

**Tom Reichert, Ph.D.**  
College of Information and Communications  
University of South Carolina  
Columbia, SC 29208  
803-777-2013  
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## **EDUCATION**

Ph.D., University of Arizona, 1997, Communication with marketing emphasis.

M.A., University of Arizona, 1993, Communication with marketing emphasis.

B.J., University of Missouri-Columbia, 1988, School of Journalism.

## **ADMINISTRATIVE APPOINTMENTS**

College of Information & Communications, University of South Carolina, Columbia

*2017-present*                      *Dean*

Current appointment: Dean and chief academic officer of a growing and vibrant college with roots stretching back to 1923. The college is the largest in its history, with enrollment growth of more than 40%, driven by exceptional student demand, new timely degrees, and successful faculty and staff hiring initiatives. The college includes over 110 faculty and full-time staff, serves more than 2,700 students, and operates with an annual budget of approximately \$35 million. It offers nine undergraduate majors, six master's degrees, and two doctoral degrees. The college is home to two nationally recognized schools—Journalism and Mass Communications and Information Science—and has three programs ranked by *U.S. News & World Report*. As dean, I lead efforts to strengthen existing programs, develop new academic offerings, position students for the future, and advance the college's reputation in core and emerging areas. Strategic priorities include emerging information technology and information literacy, with emphasis in healthcare communication, media and libraries.

Department of Advertising and Public Relations, University of Georgia, Athens

*2010-2017*                      *Department Head*

*2008-2010*                      *Assistant Department Head*

## **ACADEMIC APPOINTMENTS**

College of information & Communications, University of South Carolina, Columbia

*2017-present*                      *Professor*

Department of Advertising and Public Relations, University of Georgia, Athens

Grady College of Journalism and Mass Communication

*2009-2017*                      *Professor*

*2004-2009*                      *Associate Professor*

Department of Advertising and Public Relations, University of Alabama, Tuscaloosa  
College of Communication and Information Sciences

2003-2004 Associate Professor  
 2001-2003 Assistant Professor

Department of Journalism, University of North Texas, Denton

College of Arts and Sciences

1998-2001 Assistant Professor

1996-1998 Lecturer

### **FELLOWSHIPS AND LEADERSHIP TRAINING**

- 2025 Participant, Advanced Development for Deans and Academic Leaders, CASE, New York, Feb 9-11.
- 2024 Participant, Executive Certificate in Higher Education Leadership, Institute for Management and Leadership in Education, Harvard Graduate School of Education, Cambridge, MA, June 1-8.
- 2017-2018 Fellow, Accelerated Leadership Academy (ALA), University System of Georgia. Yearlong advanced leadership program focused on innovation for 15 fellows across the system's 28 colleges and universities.
- 2016 Participant, Development for Deans and Academic Leaders, CASE, New Orleans, Oct 5-7.
- 2014-2015 Fellow, Executive Leadership Institute (ELI), University System of Georgia. Yearlong leadership program focused on leadership development and change management for 45 fellows from across system institutions.
- 2013-2014 Fellow, SEC Academic Leadership Development Program (ALDP), University of Georgia. Mentored under Tom Landrum, UGA's Vice President of Development and Alumni Relations.
- 2007 Participant, Scripps Howard Leadership Academy, in conjunction with LSU's Manship School, Baton Rouge, June. Week-long leadership development program for academic leaders in journalism and mass communication.

### **AWARDS and HONORS**

- 2017-present Education Foundation Distinguished Professorship
- 2012-2017 Georgia Athletic Association Professorship
- 2013 Top Article Award, *Journal of Current Research in Advertising*, co-authored.
- 2004 Top Paper Award, Health Communication Division, National Communication Association, co-authored.
- 2003 Member, Kappa Tau Alpha, National Mass Communication Honor Society.
- 1999 Top Journal Article, *Communication Reports*, co-authored.
- 1998 Top Paper Award, Social Cognition and Intrapersonal Division, National Communication Association, co-authored.

### **FUNDED GRANTS**

- 2002-2005 Co-Investigator. "University Organ Donation Promotion Project." Funded October 1, 2002: \$1,467,771. Health and Human Services' Division of Transplantation.

**PUBLICATIONS****BOOKS**

- Morgan, Susan E., Tom Reichert, and Tyler R. Harrison (2017). *From Numbers to Words: Reporting Statistical Results for the Social Sciences* (2nd ed.). NY: Routledge.
- Lane, W. Ronald, Karen W. King, and Tom Reichert (2010). *Kleppner's Advertising Procedure* (18th ed.). Upper Saddle River, NJ: Pearson.
- Reichert, Tom (Ed.). (2008). *Issues in American Advertising: Media, Society, and a Changing World* (2nd ed.). Chicago: Copy Workshop.
- Reichert, Tom (Ed.). (2007). *Investigating the Use of Sex in Media Promotion and Advertising*. Binghamton, NY: Haworth Press.
- Reichert, Tom (2007). *Issues in American Advertising: Vol. 1. Sex, Politics, and Viral Videos*. Chicago: Copy Workshop.
- Shaver, Mary Alice, and Tom Reichert (2006). *Make the Sale: How to Sell Media with Marketing* (2nd ed.). Chicago: Copy Workshop.
- Reichert, Tom, and Jacqueline Lambiase (Eds.). (2006). *Sex in Consumer Culture: The Erotic Content of Media and Marketing*. Mahwah, NJ: Erlbaum.
- Reichert, Tom (2003). *The Erotic History of Advertising*. Amherst, NY: Prometheus Books.
- Reichert, Tom, and Jacqueline Lambiase (Eds.). (2003). *Sex in Advertising: Perspectives on the Erotic Appeal*. Mahwah, NJ: Erlbaum.
- Morgan, Susan E., Tom Reichert, and Tyler R. Harrison (2002). *From Numbers to Words: Reporting Statistical Results for the Social Sciences*. Boston: Allyn & Bacon.

**JOURNAL ARTICLES – Peer Reviewed**

- Choi, Hojoon, Kyunga Yoo, Tom Reichert, and Temple Northup (2022). Sexual Ad Appeals in Social Media: Effects and Influences of Cultural Difference and Sexual Self-Schema. *International Journal of Advertising*, 41(5), 910-929.
- Cummins, Glenn R., Zijian Gong, and Tom Reichert (2020). The Impact of Visual Sexual Appeals on Attention Allocation within Advertisements: An Eye-Tracking Study. *International Journal of Advertising*, DOI: 10.1080/02650487.2020.1772656
- Choi, Hojoon, Kyunga Yoo, Tom Reichert, and Temple Northup (2020). Feminism and Advertising: Responses to Sexual Ads Featuring Women—How the Differential Influence of Feminist Perspectives Can Inform Targeting Strategies. *Journal of Advertising Research*, 60(2), 163-178.

- Choi, Hojoon, Kyunga Yoo, Tom Reichert, and Michael S. LaTour (2016). Do Feminists Still Respond Negatively to Female Nudity in Advertising? Investigating the Influence of Feminist Attitudes on Reactions to Sexual Appeals. *International Journal of Advertising*, 35(5), 823-845.
- Long, Shawn D., Susan E. Morgan, Tyler Harrison, Walid A. Afifi, Michael Stephenson, Tom Reichert, and Chris Morse (2012). When Families Talk: Applying Interpretive Phenomenological Analysis to African American Families Discussing their Awareness, Commitment, and Knowledge of Organ Donation. *Journal of the National Medical Association*. 104 (11-12, November/December), 555-563.
- Reichert, Tom, Courtney Carpenter Childers, and Leonard N. Reid (2012). How Sex in Advertising Varies by Product Category: An Analysis of Three Decades of Visual Sexual Imagery in Magazine Advertising [Top paper]. *Journal of Current Issues and Research in Advertising*, 33 (June), 1-19.
- Reichert, Tom, Michael S. LaTour, and John B. Ford (2011), The Naked Truth: Revealing the Affinity for Graphic Sexual Appeals in Advertising, *Journal of Advertising Research*, 51 (June/2), 436-448.
- Hollander, Barry A., Dean M. Krugman, Tom Reichert, and J. Adam Avant (2011). The E-Reader as Replacement for the Print Newspaper. *Publishing Research Quarterly*, 27 (2/June), 126-134.
- Hennink-Kaminski, Heidi, and Tom Reichert (2011). Using Sexual Appeals in Advertising to Sell Cosmetic Surgery: A Content Analysis From 1986 to 2007. *Sexuality & Culture*, 15 (1/March), 41-55.
- Mueller, James E., and Tom Reichert (2009), "More Engaged but Still Uninformed? 2004 Presidential Election Coverage in Consumer Magazines Popular with Young Adults," *Journalism & Mass Communication Quarterly*, 86 (Autumn: 3), 563-577.
- Morse, Chris, Walid A. Afifi, Susan E. Morgan, Michael Stephenson, Tom Reichert, Tyler Harrison, and Shawn D. Long (2009), "Religiosity, Anxiety, and Discussions about Organ Donation: Understanding a Complex System of Associations." *Health Communication*, 24 (2), 156-164.
- Reichert, Tom, JooYoung Kim, and Ignatius Fosu (2007). Assessing the Efficacy of Armed-Forces Recruitment Advertising: A Reasoned-Action Approach. *Journal of Promotion Management*, 13 (3/4), 399-412.
- Reichert, Tom, Michael LaTour, and JooYoung Kim (2007), "Assessing the Influence of Gender and Sexual Self-Schema on Affective Responses to Sexual Content in Advertising." *Journal of Current Issues and Research in Advertising*, 29 (Fall), 57-71.

- Reichert, Tom, Michael S. LaTour, Jacqueline Lambiase, and Mark Adkins (2007), "A Test of Media Literacy Effects and Sexual Objectification in Advertising." *Journal of Current Issues and Research in Advertising*, 29 (Spring), 81-92.
- Potter, Robert F., Michael S. LaTour, Kathryn A. Braun-LaTour, and Tom Reichert (2006). The Impact of Program Context on Motivational System Activation and Subsequent Effects on Processing a Fear Appeal. *Journal of Advertising*, 35 (Fall), 67-80.
- Afifi, Walid A., Susan E. Morgan, Michael Stephenson, Chris Morse, Tyler Harrison, Tom Reichert, and Shawn D. Long (2006). Examining the Decision to Talk with Family about Organ Donation: A Test of the Theory of Motivated Information Management. *Communication Monographs*, 73(2), 188-215.
- Reichert, Tom (2005). Do Sexy Cover Models Increase Magazine Sales? Investigating the Effects of Sexual Response on Magazine Interest and Purchase Intention. *Journal of Promotion Management*, 11(2/3), 113-130.
- Reichert, Tom, and Kristin M. Walker (2005). Sex and Magazine Promotion: The Effects of Sexualized Subscription Cards on Magazine Attitudes, Interest, and Purchase Intention. *Journal of Promotion Management*, 11(2/3), 131-141.
- Reichert, Tom, and Ignatius Fosu (2005). Women's Responses to Sex in Advertising: Examining the Effect of Women's Sexual Self Schema on Responses to Sexual Content in Commercials. *Journal of Promotion Management*, 11(2/3), 143-153.
- Morgan, Susan, Tyler Harrison, Shawn Long, Walid Afifi, Michael Stephenson, and Tom Reichert (2005). Family Discussions about Organ Donation: How the Media is Used to Justify Opinions and Influence Others about Donation Decisions. *Clinical Transplantation*, 19, 674-682.
- Reichert, Tom, and Courtney Carpenter (2004). An Update on Sex in Magazine Advertising, 1983 to 2003. *Journalism & Mass Communication Quarterly*, 81(4), 823-837.
- Reichert, Tom, James E. Mueller, and Michael Nitz (2003). Disengaged and Uninformed: 2000 Presidential Election Coverage in Consumer Magazines Popular with Young Adults. *Journalism & Mass Communication Quarterly*, 80(3), 513-527.
- Reichert, Tom (2003). The Prevalence of Sexual Imagery in Ads Targeted to Young Adults. *Journal of Consumer Affairs*, 37(2), 403-412.
- Reichert, Tom (2003). A Student-Oriented Case Study That Demonstrates Ethical Issues in Advertising Sales. *Journal of Advertising Education*, 7(2), 33-35.
- Reichert, Tom (2002). Addressing the Topic of Female Representation in Advertising: A Method for Enhancing Advertising Literacy in the Introductory Course. *Journal of Advertising Education*, 6(1), 62-64.

- Reichert, Tom, Hunny Adams, Lisa Delaney, and Ignatius Fosu (2002). Examining Factors That Contribute to “Sexiness” in Advertising. *Business Research Yearbook: Global Business Perspectives*, 9, 36-40.
- Reichert, Tom (2001). “Lesbian Chic” Imagery in Advertising: Interpretations and Insights of Female Same-Sex Eroticism. *Journal of Current Issues and Research in Advertising*, 23(Fall), 9-22.
- Reichert, Tom, Susan E. Heckler, and Sally Jackson (2001). The Effects of Sexual Social Marketing Appeals on Cognitive Processing and Persuasion. *Journal of Advertising*, 30(Spring), 13-27.
- Reichert, Tom, and Eusebio Alvaro (2001). The Effects of Sexual Information on Ad and Brand Processing and Recall. *Southwestern Mass Communication Journal*, 17(1), 9-17.
- Reichert, Tom (2001). Examination of Brands and Content Characteristics of Ads Rated Most Sexual By Young Adults. *Business Research Yearbook: Global Business Perspectives*, 8, 41-45.
- Reichert, Tom (2001). Communication Strategies in the 2000 Campaign: Observations of Races at Three Levels. *Business Research Yearbook: Global Business Perspectives*, 8, 615-617.
- Hoffman, Kristine, Tom Reichert, and Karon High (2001). A Tough Congressional Race in Texas’ 5th District: Pete Sessions Versus Regina Montoya-Coggins. *Business Research Yearbook: Global Business Perspectives*, 8, 713-717.
- Dempsey, J. M., and Tom Reichert (2000). Sexual Behavior in Popular Video Films: A Brief Report. *Southwestern Mass Communication Journal*, 16(1), 29-37.
- Dempsey, J. M., and Tom Reichert (2000). Portrayal of Married Sex in the Movies. *Sexuality & Culture*, 4(3), 23-38.
- Reichert, Tom (2000). Using a Media Mix as a Media Sales Teaching Tool. *Journal of Advertising Education*, 4(1), 50-52.
- Reichert, Tom, Susan Morgan, and Rochelle Mortensen (2000). Seductive Branding: Sexualizing Women to Sell Brands in Advertising. *Business Research Yearbook: Global Business Perspectives*, 7, 40-44.
- Zavoina, Susan, and Tom Reichert (2000). Media Convergence/Management Change: The Evolving Workflow for Visual Journalists. *Journal of Media Economics*, 13(2), 143-151.
- Morgan, Susan, and Tom Reichert (1999). The Message is in the Metaphor: Assessing the Comprehension of Metaphors in Advertisements. *Journal of Advertising*, 28(4), 1-12.

- Reichert, Tom, Jacque Lambiase, Susan Morgan, Meta Carstarphen, and Susan Zavoina (1999). Beefcake or Cheesecake? No Matter How You Slice It, Sexual Explicitness in Advertising Continues to Increase. *Journalism & Mass Communication Quarterly*, 76(1), 7-20.
- Pfau, Michael, Kathleen E. Kendall, Tom Reichert, Susan A. Hellweg, Wai-Peng Lee, Kyle J. Tusing, and Theodore O. Prosis (1997). Influence of Communication During the Distant Phase of the 1996 Republican Presidential Primary Campaign. *Journal of Communication*, 47(4), 6-26.
- Kenski, Henry C., Carol Chang, B. Aylor, and Tom Reichert (1996). Media Framing of Clinton's 1996 State of the Union Address. *Journal of Communication Studies*, 15(1), 35-54.
- Afifi, Walid A., and Tom Reichert (1996). Understanding the Role of Uncertainty in Jealousy Experience and Expression. *Communication Reports*, 9(2), 93-103.
- Buller, David B., Mark Callister, and Tom Reichert (1995). Skin Cancer Prevention by Parents of Young Children: Health Information Sources, Skin Cancer Knowledge, and Sun Protection Practices. *Oncology Nursing Forum*, 22, 1559-1566.
- JOURNAL ARTICLES – Invited or Non-refereed**
- Reichert, Tom (2007). The Ageless Allure: Sex, Media, and Marketing. *Journal of Promotion Management*, 13 (1/2), 3-11.
- Reichert, Tom, and Shuhua Zhou (2007). Consumer Responses to Sexual Magazine Covers on a Men's Magazine. *Journal of Promotion Management*, 13 (1/2), 127-144.
- Nitz, Michael, Tom Reichert, Adonica Schultz-Aune, and Andre Vandervelde (2007). All the News That's Fit to See?: The Sexualization of News as a Promotional Strategy. *Journal of Promotion Management*, 13 (1/2), 13-33.
- Reichert, Tom (2007). Does Sex in Advertising Work? A Review of Scholarly Research Informed by Professional Opinion. *Advertising & Society Review*, 8 (2), <http://muse.jhu.edu/journals/asr/v008/8.2reichert.html>
- Shahid, Sam and Tom Reichert (2007). The Man Behind Abercrombie and Calvin Klein's Sexy Ad Campaigns: Tom Reichert (University of Georgia) Interviews Sam Shahid. *Advertising & Society Review*, 8 (2), <http://muse.jhu.edu/journals/asr/v008/8.2shahid.html>
- Reichert, Tom (2003). Sex and the Marketing of Mainstream Media. *Sexuality and Culture*, 7(3), 3-6.
- Reichert, Tom, and Jacqueline Lambiase (2003). How to Get "Kissably Close": Examining How Advertisers Appeal to Consumers' Sexual Needs and Desires. *Sexuality and Culture*, 7(3), 120-136.

Reichert, Tom (2002). Sex in Advertising Research: A Review of Content, Effects, and Functions of Sexual Information in Consumer Advertising. *Annual Review of Sex Research*, 13, 241-273.

Reichert, Tom, and Kay Colley (2002). Packaging the University Audience For Advertisers. *College Media Review*, 40(2), 20-22.

### **PUBLISHED PROCEEDINGS – Peer Reviewed**

Choi, Hojoon, Kyunga Yoo, Tom Reichert, and Temple Northup (2020). “How Contemporary Feminists Evaluate Female Nudity in Advertising: The Influences of Feminist Attitude and Cultural Difference [Abstract],” in *Annual Conference Proceedings of the American Academy of Advertising*.

Choi, Hojoon, Tom Reichert, Kyunga Yoo, and Michael S. LaTour (2012). “Responses to Graphic Sexual Appeals in Advertising: Examining the Interaction of Sexual Self Schema [Abstract],” in *Annual Conference Proceedings of the American Academy of Advertising*.

Reichert, Tom, Kyunga Yoo, Hojoon Choi, Michael S. LaTour, and John B. Ford (2011). “Nudity in Fragrance Advertising: Assessing the Influence of Individual Constructs in Response to a Graphic Sexual Appeal [Abstract],” in *Annual Conference Proceedings of the American Academy of Advertising*.

Hennink-Kaminski, Heidi, and Tom Reichert (2009). “How is Sex Used to Sell Surgery? A Content Analysis of Sexual Appeals in Cosmetic Surgery Ads, 1985-2004 [Abstract],” in *Annual Conference Proceedings of the American Academy of Advertising*, Glen Nowak, ed., Centers for Disease Control and Prevention, Atlanta, GA, 17.

LaCaze, Tray, and Tom Reichert (2002). “From Polo to Provocateur: Ralph Lauren’s Evolving Brand Image [Abstract],” in *Proceedings of the 2002 Conference of the American Academy of Advertising*, Avery Abernethy, ed. Austin, TX: American Academy of Advertising, 110-111.

Reichert, Tom, and Alison Peterson (2001). “Lesbian Chic” Images in Advertising: Interpretations and Insights [Abstract],” in *Proceedings of the 2001 Conference of the American Academy of Advertising*, Charles R. Taylor, ed. Austin, TX: American Academy of Advertising, 12-13.

Reichert, Tom, and Art Ramirez (2000), “Defining Sexually Oriented Appeals in Advertising: A Grounded Theory Investigation,” in *Advances in Consumer Research*, Vol. 27, Stephen J. Hoch and Robert J. Meyer, eds. Provo, UT: Association for Consumer Research, 267-273.

Reichert, Tom (1996), "Sex Appeals in Advertising: Design Issues in Sex-Related Message Research," in *Proceedings of the 1996 Conference of the American Academy of Advertising*, Gary B. Wilcox, ed. Austin, TX: American Academy of Advertising, 163-170.

### **BOOK CHAPTERS**

Reichert, Tom, and Marc G. Weinberger (2014). Fifty Shades of Sex and Violence: Scenes of Advertising to Come? In Nora Rifon, Marla B. Royne, and Les Carlson (Eds.), *Advertising and Violence: Concepts and Perspectives*, (77-93). Armonk, NY: Sharpe.

Reichert, Tom (2014). Sex in Advertising: No Crime Here. In Carol Pardun (Ed.), *Advertising and Society: Controversies and Consequences*, 2nd ed., (106-113). Malden, MA: Blackwell.

Lambiase, Jacqueline, Tom Reichert, Mark Adkins, and Mike LaTour (2012). Gender and Media Literacy: Women and Men Try on Responses to Objectification in Fashion Advertising. In C.C. Otnes and L.T. Zayer's (Eds.), *Gender, Culture and Consumer Behavior* (139-159). New York, NY: Routledge.

Reichert, Tom (2011). Marketing Communication: A Dialogue Between Companies and Consumers. In Mary Brown & Michael Dues (Eds.), *The Practice of Organizational Communication*, 2nd ed., (pp. 264-282). New York: McGraw-Hill.

Reichert, Tom (2009). Sex in Advertising: No Crime Here. In Carol Pardun (Ed.), *Advertising and Society: Controversies and Consequences* (pp. 113-118). Malden, MA: Blackwell.

Reichert, Tom (2006). Does *D* Stand for Decadence? Magazine Publisher Considers Limits of Provocative Fashion Ads. In F. Mitchell Land and Bill Hornaday (Eds.), *Contemporary Media Ethics: A Guide for Students, Scholars, and Practitioners* (pp. 310-319). Spokane, WA: Marquette Books.

Reichert, Tom (2006). Selling Lollipops to the Teen Market: Chupa Chups' "Oral Pleasure" Campaign. In F. Mitchell Land and Bill Hornaday (Eds.), *Contemporary Media Ethics: A Guide for Students, Scholars, and Practitioners* (pp. 320-330). Spokane, WA: Marquette Books.

Reichert, Tom, and Tray LaCaze (2006). From Polo to Provocateur: (Re)Branding Polo/Ralph Lauren with Sex in Advertising. In Tom Reichert & Jacqueline Lambiase (Eds.), *Sex in Consumer Culture: The Erotic Content of Media and Marketing* (pp. 179-197). Mahwah, NJ: Erlbaum.

Reichert, Tom, and Jacqueline J. Lambiase (2006). Peddling Desire: Sex and the Marketing of Media and Consumer Goods. In Tom Reichert & Jacqueline Lambiase (Eds.), *Sex in Consumer Culture: The Erotic Content of Media and Marketing*. Mahwah (pp. 1-10). NJ: Erlbaum.

- Lambiase, Jacqueline J., and Tom Reichert (2006). Sex and the Marketing of Contemporary Consumer Magazines: How Men's Magazines Sexualized Their Covers to Compete with *Maxim* (pp. 67-86). In Tom Reichert & Jacqueline Lambiase (Eds.), *Sex in Consumer Culture: The Erotic Content of Media and Marketing*. Mahwah, NJ: Erlbaum.
- Reichert, Tom (2005). Men Change, Women Stay the Same: Images in Ads Targeted Toward Young and Mature Adults. In Theresa Carilli and Jane Campbell (Eds.), *Women and the Media: Diverse Perspectives* (pp. 104-115). Lanham, MD: University Press of America.
- Reichert, Tom, Ignatius Fosu, and Fei Xue (2004). "Examining Responses to Sex in Advertising: Personality Variables and Sexy Commercials." In Peter Neijens, Constanze Hess, Bas van den Putte, and Edith Smit (Eds.), *Content and Media Factors in Advertising* (pp. 91-99). Amsterdam: Het Spinhuis.
- Nitz, Michael, Alyson Cypher, Tom Reichert, and James E. Mueller (2003). Candidates As Comedy: Political Presidential Humor on Late-Night Television Shows. In Lynda Lee Kaid, John C. Tedesco, Dianne Bystrom, and Mitchell S. McKinney (Eds.), *The Millennium Election: Communication in the 2000 Campaigns* (pp. 165-175). Lanham, MD: Rowman and Littlefield.
- Lambiase, Jacqueline, and Tom Reichert (2003). Promises, Promises: Exploring Erotic Rhetoric in Sexually Oriented Advertising. In Linda Scott and Rajeev Batra (Eds.), *Persuasive Imagery: A Consumer Perspective* (pp. 247-266). Mahwah, NJ: Erlbaum.
- Reichert, Tom, and Jacqueline Lambiase (2003). One Phenomenon, Multiple Lenses: Bridging Perspectives to Examine Sex in Advertising. In Tom Reichert and Jacqueline Lambiase (Eds.), *Sex in Advertising: Perspectives on the Erotic Appeal* (pp. 1-8). Mahwah, NJ: Erlbaum.
- Reichert, Tom (2003). What is Sex in Advertising? Perspectives from Consumer Behavior and Social Science Research. In Tom Reichert and Jacqueline Lambiase (Eds.), *Sex in Advertising: Perspectives on the Erotic Appeal* (pp. 11-38). Mahwah, NJ: Erlbaum.
- Lambiase, Jacqueline, and Tom Reichert (2003). Future Questions and Challenges: Advertising Research in the Midst of Sex Noise. In Tom Reichert and Jacqueline Lambiase (Eds.), *Sex in Advertising: Perspectives on the Erotic Appeal* (pp. 273-278). Mahwah, NJ: Erlbaum.
- Reichert, Tom (2001). Marketing Communication: How Organizations and Consumers Talk To Each Other. In Michael Dues & Mary Brown (Eds.), *The Practice of Organizational Communication* (pp. 321-341). New York: McGraw-Hill.
- Lambiase, Jacque, Tom Reichert, Susan Morgan, Meta G. Carstarphen, Susan Zavoina, and Mark Callister (1999). Gendered Bodies Still Thrive in (Post)Modern Magazine-Land. In Meta G. Carstarphen & Susan C. Zavoina (Eds.), *Sexual Rhetoric: Media Perspectives on Sexuality, Gender and Identity* (pp. 149-158). Westport, CT: Greenwood.

Reichert, Tom, Kevin Maly, and Susan Zavoina (1999). Designed for (Male) Pleasure: The Myth of 'Lesbian Chic' in Mainstream Advertising. In Meta G. Carstarphen & Susan C. Zavoina (Eds.), *Sexual Rhetoric: Media Perspectives on Sexuality, Gender and Identity* (pp. 123-133). Westport, CT: Greenwood.

Reichert, Tom, and Charlene Melcher (1999). Film Noir, Feminism, and the Femme Fatale: The Hyper-Sexed Reality of *Basic Instinct*. In Marian Meyers (Ed.), *Mediated Women: Representations in Popular Culture* (pp. 287-304). Cresskill, NJ: Hampton Press.

Reichert, Tom (1998). Marketing Communication: The Dialogue Between Organizations and Consumers. In Michael Dues & Michael Burgoon (Eds.), *Applied Organizational Communication* (pp. 283-303). New York: McGraw-Hill.

Reichert, Tom (1996). Marketing Communication. In Michael Dues & Michael Burgoon (Eds.), *Communication, Organization, and Work: An Introduction to Thought and Practice* (pp. 243-259). New York: McGraw-Hill.

### **PUBLICATONS – Invited, Book Reviews, and Reports**

Reichert, Tom (2016). The Erotic History of Advertising. *Perfume Bottle Quarterly*, Summer, 4-7.

Reichert, Tom. (2015). "Sex in Advertising." In *The International Encyclopedia of Human Sexuality*, edited by Patricia Whelehan and Anne Bolin. Malden, Oxford: Wiley-Blackwell.

Reichert, Tom (2011). "Sex in Advertising." In Jagdish Sheth and Naresh K. Malhotra (Eds.), *Wiley International Encyclopedia of Marketing*, Michael A. Belch and George E. Belch, vol. 4 eds., (pp. 163-166). West Sussex, UK: Wiley.

Reichert, Tom (2008). Social Marketing. In Lynda Lee Kaid and Christina Holtz- Bacha (Eds.), *Encyclopedia of Political Communication*, vol. 2 (pp. 747-748). Thousand Oaks, CA: Sage.

Reichert, Tom (2008). Advertising, Emotions. In Wolfgang Donsbach (Ed.), *International Encyclopedia of Communication*, Vol. 1 (pp. 71-75). Malden, MA & Oxford, UK: Wiley-Blackwell.

Loubradou, Esther, & Tom Reichert (2007, June 26). How to Handle Sex in Advertising (International Advertising Association, NY Chapter, White Paper). Retrieved December 18, 2007, from [http://www.iaany.org/sitebuildercontent/sitebuilderfiles/final\\_white\\_page.PDF](http://www.iaany.org/sitebuildercontent/sitebuilderfiles/final_white_page.PDF)

Reichert, Tom (2005). Early Marketers Titillate with Glimpses of Knees and Necks. In W. D. Sloan (Ed.), *The Media in America* (6th ed.). Northport, AL: Vision Press: 276.

- Reichert, Tom (2005). [Review of the book *Selling Style: Clothing and Social Change at the Turn of the Century*]. *The Historian*, 67(1), 135-136.
- Reichert, Tom (2004). [Review of the book *Selling Style: Clothing and Social Change at the Turn of the Century*]. *Journal of Advertising Education*, Spring, 63.
- Reichert, Tom (2003). Sex in Advertising. In John McDonough and Karen Egolf (Eds.), *The Advertising Age Encyclopedia of Advertising* (pp. 1432-1435). Chicago: Fitzroy & Dearborn.
- Reichert, Tom (2001). Sexy Ads Target Young People. *USA Today* [magazine], 129(May), 50-52.
- Reichert, Tom (2000). *Determining the Persuasive Effectiveness of Recruitment Advertising: A Report to the Navy*. (Classified Report – Department of the Navy). Washington, DC: U.S. Department of the Navy.

### **PROFESSIONAL PRESENTATIONS – Peer Reviewed/Invited**

1992-present Presentations at annual conferences – AEJMC, ICA, NCA, AAA, etc. (over 100)  
– as of March 2026.

### **TEACHING**

#### **Programs Founded**

2010-2017 Co-Director/Founder, Cannes Lions Study Abroad Program, Cannes, France  
Recruit, coordinate and teach in annual summer program with over 60 students.

#### **Courses Taught**

Introduction to Advertising (undergraduate and honors)  
Media Planning (undergraduate)  
Mass Communication Theory (graduate)  
Advertising Research (undergraduate)  
Advertising Management (graduate)  
Sex in Advertising (first-year seminar, undergraduate and graduate seminar)  
Global Advertising & Marketing Communication (undergraduate)  
Advertising Campaigns (undergraduate)  
Sex in Media (doctoral seminar)  
Advertising Sales & Promotion (undergraduate)  
Media & Society (undergraduate)  
Political Campaign Communication (undergraduate and graduate)  
Analysis of Communication Behavior (undergraduate)  
Organizational Communication (undergraduate)  
Public Speaking (undergraduate)  
Small Group Communication (undergraduate)

Theories of Persuasion (undergraduate)

### Teaching Awards and Recognition

- 2014 “Teacher of the Week,” UGA’s Center for Teaching & Learning.  
 2005 Outstanding Teacher: Order of Omega, UGA Student Academic Honor Society.

### Dissertations & Theses

- 1996-present Doctoral advisory committees (6)  
 Masters advisory committees (11)

### Teaching Development: Conferences, Seminars, and Workshops

- 2012-2016 Co-Facilitator: Faculty Learning Community: “Everything you wanted to know about teaching but were afraid to ask.” Year-long group co-directed with Paul Quick, UGA’s Center for Teaching and Learning.

## SERVICE AND PROFESSIONAL ACTIVITIES

### Memberships

- 2017-present American Library Association  
 1996-present Association for Education in Journalism and Mass Communication  
 1995-present American Academy of Advertising  
 1992-2017 International Communication Association  
 1998-2005 Association for Consumer Research  
 1992-2005 National Communication Association  
 1992-1996 Western States Communication Association

### Editorial Review Boards

- 2018-present Editorial Board – *Advertising & Society Quarterly*  
 2006-2024 Advisory Board – *Journalism & Mass Communication Quarterly*  
 2006-2014 Editorial Board – *Journal of Current Issues and Research in Advertising*  
 2003-2013 Editorial Review & Advisory Board – *Journal of Promotion Management*  
 2001-present Editorial Review Board – *Journal of Advertising Education*  
 2000-present Editorial Review Board, Associate Editor – *Sexuality & Culture*  
 2007-2013 Editorial Board – *Journal of Advertising*

### Guest Editorships

- 2007 Guest Editor, *Journal of Promotion Management* special issue, “Sex and Marketing Promotion,” Vol. 13, Issue, 1/2.  
 2003 Guest Editor, *Journal of Sexuality & Culture* special issue, “Sex and the Marketing of Mainstream Media,” Vol. 7, Issue 3.

### Offices and Committees in Professional Associations

- 2026-present Chair – Awards Committee, AAA (appointed)  
 2019-2020 Past-President – American Academy of Advertising  
 2018-2019 President – American Academy of Advertising  
 2017-2018 President-elect – American Academy of Advertising (elected)

2015-2017	Vice President – American Academy of Advertising (elected)
2008-2010	Member – Research Committee, American Academy of Advertising (appointed)
2007-2008	Member – Publications Committee, AAA (appointed)
1999-2006	Member – Research Committee, American Academy of Advertising (appointed)
2006	Member – Industry Relations Committee, AAA (appointed)
2003	Chair – Nominating Committee, Mass Comm Division, NCA (elected)
2002	Member – Nominating Committee, Mass Comm Division, NCA (elected)
1997-1998	Chair, Vice Chair and Secretary – Media Studies Interest Group, Western States Communication Association (elected)

### Service to Professional Associations

1995-present Active reviewer, discussant, and program chair for many associations and journals.

### PROFESSIONAL EXPERIENCE

1994	<b>Deputy Press Secretary. Kolbe '94 / Jim Kolbe (5-AZ; US Representative).</b> Hired to maximize media exposure during re-election campaign. Duties included public relations activities such writing press releases, creating direct mail, coordinating press events and town hall meetings, and designing and contributing to the campaign's monthly newsletter.
1994	<b>Political Research/Writer. Connect Consulting, Baja Arizona Political News</b> Conducted research on policy and political issues for congressional candidates, created messages for candidates' advertising efforts, and authored articles for firm's political newsletter.
1989-1991	<b>Account Executive. The Orange County Register.</b> Santa Ana, CA Member of the newspaper's retail-advertising sales team. Daily activities included prospecting, presenting, negotiating and maintaining contact with account base.
1988-1989	<b>Account Trainee. Media Networks / 3M.</b> San Francisco, CA Member of the newspaper's retail-advertising sales team. Daily activities included prospecting, presenting, negotiating and maintaining contact with account base.

### PROFESSIONAL INTERNSHIPS

1995	<b>Senior Congressional Intern. Congressman Jim Kolbe (5-AZ).</b> Washington DC summer internship: included legislative research and writing persuasive legislative appeals to members of Congress.
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