciplinary Qualitative Studies

Graduate Teaching Assistant, 1982-1985

Department of Advertising, University of Illinois, Urbana-Champaign

Assistant Professor, 1981-1982

Department of Advertising, University of Nebraska-Lincoln

SPECIAL ADMINISTRATIVE APPOINTMENT

Associate Director and Editor (appointed by Provost), UGA 1999-2000 SACS Accreditation Self Study: "Creating a Climate of Inquiry: The Undergraduate Experience at a Public Research University and its Relationship to the University's Mission," Summer 1999-Spring 2001.

PROFESSIONAL INTERNSHIP

Advertising Educational Foundation, Visiting Professor Program, 2-week internship at EnergyBBDO, Chicago, IL, summer 2006.

PUBLICATIONS

Books

Christians, Clifford G., Fackler, Mark, Richardson, Kathy McKee, Kreshel, Peggy J., and Woods, Jr., Robert H., *Media Ethics: Cases and Moral Reasoning, 10th ed.*, (New York: Taylor and Frances/Routledge, 2017)

Christians, Clifford G., Fackler, Mark, Richardson, Kathy McKee, Kreshel, Peggy J., and Woods, Jr., Robert H., Jr. *Media Ethics: Cases and Moral Reasoning, 9th ed.*, (White Plains, NY: Allyn and Bacon, 2012).

Christians, Clifford G., Fackler, Mark, McKee, Kathy Brittain, Kreshel, Peggy J., and Woods, Jr., Robert H., Jr. *Media Ethics: Cases and Moral Reasoning, 8th ed.*, (White Plains, NY: Allyn and Bacon, 2008).

Books (edited collections)

Kreshel, Peggy J., and Kimberly Golombisky, eds. *Feminists, Feminism and Advertising: Some Restrictions Apply*, (Lanham, MD: Lexington Books, 2017)

Golombisky, Kimberly and Peggy J. Kreshel, *What's the Big Idea? Feminist Perspectives on Advertising*, (Lanham, MD: Lexington Books, forthcoming Summer 2018)

Book Chapters

Kreshel, Peggy J. "Introductory Remarks on the Advertising Business and a Community of Feminist Scholars Making Advertising Their Business," in *Feminists, Feminism and Advertising: Some Restrictions Apply*, P. Kreshel and K. Golombisky, eds. (Lanham, MD: Lexington Books, 2017): 1-26.

* Kreshel, Peggy J., "Ethical Advertising in Today's New Advertising Ecosystem," in Ruth Brown, Valerie K. Jones, and Ming Want (eds.), *The New Advertising: Branding, Content and Relationships in a Data-driven Social Media Era, Volume 2* (Santa Barbara: Praeger Publishers, 2016).

* Roushanzamir, Elli Lester, and Peggy J. Kreshel, "Gloria and Anthony visit a Plantation: History into Heritage at *Laura: A Creole Plantation*, in Dann, Graham M. S., and A. V. Seaton (eds.), *Slavery, Contested Heritage and Thanatourism*, (Binghamton, NY: Haworth Press, 2001).

* Kreshel, Peggy J., "The 'Culture' of J. Walter Thompson, 1915-1925," in *The International Library of Critical Writings in Business History: Marketing*, Stanley C. Hollander and Kathleen M. Rassuli, eds., (Cheltenham, Glos., UK: Edward Elgar Publishing Ltd., 1993).

Monographs

*Edwards, Heidi Hatfield and Peggy J. Kreshel, "An Audience Interpretation of Corporate Communication in a Cause-Related Corporate Outreach Event: The Avon Breast Cancer 3-Day Walk" *Journalism and Communication Monographs*, 10(2), summer 2008.

* refereed

Journal Articles

- (in review, *International Journal for Communication and Sport*) Qingru Xu and Kreshel Peggy J., "How Chinese New Media Construct Elite Female Athletes: Gender, Nationalism, and Individualism."
- *Nyilasy, Greg, Robin Canniford, and Peggy J. Kreshel, "Advertising Agency Professionals' Mental Models of Advertising Creativity," *European Journal of Marketing*, 47(10), 2013, 1691-1710.
- *Nyilasy, Greg, Peggy J. Kreshel, and Leonard N. Reid, "Agency Practitioners, Pseudo-Professionalization Tactics, and Advertising Professionalism," *Journal of Current Issues and Research in Advertising*, 33(2), 2012, 146-169.
- *Gale, Kendra and Peggy J. Kreshel (equally contributing authors), "Making a Case for the Case Study in the Advertising Curriculum," *Journal of Advertising Education*, 10(2), Fall 2006, 13-21.
- *Delorme, Denise, Peggy J. Kreshel, and Leonard N. Reid, "Lighting Up: Young Adults' Autobiographical Accounts of Their First Smoking Experiences." *Youth and Society*, June 2003, 34(4) 468-496.
- *Acosta-Alzuru, Carolina, and Peggy J. Kreshel, "'I'm an American Girl'...Whatever THAT Means: Girls Consuming Pleasant Company's American Girl Identity," *Journal of Communication*, 52(1), March 2002, 139-161.
- *Roushanzamir, Elizabeth, and Peggy J. Kreshel, "Gloria and Anthony Visit a Plantation: Marketing the Other — A Case Study of the Promotion of *Laura* Plantation," *International Journal of Hospitality and Tourism Administration*, 2(3/4), 2001, 177-200.
- *Duke, Lisa L., and Peggy J. Kreshel, "Negotiating Femininity: Girls in Early Adolescence Read Teen Magazines," *Journal of Communication Inquiry*, 22(1), January 1998, 48-71.
- *Reid, Leonard N., Karen W. King, and Peggy J. Kreshel, "Black and White Models and Their Activities in Modern Cigarette and Alcohol Ads," *Journalism Quarterly*, 71(4), Winter 1994, 873-886.
- *Kreshel, Peggy J., "Advertising Research in the Pre-Depression Years: A Cultural History," *Journal of Current Issues and Research in Advertising*, 15(1), Spring 1993, 1-17.
- *Kreshel, Peggy J., "The 'Culture' of J. Walter Thompson, 1915-1925," *Public Relations Review*, 16(3), 1990, 80-93.
- *Kreshel, Peggy J., "John B. Watson at J. Walter Thompson: The Legitimation of 'Science' in Advertising," *Journal of Advertising*, 19(2), 1990, 49-59 (received "Best Article" Award, 1990).
- *Ferguson, Jill Hicks, Peggy J. Kreshel, and Spencer F. Tinkham, "In the Pages of *Ms.*: Sex Role Portrayals of Women in Advertising," *Journal of Advertising*, 19(1), 1990, 40-51.
- *Lancaster, Kent M., Peggy J. Kreshel, and Joya R. Harris, "Estimating the Impact of Advertising Media Plans: Media Executives Describe Weighting and Timing Factors," *Journal of Advertising*, 15(3), 1986, 21-29.
- *Kreshel, Peggy J., Kent M. Lancaster, and Margaret A. Toomey, "How Leading Advertising Agencies Perceive Effective Reach and Frequency," *Journal of Advertising*, 14(3), 1985, 32-38.

* refereed

Contributions to Instructional Texts and Encyclopedias

- *Kreshel Peggy J., "Strategy or Stunt? A Dialogic Perspective on PETA's Sexually Charged Social Activism," in Land, Mitchell, Koji Fuse and Bill Hornaday, (eds), *Contemporary Media Ethics: A Practical Guide for Students, Scholars, and Professionals in the Globalized World*, 2nd ed., (Spokane, WA: Marquette Books LLC, 2015)
- Kreshel, Peggy J., "Cause-related Marketing as a Business Strategy is Ethically Flawed," in Pardun, Carol J., *Advertising and Society: An Introduction*, 2nd ed. (Malden, MA: John Wiley & Sons, Inc, 2013).
- Kreshel, Peggy J., "Matter of Principle: What is Diversity in Advertising? Why is it Important?" in Moriarty, Sandra, Nancy Mitchell, and William D. Wells, *Advertising: Principles and Practice 9th ed.*, (Upper Saddle River, NJ: Prentice Hall, 2012).
- Kreshel, Peggy J., "The Adoption of Social Responsibility through Cause-Related Marketing as a Business Strategy is Unethical," in Pardun, Carol J., *Advertising and Society: Controversies and Consequences*, (Wiley-Blackwell, 2009), 187-205.
- Kreshel, Peggy J., "An Interview with Judy Franks," in Lane W. Ronald, Karen Whitehill King, and J. Thomas Russell, *Kleppner's Advertising Procedure*, 17th ed., (Upper Saddle River, NJ: Prentice Hall, 2007).
- Kreshel, Peggy J., "Diversity in Advertising" in Moriarty, Sandra, Nancy Mitchell, and William D. Wells, *Advertising: Principles and Practice*, 8th ed., (Upper Saddle River, NJ: Prentice Hall, 2008).
- Kreshel, Peggy J., "Advertising Council," "Better Business Bureau," and "Criticisms of Advertising," in *History of the Mass Media in the United States: An Encyclopedia*, Margaret A. Blanchard, ed., (Chicago: Fitzroy Dearborn, 1998).
- Kreshel, Peggy J., "Advertising," in *Collier's Encyclopedia*, (New York: P.F. Collier, Inc., 1995), Vol. 1, 136-153.
- Kreshel, Peggy J., and Leonard N. Reid, "Background and Evolution" in Dunn, S. Watson, et al., *Advertising: Its Role in Modern Marketing*, 8th ed., (New York: Dryden Press, 1994).
- Kreshel, Peggy J., and Jill D. Swenson, "Sunburst Orange Juice," in *Cases in Advertising Management*, Terence Nevett, ed., (Lincolnwood, IL: NTC books, 1992), 111-119.
- Kreshel, Peggy J., "George T. Delacorte," in *Dictionary of Literary Biography, Vol. 91 (American Magazine Journalists, 1900-1960)*, Sam G. Riley, ed., (Detroit, MI: Gale Research, Inc., 1990), 89-94.

Published Convention Papers

- *Reid, Leonard N., Keith F. Johnson, and Peggy J. Kreshel, "Listed Versus Unlisted Nonmetropolitan Telephone Subscribers," *Proceedings of the 1991 Annual Meeting of the American Academy of Advertising*, 1991, 191-198.
- Kreshel, Peggy J., "Expanding the Definition of Advertising Research: Toward a Cultural History of Advertising Research," *Proceedings of the 1986 Annual Meeting of the American Academy of Advertising*, 1986, NR123-NR127

*refereed

*Holland, Mary E., Peggy J. Kreshel, and Amy Powers, "The Role of Advertising in the Toothpaste Industry: A Time Series Analysis of the Economic Effects," *Proceedings of the 1984 Annual Meeting of the American Academy of Advertising*, 1984, 6-13.

Unpublished Convention Papers and Miscellaneous Presentations

*Qingru Xu and Kreshel Peggy J., "How Chinese New Media Construct Elite Female Athletes: Gender, Nationalism, and Individualism," accepted for presentation at International Communications Association annual conference, San Diego, California, May 2017.

Kreshel, Peggy J., Golombisky, Kim, Jacque Lambiase, et al. "Advertising and the F-Word: What's race, sexuality, gender identity, and ethnicity got to do with it?" Organizer and Contributor AEJMC Conference, Boston, MA. August 2017.

Kreshel, Peggy J., "Native Advertising: Complicity in Calamity," Knight Foundation: Ethics and Excellence in Journalism Foundation Digital Media Ethics Symposium. Boulder Colorado, March 2014.

Kreshel, Peggy J. "Pause. Take a Deep Breath. Think it over. Views on Teaching Advertising Ethics," presentation at Advertising Division pre-conference on pedagogy, Association for Education in Journalism and Mass Communication, Washington, D.C., August 2013.

*Kreshel, Peggy J. "What do we think we are doing when we are "doing advertising work? Developing a Unit on Advertising Professional Culture and Ethics." American Advertising Federation, Winter Conference, San Diego, CA, July 2011.

Kreshel, Peggy J., "Designing Courses for Significant Learning," presentation at Advertising Division pre-conference session on pedagogy, Association for Education in Journalism and Mass Communication, Denver 2010.

Kreshel, Peggy J., "As I see It: Regulation, Tobacco Advertising, Under-aged Teens," presentation at joint session sponsored by the Advertising and Law and Legal Policy Divisions, Association for Education in Journalism and Mass Communication, Denver 2010.

Kreshel, Peggy J., "Ethical Dimensions of Cause-related Marketing," presentation on panel, "Pause for the Cause or Dash for the Cash? Boosting Brands and Building Goodwill with Cause-Related Marketing," Association for Education in Journalism and Mass Communication, Denver, Colorado, (forthcoming, August 2010).

*Nyilasy, Gergely and Peggy Kreshel, "Ad Agency Professionals' Mental Models of Advertising Creativity," ICORA, the International Conference on Research in Advertising in Madrid, June 25-26, 2010.

Kreshel, Peggy J., "Future Demands: Teaching Advertising and Society," American Academy of Advertising Pre-Conference: Emerging Scholars Symposium, Cincinnati, Ohio, March 2009.

Kreshel, Peggy J., and Karie Hollerbach, "Teaching Advertising and Society—Across the Advertising Curriculum and as a Stand-alone Course," presentation at Advertising Division pre-conference session on pedagogy, Association for Education in Journalism and Mass Communication, Chicago, August 2008.

*refereed

*Yu, Hyunjae, and Kreshel, Peggy J., "Inserting Culture in Cross-Cultural Research: Understanding Differences Between American and Korean Advertising," American Academy of Advertising 2007 Asia Pacific Conference, Seoul, Korea. (accepted, but not presented due to visa difficulties)

Kreshel, Peggy J., and Kendra Gale, "Case-Based Learning in the Advertising Curriculum," presentation at Advertising Division pre-conference session on pedagogy, Association for Education in Journalism and Mass Communication, San Francisco, August 2006.

Kreshel, Peggy J., and Kim Golombisky, "Feminists Teaching Advertising: Dialogues on Duplicity, Subversion, and Activism," teaching panel, Association for Education in Journalism and Mass Communication, San Francisco, August 2006.

Kreshel, Peggy J., "Feminist Theory: A Neglected Approach to the Study of Advertising," American Academy of Advertising, Reno, March-April 2006.

Kreshel, Peggy J., "Over-marketing: Not a Question of Efficiency and Effectiveness, An Opportunity for Advertising Professionals to Reflect Upon the *Meaning* of Their Work." Presentation in panel, "Over-marketing; Overwhelming Consumers and Undermining the Future," Association for Education in Journalism and Mass Communication, Toronto, Canada, August 2004.

Kreshel, Peggy J., "What Do We Think We're Doing? Reflecting upon the *Meaning* of Our Work." Presentation in panel, "Never the Twain Shall Meet: The Role of Critique in the Advertising Curriculum," Association for Education in Journalism and Mass Communication, Kansas City, August 2003.

Kreshel, Peggy J. "Advertising's *Obsession*: The 18-34-Year-Old-Market." Presentation in session on "Age, Creativity and the Advertising Business," American Academy of Advertising, Denver-Broomfield, March 2003.

Kreshel, Peggy J. "Asking Tough Questions about Social Responsibility," invited response to J. Walker Smith, President, Yankelovich Partners. 10th Anniversary of J.W. Hartman Center for Sales, Marketing, and Advertising History. Duke University, March 2002.

Kreshel, Peggy J., "Critical Pedagogy in the Advertising and Society Course," pre-conference session on pedagogy, advertising division, Association for Education in Journalism and Mass Communication, Miami, FL, August 2002.

*Delorme, Denise, Leonard N. Reid, and Peggy J. Kreshel, "Getting Started with Alcohol: Young Adults' Autobiographical Accounts of Their First Drinking Experiences," American Academy of Advertising, Salt Lake City, Utah, March/April 2001.

*Boehmer, Robert G., Peggy J. Kreshel, and Sue Achtemeier, "Creating a Sense of Community through the Self-Study Process: A Case Study," 2000 Annual Meeting of the Southern Association of Colleges and Schools Commission on Colleges, Atlanta, GA, December 2000.

*Boehmer, Robert G., and Peggy J. Kreshel, "The UGA Experience with the Alternate Self Study," in session on Alternative Approaches to Accreditation Review: Benefit or Burden to Institutions and Programs, Council of Higher Education Accreditation Conference, Washington, D.C., June 2000.

*Acosta-Alzuru, Carolina, and Peggy J. Kreshel, "'I'm an American Girl'...Whatever THAT Means: Girls Consuming Pleasant Company's American Girl Identity," International Communication Association, Acapulco, May 2000.

*refereed

- *Roushanzamir, Elizabeth, and Peggy J. Kreshel, "Gloria and Anthony Visit a Plantation: Marketing the Other — A Case Study of the Promotion of *Laura* Plantation," Plantations of the Mind: Marketing Myths and Memories in the Heritage Tourism Industry Conference, College of Charleston, Charleston, SC, April 2000.
- *Roushanzamir, Elizabeth, and Peggy J. Kreshel, "Marketing Heritage — A Case Study; Promoting *Laura: A Creole Plantation*," American Academy of Advertising, Newport, RI, April 2000.
- *Delorme, Denise, Leonard N. Reid, and Peggy J. Kreshel, "Young Adults' Autobiographical Memories of Initial Cigarette Smoking Situations," American Academy of Advertising, Newport, RI, April 2000.
- Kreshel, Peggy J., "Creating Brand Identity: What an IMC Approach Can Do For Your Newspaper," Georgia Press Association, Atlanta, GA, October 1999.
- *Kreshel, Peggy J., and Melinda D. Hawley, "Gender Zoning: Newspaper Women's Pages Reconnecting with Women Readers and Advertisers," American Academy of Advertising, Albuquerque, NM, March 1999.
- Kreshel, Peggy J., and Melinda D. Hawley, "Creating Brand Identity: An IMC Approach to Newspaper Marketing," Southern Circulation Managers Association, New Orleans, March 1999.
- Kreshel, Peggy J., and Melinda D. Hawley, "Out of the Box: Marketing Newspapers in the New Millennium," Georgia Press Association/Alabama Press Association Circulation Conference, Macon, GA, October, 1998.
- Kreshel, Peggy J., "Enhancing Student Learning Through Effective Classroom Presentation," pre-conference session on pedagogy, advertising division, Association for Education in Journalism and Mass Communication, Baltimore, MD, August 1998.
- Kreshel, Peggy J., "Ad Bashing or Constructive Criticism of Advertising: Examining Educator's Responsibility to Students and to the Industry," Association for Education in Journalism and Mass Communication, Baltimore, MD, August 1998.
- Kreshel, Peggy J., "Teaching Advertising Media Planning," pre-conference session on advertising pedagogy, advertising division, Association for Education in Journalism and Mass Communication, Chicago, IL, July 1997.
- *Kreshel, Peggy J., and Melinda D. Hawley, "Women's Pages: Reconnecting with Women Readers," National Newspaper Association 112th annual convention, Fort Worth, TX, Sept. 1997.
- Kreshel, Peggy J., "Historical Research in Advertising," American Academy of Advertising, San Antonio, TX, 1992.
- Kreshel, Peggy J., "Making Advertising History Relevant," American Academy of Advertising, San Antonio, TX, 1992.
- Kreshel, Peggy J., "Teaching the History of Advertising and Public Relations," workshop coordinator, Association for Education in Journalism and Mass Communication, Boston, MA, 1991.
- Kreshel, Peggy J., "Beyond Barnum and the Jolly Green Giant: Making Advertising History Relevant," Association for Education in Journalism and Mass Communication, Minneapolis, MN, 1990.

- *Kreshel, Peggy J., "Integrating Women's Experiences into the History of Advertising: The League of Advertising Women of New York," Fifth Conference on Historical Research in Marketing and Marketing Thought, East Lansing, MI, 1991.
- *Ferguson, Jill Hicks, Peggy J. Kreshel, and Spencer F. Tinkham, "In the Pages of Ms.: Sex Role Portrayals of Women in Advertising," American Academy of Advertising, San Diego, CA, 1989.
- *Lancaster, Kent M., Peggy J. Kreshel, and Margaret A. Toomey, "Estimating the Communication Impact of Advertising Media Plans," Atlantic Marketing Association, Orlando, FL, 1986.
- *Kreshel, Peggy J., "If You Want a Villain...A Formulaic Analysis of 'mADmen' Novels," Popular Culture Association, Atlanta, GA, 1986.
- *Lancaster, Kent M., Peggy J. Kreshel, and Margaret A. Toomey, "How *Should* Advertising Media Planners Estimate Effective Reach and Frequency?" McElroy Symposium: Current Trends and New Directions in Broadcast Marketing Research and Advertising, University of Northern Iowa, Cedar Falls, IA, 1985

Invited Book Reviews

- Kreshel, Peggy J., review of Sivulka, Juliann, *Stronger than Dirt: A Cultural History of Advertising Personal Hygiene in America, 1875-1940*. (Amherst, NY: Humanity Books, 2001) in *Journalism and Mass Communication Quarterly*, Summer 2002, 79(2), 512-514.
- Kreshel, Peggy J., "We Must Make People Want Many Other Things," a review of recent contributions to advertising and marketing history, *American Journalism*, 9(3-4), 167-175.
- Kreshel, Peggy J., review of *The Ad Men and Women: A Biographical Dictionary*, Edd Applegate, ed., (Westport, CT: Greenwood Press, 1994), in *Journalism History*, 20(3-4), Autumn-Winter 1994, 143.

Miscellaneous Publications and Presentations

- Kreshel, Peggy J., "Expert View: The Value of Advertising History," John W. Hartman Center for Sales, Advertising and Marketing History.
library.duke.edu/digitalcollections/adviews/interviews.html
- Kreshel, Peggy J., "The Industry's Feminist Conscience," an interview with Liz Schroeder and Margie Goldsmith, Advertising Women of New York. Published in *Advertising and Society Review*, special issue on Women in Advertising, 4(4), 2003.
- Roundtable on Advertising Pedagogy*, Advertising Educational Foundation, New York City, January 2003. Published in *Advertising and Society Review*, 3(3-4), 2002.
- Kreshel, Peggy J., "A New View of the Invisible Woman," (women in advertising history), *Research Reporter*, University of Georgia, 23(2), Spring 1993, 26-27.

Unpublished Research

Kreshel, Peggy J., Kent M. Lancaster, and Margaret A. Toomey, "Advertising Media Planning: How Leading Ad Agencies Estimate Effective Reach and Frequency," Working Paper No. 20, Advertising Research Center, College of Communication, University of Illinois, Urbana-Champaign, January 1985.

Kreshel, Peggy J., "Emotions and Advertising: The 'Grand Idee' of the 80's Working Paper No. 17, Advertising Research Center, College of Communications, University of Illinois, Urbana-Champaign, November 1984.

HONORS

Grady College, Department of Advertising and Public Relations Teacher of the Year, 2015

Outstanding Teacher Award, Department of Advertising and Public Relations, 1991, 2005

AEJMC Advertising Division, Outstanding Service Award, 2011

Faculty Member, Semester at Sea Summer 2009 Voyage: Human Rights and Social Justice in the Mediterranean, Institute of Shipboard Education.

Journal of Advertising "Best Reviewer" Award, 2007.

UGA Nominee, National Society of Collegiate Scholars Faculty of the Year Award, 2007

University of Georgia Senior Teaching Fellow, 2002-2003

University of Georgia Teaching Academy, inducted 2001; Executive Committee, 2003-2009

University of Georgia Richard B. Russell Undergraduate Teaching Award, 1992

Journal of Advertising "Best Article" Award, 1990.

GRANTS

American Academy of Advertising Research Fellowship, with Ann Maxwell (University of Oregon), for "Too Long Silent: Jo Foxworth and Shirley Polykoff Speak About Their Lives in Advertising," oral history, (\$1800), 1998.

Cox Institute for Newspaper Management Studies, with Melinda D. Hawley and Glen T. Cameron, to study women's newspaper readership (\$30,000), 1993.

American Academy of Advertising, for cataloguing Academy's historical materials, (\$1,500), 1992.

UGA Office of Instructional Development Instructional Technology Grant, for development of "HyperLearn Systems in Mass Communications" (\$19,000), 1991.

University of Georgia College of Journalism and Mass Communication Summer Research Stipend, for travel to archival collections (\$500), 1991.

University of Georgia Faculty Research Grant, for travel to archival collections, professionalization of women in advertising (\$3,300), 1989.

University of Illinois Graduate College Research Grant, dissertation research (\$200), 1986

INSTRUCTIONAL ACTIVITIES

Grady Cohort on-line course development, special initiative funded by UGA Provost's Office
Developed and taught course: Media Literacy and Social Justice, Summer 2015

First Year Odyssey Seminar, 2011, 2012, 2013, 2014, 2015, 2016

Faculty Learning Community, Assessing and Improving Your Teaching, Fall 2014; Integrated Course Design, 2008-2009; Feminist Pedagogy, 2007-2008.

Co-Chair, Advertising Division's Pre-conference Session on Teaching, Association for Education in Journalism and Mass Communication, San Francisco, 2006; Washington D.C., 2007; Chicago 2008; Boston, 2009; Denver, 2010, St. Louis, 2011.

Faculty Mentor, University of Georgia Honors Program, 2000-2006.

Faculty, UGA Leadershape Institute, Summer 1997.

UGA delegate to system-wide Faculty Development Workshop sponsored under the Board of Regents' Connecting Teachers and Technology Initiative, 1996.

Faculty, The Freedom Forum Seminar for Advertising Teachers, University of North Carolina at Chapel Hill, 1992-1995.

Fellow, The Gannett Seminar for Advertising Teachers, University of North Carolina at Chapel Hill, 1989.

PROFESSIONAL SERVICE

Editorial Activities

Reviewer, textbook proposal, Alta Mira/ Rowan & Littlefield, 2014

Reviewer, textbook proposal, Routledge, 2010, 2012, 2014

Reviewer, textbook in media planning, Prentice-Hall, 2009

Editorial Boards:

Advertising and Society Review

Critical Studies in Media Communication

Women's Studies in Mass Communication

Reviewer for Academic Journals (on-going)

Advertising and Society Review

American Journalism

Critical Studies in Media Communication

International Journal of Media and Cultural Politics

International Journal of Advertising
International Journal of Communication
Journalism and Mass Communication Quarterly
Journalism History
Journal of Advertising
Journal of Broadcasting and Electronic Media
Journal of Consumer Affairs
Journal of Higher Education, Outreach and Engagement
Journal of Interactive Advertising
Popular Communication
Women's Studies in Communication

Reviewer for Academic Conventions (on-going)

American Academy of Advertising,
Association for Education in Journalism and Mass Communication
Advertising, Commission on Status of Women, History, Media Ethics, and
Critical Cultural Studies divisions
International Communications Association
Public Policy and Marketing

Copy Editor, *Journal of Advertising*, 1988-1990.

Professional Activities

Invited Scholar, Advertising and Society Colloquium, Duke University, Hartman Center for Sales, Marketing, and Advertising History. An invited group of scholars assembled to discuss the future of education and research in the field of advertising and society and the update, re-invigoration, re-focus of ADVERTISING AND SOCIETY as ADVERTISING AND SOCIETY QUARTERLY

Selected participant, University of Colorado's Digital Media Ethics Symposium
Ethics and Excellence in Journalism Foundation, March 2014, Boulder, CO

Invited Workshop Leader, "Introducing Advertising Ethics into the Curriculum."
Ethics and Excellence in Journalism Foundation. University of Colorado-Boulder. Workshop focused on broad conceptual and theoretical issues in ethics, ethical issues particular to the advertising profession, incorporating advertising ethics into the existing advertising curriculum and the media ethics course, and pedagogical practices.

Judge, Women's Sports Foundation "Billie Awards" recognizing media excellence in the portrayal of women in sports and physical activity, 2008, 2009

Advisory Board, Historical Research in Marketing and Marketing Thought, 1992 to 2005

Association for Education in Journalism and Mass Communication (member, 1986-present)

Advertising Division's Distinguished Teaching Award Selection Committee
2011-2013; chair, 2013-2014; 2014-present
Advertising Division's committee to create the Advertising Division's Teaching Award,
chair, 2010-2011
Selection Committee, Outstanding Woman in Journalism Award, Commission on the Status of

Women, 2009

Advertising Division, Executive Committee, 2002-2005
Chair, Advertising Division, Teaching Standards Paper Competition, 2004.
Chair, Advertising Division, Professional Freedom and Responsibility Paper Competition, 2003.
Liaison, Advertising Division and Commission on Status of Women, 2001-2002.
Professional Freedom and Responsibility Committee, 1992-1993.
Chair, Advertising Division Student Paper Competition, 1991.
American Academy of Advertising (Member, 1981-present)

Finance Committee, 2006-2008
Research Committee, 1996-2009
Ad Hoc Committee on Special Interests, 1993-1994.
Chair, Ad Hoc Committee on Advertising Education, 1992-1993.
Publications Committee, 1991-1994.
Membership Committee, 1990-1991.

UNIVERSITY COMMITTEES

University-Wide

University Council Program Review Committee, Chair of Review Team for Communication Studies Department, Fall 2012-Spring 2014
University Council Libraries Committee, 1988-present.
Interdisciplinary Qualitative Studies Advisory Committee, 2006-present
University Council Committee on Intercollegiate Athletics, 2011-2015
University Council, Grady College representative, 2001-2004; 2009-2012
University Council Educational Affairs Committee, 2001-2003, 2009-2012
University Council Educational Affairs Petitions Committee, 2002-2003, 2009-2012
Josiah Meigs 2009 Teaching Award Selection Committee
Also served on this committee: 1994-1996, 1999-2000, 2005-2006; Chair 1996, 2000, 2007
Instructional Advisory Committee, Chair, 2004-2009
Also served on this committee: 1993-2000; Chair 1998-2000
Teaching Academy Executive Committee, 2003 – 2009
Teaching Academy Membership Committee, 2009-2011
Social and Behavioral Sciences Area Committee for Appointment and Reappointment to the Graduate Faculty, 2008
President's Faculty Advisory Committee, 2002-2006; Chair 2004-2005
Presidential Task Force on University of Georgia General Education, 2004-2005
University of Georgia Faculty Conference, Chair, 2003-2004
Student Learning Center Research Committee, 2003-2004.
University Council Faculty Affairs Committee, 2009
University Council Education Affairs Committee, 2011-2014
University Council Faculty Benefits Committee, 2003-2004
University Council Executive Committee, 2001-2003
University Council Curriculum Committee, Spring 2001.
History Department Program Review Committee, 2001-2002
Committee to review Director, Office of Instructional Development, Spring 2002.
Advisory Board, University Library Student Learning Center Reading Room Facility, Spring 2001.
Student Learning Center Steering Committee, 1998-2000.
Design/Programming Group for the Electronic Teaching Library, Student Learning Center, 1998-2000.
Academic Affairs Faculty Symposium Planning Committee, 1995-1996, 1996-1997, Chair 1997-1998.
Presidential Task Force on the Quality of the UGA Undergraduate Experience, 1997.
University Libraries Program Review Committee, 1996.
Presidentially Appointed Faculty Committee to investigate allegations of sexual harassment, 1994-1995.
Specially Appointed Committee to hear appeal of disciplinary action, 1994.

Committee to Review Performance of Director of University of Georgia Libraries, 1993.
Task Force on Recommending Procedures for Adjudicating Cases of Academic Dishonesty, 1992-1993.
Faculty Grievance Committee, 1990-1994; Secretary, 1993.

College

Diversity Committee, Fall 2012-Spring 2014
Associate Dean 5-Year Review Committee, Spring 2012
Committee on Facilities and Space Planning, 2006-2017
Ad hoc Reaccreditation Self-Study Steering Committee, 2005
By-Laws Revision Committee, 2003-2004
Curriculum Committee, Spring 2006, 2003-2004
Ad hoc Drewry Resource Center Committee, 2001-2003
Drewry Resource Center Committee, 1987-2002, Chair 1988-1999.
AEJMC Re-accreditation Self-Study: Curriculum, 1999.
Search Committee: Telecommunications faculty positions, 1997, 1992
Search Committee: Assoc. Dean for Research and Graduate Studies, 1996.
Graduate Committee, 1992-1996.
AEJMC Reaccreditation Self-Study: Women and Minorities, co-chair, 1993; Curriculum, 1999.
Teaching Awards Selection Committee, 1993-94; 1998-2000
Committee to evaluate experimental course in media ethics, 1988.
Faculty judge, George Foster Peabody Awards, 1988.

Department

Search Committee Advertising Faculty Fall 2017
M.A. Comprehensive Exam Committee, 2014-2017; chair, Spring 2015-Summer 2016
Awards Nominations Committee, 2012-2014
M.A. Comprehensive Exam Committee 2005-2007; chair, 2005- summer 2006
Search Committee, advertising faculty positions, 2003-2004, 2000-2001, 1988-89
Post-tenure Review Committee, 2002, 2004, 2007
Teaching Awards Selection Committee, 1995-1997.
MMC Examination Committee, 1994-1998.
Committee on Standards and Procedures for Master of Mass Communication in Advertising/Public Relations Degree, 1989.
“New Directions and Additional Impact” Strategic Planning Committee, 1988.
AEJMC Self-Study: Instruction and Evaluation, 1987.

EXTERNAL OUTREACH

Advisory Board, Advertising and Society Quarterly, newly instituted, Fall 2017.
Advisory Board, J. W. Hartman Center for Sales, Advertising, and Marketing History. Duke University
2002 - present
Selection committee, American Advertising Federation Advertising Hall of Fame, Fall 2001.

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