

PROMOTION RECOMMENDATION

Approved by the Regents

May 17, 2007

**The University of Michigan-Dearborn
College of Arts, Sciences, and Letters
Department of Social Sciences**

Pamela E. Pennock, assistant professor of history, Department of Social Sciences, College of Arts, Sciences, and Letters, is recommended for promotion to associate professor of history, with tenure, Department of Social Sciences, College of Arts, Sciences, and Letters.

Academic Degrees:

Ph.D.	2002	Ohio State University, Columbus
M.A.	1995	Ohio State University, Columbus
B.A.	1994	Wittenberg University, Springfield

Professional Record:

2002 to present	Assistant Professor of History, Department of Social Sciences, College of Arts, Sciences, and Letters
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Summary of Evaluation:

Teaching: Professor Pennock's teaching is rated excellent and she has made important contributions to our curriculum. She has taught six courses, all of which are critical to the history discipline, and is an active participant and founding member of the newly reinvigorated American Studies program. She has also contributed to the Master of Arts in Liberal Studies program, serving on the thesis committees of three students. Additionally, Professor Pennock has facilitated a number of well-received pedagogical workshops for the University of Michigan-Dearborn faculty. Overall, her teaching skills and classroom efforts are very highly regarded and have twice garnered nominations for a campus teaching award from her students.

Research: Dr. Pennock is rated an excellent researcher. Her work is impressive in its scope and she has developed a strong reputation as an authority in the areas of advertising regulation and the contemporary temperance/anti-tobacco crusades. Her research is original, ambitious, and thorough and is both methodologically rigorous and insightful. More to the point, Professor Pennock's command of the literatures connected to her chosen research areas and her ability to frame her work to address important, and previously ignored questions, speaks to her skills as a researcher and to the high quality of her mind, as does the outside funding that she received for her work from the Hagley Museum and Library. Her future research on mobility and Cold War culture will no doubt be similarly noteworthy. Her external reviewers provided very strong supporting letters.

Recent and Significant Publications:

Pennock, Pamela, Advertising sin and sickness: The politics of alcohol and tobacco marketing, 1950s-1980s, Dekalb: Northern Illinois University Press. (Forthcoming 2006).

Pennock, Pamela, Televising sin: Efforts to restrict the televised advertisement of cigarettes and alcohol in the United States, 1950s to 1980s, *Historical Journal of Film, Radio and Television* 25, pp. 619-636. (October 2005)

Pennock, Pamela, The evolution of U.S. temperance movements since repeal: A comparison of two campaigns to control alcoholic beverage marketing, 1950s and 1980s, *The Social History of Alcohol and Drugs* 20, pp.14-65. (Fall 2005)

Pennock, Pamela, with K. Austin Kerr, In the shadow of prohibition: American domestic alcohol policy since 1933, *Business History* 47, pp. 383-400. (July 2005)

Pennock, Pamela, The national recovery administration and the rubber tire industry, 1933-1935, *Business History Review*, 71, pp. 543-568. (Winter 1997) Recipient of Harvard-Newcomen Special Award for 1998.

Service: Professor Pennock's service has also been rated as excellent. Most notably she has served on Faculty Senate, the Faculty Senate Information Technology Advisory Committee, the CASL Ad-Hoc Technology Advisory Committee, and the American Studies Executive Committee. She has also served as History discipline Library Liaison, as coordinator for the review of History Discipline Lecturers, and as a Lead Historian on the Teaching American History Grant partnership between the University of Michigan-Dearborn and the Plymouth-Canton Community Schools.

External Reviewers:

Reviewer (A)

"I consider Dr. Pennock's research contribution to be outstanding because she has written an outstanding book...she has produced a surprising and enlightening study of secularization, of a culture moving away from moralistic discourse and toward consequentialist and science-based justifications for policy...Seldom have I read a book in which drug history is so well integrated with political, cultural, and economic history."

Reviewer (B)

"[Professor Pennock's] interests lie at the intersection of business, political, and cultural history, as she seeks to determine how public policy is shaped and how it affects, and is affected by, changing folkways. In investigating the post-Repeal making of federal policy toward alcohol and cigarettes, she is a pioneer...As further studies of this period are undertaken, I expect Professor Pennock's prominence to increase...Her forthcoming book will set the standard for future studies of federal alcohol and cigarette policy in the post-Repeal era."

Reviewer (C)

"Her forthcoming book, *Advertising Sin and Sickness*, will most certainly establish her in the field...The use of primary sources is exemplary. The author has also made good use of the secondary literature to situate the topic in the broader historical and interpretative context...I strongly recommend promotion with tenure for this promising scholar [of her generation]. Judging from her research, you should be very proud to have her in your department."

Reviewer (D)


"Overall, my impression of Dr. Pennock's work is quite positive. She has an important and timely topic, and one that ties into a variety of major themes and issues not only in recent U.S. history but in other disciplines concerned with contemporary American society as well...Her general knowledge of a wide variety of perspectives on recent U.S. history and her ability to fit her own work into those perspectives is especially impressive."

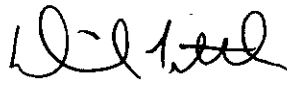
Reviewer (E)

"I have carefully read Pennock's forthcoming book, *Advertising Sin and Sickness*. In this work she impressively brings together several of the most important themes introduced in her earlier publications. I am confident that when the book appears it will be widely noted and establish Pennock's reputation as a leading scholar of twentieth century advertising and its regulation. In the book she demonstrates excellent command of diverse source materials. The book is deeply researched and clearly presented."

Summary of Recommendation:

Professor Pamela Pennock is a testament to the teacher-scholar model extolled by the University of Michigan-Dearborn. Her scholarship has gained her, and the campus, valuable recognition and its wider dissemination promises even greater accolades for Professor Pennock. The intelligence, clarity and creativity of her writing have drawn outstanding reviews. All of the reviewers comment upon the coherence and innovativeness of her work and all predict continued contributions to the field. Likewise, Professor Pennock's teaching; whether they are introductory courses in history, upper level topics/chronological courses, or upper level methods courses, regularly receive excellent reviews from students and from her colleagues as well. Equally as impressive, are Professor Pennock's service contributions to her discipline, to her department, to the college and university as a whole, as well as those to the broader metropolitan community. We are very pleased to recommend, with the strong support of the College of Arts, Sciences, and Letters Executive Committee, Pamela E. Pennock for promotion to associate professor of history, with tenure, Department of Social Sciences, College of Arts, Sciences, and Letters.


Kathryn Anderson-Levitt
Dean
College of Arts, Sciences, and Letters


Daniel Little
Chancellor
University of Michigan-Dearborn

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