

**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

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.

## PUBLICATIONS

### Journal Articles

- \*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.

### Book Chapters

- \*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).

## Contributions to Instructional Texts and Encyclopedias

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.

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

\*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 Presentations

Kreshel, Peggy J., "Overmarketing: Not a Question of Efficiency and Effectiveness, An Opportunity for Advertising Professionals to Reflect Upon the *Meaning* of Their Work." Presentation in panel, "Overmarketing: 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., "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.

\*refereed

\*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.

\*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.

\*refereed

\*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., "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.

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.

\*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

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.

\*refereed

*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**

**University of Georgia Senior Teaching Fellow**, 2002-2003

**University of Georgia Teaching Academy**, inducted 2001

Executive Committee, 2003-2006

**UGA Richard B. Russell Outstanding 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 AWARDS AND ACTIVITIES**

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

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.

Outstanding Teacher Award, Henry W. Grady College of Journalism and Mass Communication, University of Georgia, 1991.

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

## **PROFESSIONAL SERVICE**

### **Editorial Activities**

#### **Editorial Boards:**

*Advertising and Society Review*  
*Critical Studies in Media Communication*  
*History of Marketing and Marketing Thought*  
*Women's Studies in Mass Communication*

#### **Reviewer for Academic Journals (on-going)**

*American Journalism*  
*Critical Studies in Mass Communication*  
*Journal of Advertising*  
*Journal of Broadcasting and Electronic Media*  
*Journalism and Mass Communication Quarterly*  
*Journalism History*  
*Journalism Monographs*  
*Journal of Public Policy and Marketing*  
*Women's Studies in Communication*

#### **Reviewer for Academic Conventions (on-going)**

American Academy of Advertising,  
Association for Education in Journalism and Mass Communication  
Advertising Division (research, teaching, student papers, special topics, professional freedom and responsibility)  
Commission on the Status of Women  
History Division  
Public Policy and Marketing

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

### **Professional Activities**

Editorial Board, *Advertising and Society Review* (publication of the Advertising Educational Foundation)

Advisory Board, *Historical Research in Marketing and Marketing Thought*, 1992 to present.

Association for Education in Journalism and Mass Communication  
Advertising Division, Executive Committee, 2002-present.  
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-present.  
Professional Freedom and Responsibility Committee, 1992-1993.  
Chairwoman, Advertising Division Student Paper Competition, 1991.

American Academy of Advertising  
Research Committee, 1996-present  
Ad Hoc Committee on Special Interests, 1993-1994.  
Chairwoman, Ad Hoc Committee on Advertising Education, 1992-1993.  
Publications Committee, 1991-1994.  
Membership Committee, 1990-1991.

## UNIVERSITY COMMITTEES

### University-Wide

Presidential Task Force on University of Georgia General Education, 2004-present  
Josiah Meigs 2005 Teaching Award Selection Committee  
Also served on this committee: 1994-1996, 1999-2000; Chair 1996, 2000.  
Instructional Advisory Committee, Chair, 2004-2005  
Also served on this committee: 1993-2000; Chair 1998-2000  
President's Faculty Advisory Committee, 2002-2005; Chair 2004-2005  
University of Georgia Faculty Conference, Chair, 2003-2004  
Student Learning Center Research Committee, 2003-2004.  
Grady College representative to University Council, 2001-2004  
University Council Executive Committee, 2001-2003  
University Council Faculty Benefits Committee, 2003-2004  
University Council Educational Affairs Committee, 2001-2003  
University Council Educational Affairs Petitions Committee, 2002-2003.  
University Council Libraries Committee, 1988-present.  
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

By-Laws Revision Committee, 2003-2004  
Curriculum Committee, 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 Committees

Telecommunications faculty positions, 1997, 1992  
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 positions, 2003-2004, 2000-2001, 1988-89  
Post-tenure Review Committee, 2004, 2002  
Teaching Awards Selection Committee, 1995-1997.  
MC 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**

“Teens Negotiating Meaning in an Image-based Media Culture,” invited presentation at 2<sup>nd</sup> Annual Barrow County Parent Forum, Winder, GA, November 2003.

Advisory Board, J. W. Hartman Center for Sales, Advertising, and Marketing History. Board called together to vision future of Hartman Center upon its 10<sup>th</sup> anniversary. “Asking Tough Questions about Social Responsibility,” invited response to J. Walker Smith, President, Yankelovich Partners, Duke University, March 2002.

“This is not us: Images of Women in the Mass Media,” invited presentation at Kennesaw State University, Eating Disorder Awareness Week, February 2002.

Selection committee, American Advertising Federation Advertising Hall of Fame, Fall 2001.