

SUN YOUNG LEE

Assistant Professor
Department of Communication
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ACADEMIC POSITIONS

Assistant Professor (Fall 2018–present). Department of Communication, College of Arts and Humanities, University of Maryland, College Park, MD

Assistant Professor (Fall 2013–Spring 2018). Department of Public Relations, College of Media and Communication, Texas Tech University, Lubbock, TX

Visiting Assistant Professor (Fall 2012–Spring 2013). Department of Public Relations, College of Media and Communication, Texas Tech University, Lubbock, TX

Adjunct Professor (Spring 2012). School of Journalism and Mass Communication, University of North Carolina–Chapel Hill, Chapel Hill, NC

Instructor of Record (Fall 2010–Spring 2011). School of Journalism and Mass Communication, University of North Carolina–Chapel Hill, Chapel Hill, NC

EDUCATION

University of North Carolina–Chapel Hill, May 2012

Ph.D., Journalism and Mass Communication

Dissertation supervisor: Dr. Daniel Riffe

Dissertation title: Unveiling the Agenda-Building Process for Corporate Social Responsibility and the Impacts of Corporate Communications on the Process

University of Georgia, Athens, Georgia, August 2007

M.A., Journalism and Mass Communication

Thesis supervisor: Dr. Ruthann Weaver Lariscy

Thesis title: Image Repair in a Food Health Crisis: An Experimental Analysis of Image Restoration Message Strategies

Ewha Womans University, Seoul, Korea, February 2005

B.A., Advertising and Public Relations, and Broadcasting (double major)

Minor: Chinese Language and Literature

RESEARCH INTERESTS

Corporate social responsibility (CSR) communication, CSR public engagement, CSR message strategies (in particular, visuals and new media), Corporate reputation management, Media relations, Crisis communication, Integrated marketing communication

TEACHING INTERESTS

Principles of PR, PR case studies, PR strategies, PR campaigns, Research methods, International & multicultural PR, Crisis communication, Corporate communication, Corporate social responsibility, Integrated marketing communication

REFEREED PUBLICATIONS

Lee, Sun Young, Zhang, Weiwu, & Abitbol, Alan. (in press). What makes CSR communication lead to CSR participation? Testing the mediating effects of CSR associations, CSR credibility, and organization–public relationships. *Journal of Business Ethics*. Advance online publication.

<https://link.springer.com/article/10.1007/s10551-017-3609-0>

Jeong, Yongick, & **Lee, Sun Young**. (in press). What determines the news value of international disasters in the U.S. news media? *Journalism*. Advance online publication. <http://journals.sagepub.com/doi/full/10.1177/1464884917737212>

Chung, Sungwon, & **Lee, Sun Young**. (in press). Visual CSR messages and the effects of emotional valence and arousal on perceived CSR motives, attitude, and behavioral intention. *Communication Research*. Advance online publication.

<https://doi.org/10.1177/0093650216689161>

Abitbol, Alan, Seltzer, Trent, Lee, Nicole, & **Lee, Sun Young**. (2018). #RaceTogether: Starbucks' attempt to discuss race in America and its impact on company reputation and employees. *Public Relations Journal*, 12(1). Available online:

https://prjournal.instituteforpr.org/wp-content/uploads/Abitbol_Lee_Seltzer_Lee_RaceTogetherStarbucks-1.pdf.

Lee, Sun Young, & Chung, Sungwon. (2018) Effects of emotional visuals and company–cause fit on memory of CSR information. *Public Relations Review*, 44(3), 353–362.

Abitbol, Alan, & **Lee, Sun Young**. (2017). Messages on CSR-dedicated Facebook pages: What works and what doesn't. *Public Relations Review*, 43(4), 796–808.

Fuhlhage, Michael, Shaw, Donald, Holman, Lynette, & **Lee, Sun Young** (2017). Blowing embers: An exploration of the agenda-setting role of books. *Journalism Studies*, 18(12), 1593–1612.

Lee, Sun Young, & Rim, Hyejoon. (2017). Company–nonprofit partnerships, negative spillover, and response strategies. *International Journal of Strategic Communication*, 11(3), 194–208.

- Lee, Sun Young,** & Riffe, Daniel. (2017). Who sets the CSR agenda in the news media? Unveiling the agenda-building process of corporations and a monitoring group. *Public Relations Review*, 43(2), 293–305.
- Lee, Sun Young,** & Rim, Hyejoon (2016). Negative spillover in corporate–nonprofit partnerships: Exploring the effects of company–cause congruence and organization–public relationships. *Public Relations Review*, 42(4), 710–712.
- Lee, Sun Young** (2016). How can companies succeed in forming CSR reputation? *Corporate Communications: An International Journal*, 21(4), 435–449.
- Kim, Hark-Shin, & **Lee, Sun Young.** (2015). Testing the buffering and boomerang effects of corporate social responsibility practices on consumers’ perception of a corporation during a crisis. *Corporate Reputation Review*, 18(4), 277–293.
- Lee, Sun Young,** & Carroll, Craig E. (2011). The emergence, variation, and evolution of CSR in the public sphere, 1980–2004: The exposure of publicly-traded firms to public debate. *Journal of Business Ethics*, 104(1), 115–131.
- Kim, Jooyoung, Yoon, Hye Jin, & **Lee, Sun Young.** (2010). Integrating advertising and publicity: The effects of exposure sequence, publicity valence, and product attribute consistency. *Journal of Advertising*, 39(1), 97–113.
- Carroll, Craig, **Lee, Sun Young,** & Huang, Nell C. L. (2009). The syntax of “tactic(s)” in public relations research. *Public Relations Review*, 35(4), 419–421.

INVITED ARTICLES & CHAPTERS, CONFERENCE PROCEEDINGS, & NON-REFEREED PUBLICATIONS

- Lee, Sun Young.** (January 20, 2017). 기업 사회공헌 홍보효과 신문/페이스북이 으뜸 [“The superiority of newspapers and Facebook in CSR communication,” a “Biz Solutions” column in the Business section of the *Maeil Economy*, a leading finance newspaper in South Korea].
- Lee, Sun Young.** (2016). Agenda-building theory. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 27–30). Thousand Oaks, CA: Sage.
- Lee, Sun Young.** (2016). Media effects. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 430–433). Thousand Oaks, CA: Sage.
- Lee, Sun Young.** (2015). How can companies succeed in forming CSR reputation? In D. Verčič, A. T. Verčič, & K. Sriramesh (Eds.), *Proceedings of BledCom 2015: Sleeping (with the) media* (pp. 184–191). Bled, Slovenia: University of Ljubljana.
- Lee, Sun Young.** (2015). Should practitioners communicate CSR activities directly or through the news media? Comparing the effects of communicating through the news media and direct corporate communication efforts on CSR reputation. In D. Verčič, A. T. Verčič, & K. Sriramesh (Eds.), *Proceedings of BledCom 2015: Sleeping (with the) media* (pp. 192–201). Bled, Slovenia: University of Ljubljana.

Kaul, Asha, Chaudhri, Vidhi, Cherian, Dilip, Freberg, Karen, Mishra, Smeeta, Kumar, Rajeev, Pridmore, Jason, **Lee, Sun Young**,* Rana, Namrata, Majmudar, Utkarsh, Carroll, Craig E. (2015). Social media: The new mantra for managing reputation. *Vikalpa: A Journal for Decision Makers*, 40(4), 455–491. (*A collaborative work; authors' names are ordered by the section of the article in which their work appeared.)

Lee, Sun Young. (2008). Overseas mobile industries and the status of regulatory policies [in Korean]. In Jung, Doonam, and Lee, Shihoon (Eds.), *The status and outlook of the mobile industry* (pp. 103–131). Seoul, Korea: Advertising Education and Research Institute, Korea Broadcast Advertising Corporation (KOBACO).

MANUSCRIPTS IN PROGRESS

Chung, Sungwon, & **Lee, Sun Young**. Effects of emotional visuals on memory of corporate social responsibility messages.

Lee, Sun Young, Kim, Young, & Kim, Yeuseung. The co-creation of shared value: What motivates the public to engage with participatory corporate social responsibility activities.

Lee, Sun Young, Kim, Yeuseung, & Kim, Young. Participatory vs. non-participatory corporate social responsibility campaigns: Their differing effects and value to companies.

Jang, Eric, **Lee, Sun Young**, & Asada, Akira. Self-imagery and advertising effectiveness: The role of sense of presence.

Lee, Sun Young, Song, Jaeki, & Chae, Sangmi. Investigating the factors in recruiting participants to CSR online communities: The role of social capital and person–environment fit.

CONFERENCE PRESENTATIONS

Lee, Sun Young, Kim, Young, & Kim, Yeuseung. The co-creation of shared value: What motivates the public to engage with participatory corporate social responsibility activities. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington DC.

Lee, Sun Young, Kim, Yeuseung, & Kim, Young. The effect of soliciting consumer participation in corporate social responsibility campaigns. Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Washington DC.

Lee, Sun Young, & Chung, Sungwon. (2017, August). Cognitive effects of emotional visuals and company–cause congruence in visual CSR messages. Presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Jang, Eric, **Lee, Sun Young**, & Asada, Akira. (2017, August). The effects of self-imagery on advertisement evaluations: The mediating role of sense of presence. Presented to the

- Advertising Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Chung, Sungwon, & **Lee, Sun Young**. (2017, May). How do emotional visuals aid consumers' memory of CSR information? Presented to the Information Systems Division of the International Communication Association, San Diego, CA.
- Lee, Sun Young** & Chung, Sungwon. (2017, March). Visuals, emotion, and buffering: Attributing good intentions to 'bad' corporate players. Presented to the International Public Relations Research Conference, Orlando, FL.
- Lee, Sun Young**, Song, Jaeki, Triche, Jason, & Chae, Sangmi. (2016, June). *Investigating the factors in recruiting participants to CSR online communities*. Presented to the Communication & Technology Division of the International Communication Association, Fukuoka, Japan.
- Lee, Sun Young**, & Rim, Hyejoon. (2016, June). *Negative spillover in corporate nonprofit partnerships and response strategies*. Presented to the Organizational Communication Division of the International Communication Association, Fukuoka, Japan.
- Lee, Sun Young**, & Rim, Hyejoon. (2016, May). *Company–nonprofit partnerships, negative spillover, and response strategies*. Presented to the annual conference of the Korean Academic Society for Public Relations, Chungju, South Korea.
- Lee, Sun Young**, & Kim, Daewook. (2016, March). *Strategies to elicit consumer engagement with corporate social responsibility programs*. Presented to the International Public Relations Research Conference, Miami, FL.
- Seltzer, Trent, Lee, Nicole, **Lee, Sun Young**, & Abitbol, Alan. (2016, March). *#Race together: Cause–brand fit, paracrisis, and Starbucks' attempt to discuss race issues in America*. Presented to the International Public Relations Research Conference, Miami, FL.
- Lee, Sun Young**, & Rim, Hyejoon. (2015, August). *The role of company–cause congruence and the moderating effects of organization–public relationships on the negative spillover effects of partnerships*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Lee, Sun Young**, Kim, Hyojin, & Gilmore, Kristi. (2015, August). *Window dressing or public education? How oil companies' websites address public concerns about hydraulic fracturing*. Presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Abitbol, Alan, & **Lee, Sun Young**. (2015, August). *Engaging the public with CSR activities through social media*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Jeong, Yongick, & **Lee, Sun Young**. (2015, August). *Determining the factors influencing the news values of international disasters in the U.S. news media*. Presented to the International Communication Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Fuhlhage, Michael, Shaw, Donald, Holman, Lynette, **Lee, Sun Young**, & Moldoff, Jason. (2015, August). *Blowing embers: An exploration of the agenda-setting role of books*. Presented to the Communication Theory & Methodology Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Lee, Sun Young. (2015, July). *Should practitioners communicate CSR activities directly or through the news media? Comparing the effects of communicating through the news media and direct corporate communication efforts on CSR reputation*. Presented to the 22nd International Public Relations Symposium, BledCom 2015, Bled, Slovenia.

Lee, Sun Young. (2015, July). *The interplay among corporate information subsidies, CSR news media, and CSR reputation: Exploring the effects of media relations in forming CSR reputation through the news media*. Presented to the 22nd International Public Relations Symposium, BledCom 2015, Bled, Slovenia.

Lee, Sun Young, Zhang, Weiwu, & Abitbol, Alan. (2015, March). *What is the value of corporate social responsibility to the community? Exploring the mediation effects of organization–public relationships in generating community social capital through CSR efforts*. Presented to the International Public Relations Research Conference, Miami, FL.

Kim, Hark-shin, & **Lee, Sun Young**. (2014, August). *Testing the buffering and boomerang effects of CSR practices on corporate reputation during a crisis: An experimental study in the context of an obesity campaign by a soft drink company*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

Gilmore, Krist, & **Lee, Sun Young**. (2014, March). *Strategic ambiguity in crisis: Fracking information designed to educate or deceive?* Presented to the International Public Relations Research Conference, Miami, FL.

Lee, Sun Young. (2013, August). *How public relations practitioners initiate relationships with journalists*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington DC.

Lee, Sun Young. (2013, June). *What are the values and impacts of public relations on business news?: A survey of business journalists on the use of information subsidies and the determinants of that use*. Presented to the Public Relations Division of the International Communication Association, London, UK.

Kim, Daewook, **Lee, Sun Young**, & Kim, Hark-shin. (2013, March). *How organization–public relationships (OPRs) can enhance corporate social responsibility (CSR) effectiveness: The moderating effects of CSR communication and corporate brand dominance (CBD)*. Presented to the International Public Relations Research Conference, Miami, FL.

- Horowitz, Nell, & **Lee, Sun Young**. (2012, May). *Organizational identities during and after mergers: A case study*. Presented to the Public Relations Division of the International Communication Association, Phoenix, AZ.
- Lee, Sun Young**, & Carroll, Craig. (2011, October). *A limited window and a limited range: Corporations' published reputation response strategies on CSR topics in the news media*. Presented at the CSR Communication Conference, Amsterdam, The Netherlands.
- Lee, Sun Young**, El-Toukhy, Sherine, Weberling, Brooke, & Riffe, Daniel. (2011, May). *Relating media exposure, attention, and usefulness to risk perception: Exploring the role of information sufficiency and personal efficacy*. Presented to the Mass Communication Division of the International Communication Association, Boston, MA.
- Lee, Sun Young**. (2011, May). *An exploration of the agenda-setting power of books: Fast food nation: The dark side of the all-American meal*. Presented to the Journalism Studies Division of the International Communication Association, Boston, MA.
- Lee, Sun Young**. (2010, June). *Can a declining company still be successful in agenda building? A case study of Wachovia*. Presented to the Public Relations Division of the International Communication Association, Singapore.
- Jeong, Yongick, & **Lee, Sun Young**. (2010, June). *A study on the news values of international disasters: Change of determinants in news coverage of international disasters in the U.S. news media*. Presented at the Global Communication and Social Change Division of the International Communication Association, Singapore.
- Lee, Sun Young**, & Carroll, Craig. (2009, August). *The emergence, variation, and evolution of corporate social responsibility on the media and public agenda, 1980–2004*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Lee, Sun Young**. (2009, August). *Integrating teaching and research in public relations*. Presented at the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Lee, Sun Young**, & Carroll, Craig. (2008, August). *The influences of personal experience, advertising recall, and media recall on corporate reputation*. Presented at the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Lee, Sun Young**. (2008, May). *The effects of negative publicity on consumers' perception of corporate reputation: Types of news, contents, and the relationship with corporate identity*. Research proposal presented to the Annual Convention of the Reputation Institute, Beijing, China.
- Lee, Sun Young**. (2008, May). *Image repair in a food crisis context*. Presented to the Public Relations Division of the International Communication Association, Montreal, Canada.

Kim, Jooyoung, Yoon, Hye Jin, & **Lee, Sun Young**. (2008, March). *Integrating advertising and publicity: The effects of exposure sequence, publicity valence, and product attribute consistency*. Presented at the American Advertising Academy, San Mateo, CA.

GRANTS & AWARDS/HONORS

2018 Arthur W. Page Center Legacy Scholars Grant (2018). Co-creation of shared value through participatory corporate social responsibility. Total award: \$5,000.

2017 Korean American Communication Association (KACA) Service Award.

2017–2018 Fellow in the TTU Institute for Inclusive Excellence. The Division of Institutional Diversity, Equity & Community Engagement and the Teaching, Learning, & Professional Development Center, Texas Tech University. Stipend: \$1,500.

2017 Faculty Research Incentive Grant (FRIG) (2017). Center for Communication Research (CCR), College of Media and Communication, Texas Tech University. Total award: \$500.

2016 Scholarship Catalyst Program Award (2016). Texas Tech University. Total award: \$3,000.

Margaret Blanchard Dissertation Award (April 2011). University of North Carolina–Chapel Hill, School of Journalism and Mass Communication. Total award: \$1,500.

Merit Assistantships (August 2007–May 2010). University of North Carolina–Chapel Hill, Graduate School. Stipend and full tuition waiver.

Dean’s List (Fall 2002; Fall 2003). Ewha Womans University.

Honors Scholarship (Spring 2000; Spring 2004). Ewha Womans University.

Third Place Award, Teaching Research Paper, Public Relations Division (2008, May):
Lee, Sun Young. *Integrating teaching and research in public relations*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.

Top Student Paper Award, Public Relations Division (2008, May):
Lee, Sun Young. *Image repair in a food crisis context*. Presented to the Public Relations Division of the International Communication Association, Montreal, Canada.

TEACHING

University of Maryland (Fall 2018–present)

COMM 498F. *Public Relations and Corporate Social Responsibility* (Fall 2018)

Texas Tech University (Fall 2012–Spring 2018)

Undergraduate Courses

PR 3311. *Public Relations Strategies* (Fall 2012, Spring & Fall 2013, Spring & Fall 2014, Spring 2015, Spring 2016, Spring 2018)

PR 4312. *Public Relations Campaigns* (Spring & Fall 2015, Fall 2016, Spring 2017)

PR 4351. *International & Multicultural PR* (Fall 2013, Fall 2014, Fall 2015, Spring 2016, Spring 2017, Fall 2017, Spring 2018)

Graduate Courses

PR 6315. *Special Topics in PR: Corporate Social Responsibility* (Spring 2014)

PR 6315. *Special Topics in PR: Crisis Communication* (Summer II, 2013)

MCOM 5314. *Strategic Communication in a Global Environment* (Fall 2017)

MCOM 5364. *Research Methods* (Summer I, 2014)

MCOM 6050. *Master's Report*: Shelby Hilliard (Spring 2014), Marissa Williams (Fall 2014), Megan Prestemon (Spring 2015)

MCOM 7000. *Independent Study*: Alan Abitbol (Fall 2014), Esul Park (Summer II, 2015)

University of North Carolina–Chapel Hill (Fall 2010–Spring 2011, Spring 2012)

Undergraduate Course

JOMC 431. *Case Studies in Public Relations* (Fall 2010, Spring 2011, Spring 2012)

Guest Lectures

Dr. Zhang's PR 4380 *Applied Public Relations Research*

Dr. Kim's EMC 3358 *International Electronic Media*

Dr. Gardner's PR 3300 *Applied Public Relations Theory and Concepts*

Dr. Seltzer's MCOMC 5343 *PR Problems & Cases*

Dr. Ha's *Introduction to PR* at Daegu University, South Korea

SUPERVISION OF DISSERTATION AND THESIS PROJECTS

Dissertation committee member. Abitbol, Alan (March 2016). *The importance of communicating stakeholder value: Examining the impact of value-driven company CSR communication on organization–public relationships, reputation, and attitude*. Ph.D. dissertation, College of Media and Communication, Texas Tech University. Currently Assistant Professor, University of Dayton, OH.

Thesis committee member. Park, Esul (June 2016). *The psychology of online news evaluation: How interactivity and negative emotions drive credibility assessments*. Master's thesis, College of Media and Communication, Texas Tech University. Currently Doctoral student, Temple University, PA.

Honors thesis advisor. Lundberg, Nicole (May 2017). *Airlines away: How two major airlines responded to technical failures*. Honors thesis, College of Media and Communication, Texas Tech University.

Honors contract project advisor. McDonald, Thea (December 2014). *Coca-Cola's "Crazy for Good": A global campaign with localized execution*. Honors project, College of Media and Communication, Texas Tech University.

RESEARCH ASSISTANTSHIPS

University of North Carolina–Chapel Hill

Dr. Daniel Riffe (Spring 2012): Conducted a content analysis of the articles in *Journalism and Mass Communication Quarterly* from 1985 to 2010.

Dr. Craig Carroll (Fall 2007–Spring 2009): Tracked the news media coverage of corporations and its effects on corporate reputation, explored the definitions of PR strategies and tactics, and examined the agenda-building effects of corporate discourses on Mobil Oil.

University of Georgia

Dr. Hye-Jin Paek (Spring 2006–Summer 2006): Examined the effects of anti-smoking advertising, comparing the contents of dieting websites in Korea and the U.S.

Dr. Mariko Morimoto (Spring 2006): Conducted a content analysis of advertising in fashion magazines to examine the portrayal of minorities in fashion magazines.

TEACHING ASSISTANTSHIPS

University of North Carolina–Chapel Hill

Dr. Trevy McDonald (Spring 2010): *Introduction to Mass Communication; Diversity and Communication*

Dr. Lois Boynton (Fall 2009): *Professional Problems and Ethics*

Dr. Craig Carroll (Fall 2007–Spring 2009): *Introduction to Public Relations; Advertising & PR Research*

University of Georgia

Dr. Hye-Jin Paek (Spring 2006): *Advertising & PR Research*

Dr. Bruce Klopfenstein (Fall 2006–Spring 2007): *Interactivity and the Future of Television*

Dan Keever (Fall 2006): *Electronic News Gathering and Production*

PROFESSIONAL WORK EXPERIENCE

- December 2016–
present **Market Research Consulting**
Data Analyst
Market research, branding analysis, station awareness, and talent studies for major-market local news stations (an NBC network affiliate in Boston and a Fox network affiliate in Denver).
- December 2010–
December 2011 **KBJA & KEA**, Chapel Hill, NC
Ad Hoc Translator
August & October 2011: Translated at two week-long workshops, *The Media's Role in U.S. Politics and Elections*, for the Korean Broadcast Journalists Association (KBJA).
December 2010 & December 2011: Translated at two news media workshops for the Korean Editors Association (KEA).
- February 2011 **IPARTNERS**, Seoul, Korea
Ad Hoc Consultant
Wrote up a trends report for IPARTNERS, a marketing agency, of social media strategies and monitoring in the U.S.
- June 2008 –
October 2008 **SAS**, Cary, NC
Intern
Media analysis: Compared SAS press releases and news articles.
Received training in SAS software: SAS 9.2 and SAS SQL.
- January 2007 –
April 2007 **National Multiple Sclerosis Society**, Atlanta, GA
Public Relations Intern
Assisted the Special Events Department.
Served as liaison with administrative support, did logistics related to season-specific fundraising events, prepared and composed professional documents for department presentations, communicated with key personnel, vendors, volunteers, and event participants.
- June 2004 –
October 2004 **Monthly Joongang** (magazine), Seoul, Korea
Intern Reporter
Wrote and edited feature articles on government policies and politicians. Arranged interviews with leading government officials, such as Commissioner of the National PR Organization and members of the National Assembly, among others. Organized political forums with Kookmin University once a week.

- June 2004 – July 2004 **MBC** (a major broadcasting company), Seoul, Korea
Assistant Video Editor
 Assisted directors in editing scripts, planning details, editing and selecting background music for previews for leading TV dramas.
 Participated in casting of foreign actors.
- December 2003 – March 2004 **Designhouse, Inc.** (publisher of magazines & books), Seoul, Korea
Intern
 Participated in the publishing and promoting of three books: *Gracie*, *The Fledgling*, and *Three Dogs' Bakery*.

SERVICE

Texas Tech University

Student Mentoring

- 2017 Arthur W. Page Case Study Competition: mentored Nicole Lundberg.
- 2017 *PRWeek* Outstanding Student Competition: mentored Rachel Dickson
- 2016 *PRWeek* Student of the Year Competition: mentored Nicole Lundberg for this national competition; she finished as a runner-up.

Department

- UMD PRSSA faculty advisor (Fall 2018–present)
- Scholarship Committee (Chair): Leading PR Dept. Student of the Year Awards (Fall 2014–Spring 2018)
- PR Showdown Committee (Vice Chair): TTU PR competition (Fall 2013– Spring 2018)
- Department Research Initiatives Committee (Fall 2014– Spring 2018)
- PR Assistant Professor Search Committee (Fall 2015, Fall 2017)
- DECA PR Boot Camp Committee (Spring 2015– Spring 2018)

College

- COMC Strategic Plan Diversity Subcommittee (Fall 2017–Spring 2018)
- Ph.D. Admissions Committee
- Ph.D. Curriculum Committee
- CoMC Safety Committee
- CoMC Undergraduate Research Committee
- CoMC Culture Committee
- Hispanic Media Search Committee (Spring & Fall 2015)
- Media & Communication Committee for Academic Programs
- Tools Exam Committee (Summer 2013–Fall 2014)
- Grant Ad Hoc Committee
- Graduate Scholarship Sub-Committee

University

- Texas Tech Korean Faculty Association (TTKFA), Treasurer (January 2014–December 2015)
- Spring Speaker Series organized by First Generation Transition & Mentoring Programs at Texas Tech University (February 17, 2016)
- “What Major Gets Me There?”— A Roundtable Event sponsored by the Advising Office at Texas Tech University in Conjunction with the Pre-Law Program, Panelist (April, 2014)
- First Annual Research Carnival, Presenter (November, 2013)

Profession

- Korean American Communication Association (KACA), Treasurer, elected (September 2013–present)
- Korean American Communication Association (KACA), Membership Committee Chair, appointed (September 2015–present)
- Korean American Communication Association (KACA), Awards Committee Chair, appointed (September 2013–August 2015)
- Korean American Communication Association (KACA), Student Representative, elected (September 2007–August 2011)
- Conference paper reviews
 - Reviewed three papers for the PR Division at the 2018 AEJMC Conference
 - Reviewed four extended abstracts for the KACA Division at the 2017 NCA Conference
 - Reviewed three papers for the PR Division at the 2017 AEJMC Conference
 - Reviewed three papers for the Mass Com & Society Division at the 2017 AEJMC Conference
 - Reviewed three extended abstracts for the KACA Division at the 2016 NCA Conference
 - Reviewed three papers for the PR Division at the 2016 AEJMC Conference
 - Reviewed thirteen papers for the KACA Division, PR Division, ComSHER Division, and Mass Com & Society Division at the 2015 AEJMC Conference
 - Reviewed two papers for the KACA Division at the 2014 NCA Conference
 - Reviewed three papers for the ComSHER Division at the 2013 AEJMC Conference
 - Served as a discussant for the ComSHER Division at the 2013 AEJMC Conference
- Journal manuscript reviews
 - Reviewed a manuscript for the *Journal of Public Relations Research* (2018)
 - Reviewed a manuscript for the *Journal of Business Ethics* (2018)
 - Reviewed a manuscript for the *Journal of Business Ethics* (2017)
 - Reviewed a manuscript for *Communication Research* (2017)
 - Reviewed a manuscript for *Asian Journal of Communication* (2017)
 - Reviewed a manuscript for *Chinese Journal of Communication* (2017)
 - Reviewed a manuscript for *Korean Communication Studies* (2016)
 - Reviewed four manuscripts for the *Journal of Public Relations Research* (2014, 2015, 2016, 2017)

- Reviewed a manuscript for *Korean Health Communication Research* (August 2012)
- Reviewed a manuscript for the *Korean Journal of Public Relations Research* (April 2013)

LANGUAGES

Korean (fluent), English (fluent), Chinese (intermediate)

COMPUTER SKILLS

- *Statistics:* SPSS, M-Plus, STATA
- *Databases:* Microsoft Access, Visio, My SQL, Oracle Data Mining
- *Programming:* JAVA
- *Web Design:* Photo Shop, Illustrator, Premier, InDesign, Dreamweaver

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)

International Communication Association (ICA)

Institute for Public Relations (IPR)

Korean American Communication Association (KACA)

Public Relations Society of America (PRSA)