

CURRICULUM VITAE

NAME

Jangyul Robert Kim

ADDRESS

Colorado State University
Department of Journalism and Media Communication
C230 Clark
Fort Collins, CO 80523-1785

PHONE

(970)491-2728

EDUCATION

- | | |
|------|--|
| 2006 | Ph.D., Mass Communication, University of Florida
Dissertation: "An experimental test of public relations messages: Sidedness, and corporate goodwill and trustworthiness" |
| 1995 | M.A., Public Relations, Sogang University, Seoul, Korea |
| 1986 | B.A. English Language and Literature, Sogang University, Seoul |

ACADEMIC POSITIONS

- (2022 – 2023) Visiting Professor, Sogang University, Seoul, South Korea
- (2012 – to date) Associate Professor, Colorado State University
- (2013 – 2014) Visiting Professor, Ewha Womans University, Seoul, South Korea
- (2006 – 2012) Assistant Professor, Colorado State University
- (2003 – 2006) Lecturer, Doctoral Student, University of Florida
- (2002) Adjunct Professor, Ewha Womans University, Seoul, South Korea
- (2001) Adjunct Professor, Sookmyung Women's University, Seoul South Korea

PROFESSIONAL POSITIONS

- (2016 – 2018) Director General, Consumer Risk Prevention Bureau,
Ministry of Food and Drug Safety, South Korea
- (2000 – 2003) President and CEO, KorCom Porter Novelli, Seoul, Korea
- (1995 – 2000) President and CEO, KorCom Public Relations, Seoul, Korea

- (1994 – 1995) General Manager, KorCom International, Seoul, Korea
- (1991 – 1994) Senior Account Supervisor, Communications Korea, Seoul, Korea
- (1986 – 1991) Assistant Manager, Kolon International Corp., Seoul, Korea

CURRENT JOB DESCRIPTION

50% Teaching, 35% Research/Creative Activity, 15% Service/Outreach

HONORS AND AWARDS

- 2016 PRSA College of Fellow
- 2015 Best Manuscript Award, Korean Academic Society of Public Relations (prize: \$1,000)
- 2011 Excellence in Teaching Award, The National Society of Leadership & Success, Colorado State University
- 2008 Teaching Fellow, Indiana University School of Journalism
- 2008 Grunig & Grunig Outstanding Doctoral Dissertation Award 2006-2007, International Communication Association (prize: \$600)
- 2005 Outstanding International Student Award, University of Florida
- 2004 Outstanding International Student Award, University of Florida

PUBLISHED WORKS

Refereed Journal Articles:

- Kim, J. (forthcoming). Public diplomacy and crisis response communication. *Public Diplomacy: Theory and Practice*, 3(2).
- Lim, Y., Ahn, S., & Kim, J. (forthcoming). Effects of social media usage and three types of attributions on the anti-fat attitude: a study of American college students. *Asian Journal of Public Relations*, 6(1).
- Kim, J. (2022). Public diplomacy strategies of middle power nations in the United States. *Public Diplomacy: Theory and Practice*, 2(1), 1-18.
- Yoo, S., Kim, J., & Kim, J. R. (2019). What affects public relations practitioners' job performance? An application of the JD-R model. *Korean Journal of Public Relations Research*, 23(1), 1-25.
- Kang, M., Kim, J., & Cha, H. (2018). From concerned citizens to activists: A case study of 2015 South Korean MERS outbreak and the role of dialogic government communication and citizens' emotions on public activism, *Journal of Public Relations Research*, 30(5,6), 202-229

- Ko, S., Kim, H., Hwang, I., Lee, S., Jung, H., Im, S., Kim, M., Lim, J., Ahn, K., & Kim, J. (2017). A case report on the prevention of food poisoning by applying augmented reality (AR) game (Bad Bugs GO). *Journal of Food Hygiene and Safety*, 32(4), 262-266.
- Cha, H., Suh, J., & Kim, J. (2015). Effect of issue obtrusiveness, issue congruence and response strategies on the acceptance of crisis communication messages. *Asian Journal of Communication*, 25(3), 307-326.
- Yoo, S., & Kim, J. (2015). An exploratory study on the compensation systems of Korea's PR industry using agency theory. *Korean Journal of Public Relations*, 19(1), 122-161*
- * This paper won the Best Manuscript Award of the year by Korean Academic Society of Public Relations with \$1,000 prize.**
- Kim, J. R., & Cha, H. (2014). The effect of public relations and corporate reputation on return on investment. *Asia Pacific Public Relations Journal*, 14 (1&2), 107-130.
- Yoo, K., & Kim, J. (2013). How U.S. state tourism offices use online newsrooms and social media in media relations. *Public Relations Review*, 39, 534-541
- Kim, J.-N., Ni, L., Kim, S.-H., & Kim, J. R. (2012). What makes people hot: Applying the situational theory of problem solving to hot-issue publics. *Journal of Public Relations Research*, 24(2), 144-164.
- Kim, J. R., & Kim, J.-N. (2010). A theoretical perspective on "fear" as an organizational motivator for initiating public relations activities. *Public Relations Review*, 36, 184-186.
- Cha, H., Song, Y., & Kim, J. (2010). Effects of issue ownership and issue obtrusiveness on corporate reputation at two Korean corporations. *Public Relations Review*, 36, 289-291
- Choi, Y., & Kim, J. (2009). Understanding health information channel use with education and self-efficacy for health information, *Korean Journal of Advertising and Public Relations*, 11(2), 193-212
- Kim, Y., Cha, H., & Kim, J. (2008). Developing a crisis management index: Applications in South Korea. *Journal of Public Relations Research*, 20(3), 328-355
- Kim, J., & Shin, H. (2008). How an issue in cyberspace shifts to the real world: Three-stage cyber-issue diffusion (CID) model. *Journal of Cybercommunication Academic Society*, 25(2), 5-32
- Ki, E., & Kim, J. (2008). How Viagra has been framed since its launch: A framing analysis of major newspapers in South Korea and the USA. *The Open Communication Journal*, v.2, 108-116

Refereed Book Chapters:

- Choi, S., & Kim, J. (2022). South Korea's ongoing battle with COVID-19: From masks to vaccinations. In Maarek, P. (Ed.), *Manufacturing Government Communication on Covid-19 Perspectives* (pp. 79-106). Springer.
- Choi, S., & Kim, J. (2021). Media and reputation. In *PR communication and reputation: Interdisciplinary theories and strategies (PR 커뮤니케이션과 명성: 학제간 이론과 전략)*. Seoul, Korea: (pp. 267-301). Seoul, Korea: Hanul Academy (in Korean-language)

Kim, J., & Choi, S. (2021). No shutdown, no lockdown. In D. Lilleker, I. Coman, M. Gregor, & E. Novelli (Eds.), *Political Communication and COVID-19: Governance and rhetoric in times of crisis*. Seoul, Korea. (pp. 55-66). Routledge. <https://www.routledge.com/Political-Communication-and-COVID-19-Governance-and-Rhetoric-in-Times-of/Lilleker-Coman-Gregor-Novelli/p/book/9780367636791>

Kim, J. (2019). Digital crisis communication. In *Digital PR: Theory and practice (디지털 PR: 이론과 실제)*. Seoul, Korea: (pp. 269-303). Seoul, Korea: Hanul Academy (in Korean-language)

Kim, J. (2018). An ethical approach to crisis communication. In *Digital society and PR ethics (디지털사회와 PR 윤리)* (pp. 345-390). Seoul, Korea: Communication Books (in Korean-language)

Kim, J., & Yoo, K. (2017). Going nuts over nuts: The Korean Air ramp return crisis. In A. George, & K. Kwansah-Aidoo S. (Eds.), *Culture and crisis communication: Transboundary cases from nonwestern perspectives* (pp. 225-239), Hoboken, NJ: John Wiley & Sons

Kim, J. (2014). Application of issues and crisis management to public diplomacy. In S. Yang, G. Golan, & D. Kinsey (Eds.), *International Public Relations and Public Diplomacy: Communication and Engagement* (pp. 109-130), New York, NY: Peter Lang Publishing.

Kim, J. (2014). Global public relations. In J. Han (Ed.). *Contemporary public relations (현대PR 원론)* (pp. 444-464). Seoul, Korea: Communication Books (in Korean-language)

Non-refereed Journal Articles/Publications:

Kim, J. (2005). Korean public relations landscape. *Global Alliance for Public Relations and Communication Management Website* (<http://www.globalalliancepr.org/website/sites/default/files/nolie/PR%20Landscapes/Korea-2004.pdf>)

Shin, H. & Kim, J. (2003). Translated Beard, M., *Running a public relations department* (London: Kogan Page, 2001) to Korean version. Seoul, Korea: Communication Books

Kim, J. (2002). The models that work in Korea. *Frontline*, London: IPRA

Kim, J. (2001). Overview and perspective of Korea's PR industry. *Advertising Journal*, Seoul: ADIC

CONTRACTS & GRANT

- | | |
|------|--|
| 2021 | Externally-funded Research Project: International PR and public diplomacy strategy of middle power country, sponsored by Korean Culture and Information Service, Ministry of Culture, Sports and Tourism, South Korea. Shin, H. (PI), Kim, J. (CoPI), \$42,122 (= 50,000,000 KRW). |
| 2012 | Externally-funded Research Project: Developing Green Reputation Index sponsored by Institute of Communication Strategies, KorCom Porter Novelli, \$10,000 |

- 2009 Externally-funded Research Project: Analysis of excellent theory and its application sponsored by SKTelecom in Korea7, \$8,848 (= 10,000,000 KRW)
- 2008 Excellent research paper 2008, Korea Public Relations Association (\$5,000)

PAPERS PRESENTED/SYMPOSIA/INVITED LECTURES/PROFESSIONAL MEETINGS/WORKSHOPS

Refereed Conference Papers:

Lim, Y., Ahn, S., & Kim, J. (2022). Effects of social media usage and three types of attributions on the anti-fat attitude: a study of American college students. Presented at *2022 Korea Health Communication Association*, Seoul, South Korea

Kim, J. (2021). Public diplomacy strategies of middle power countries in the United States. Presented at *2021 Korean Association for Public Diplomacy*, Seoul, South Korea (in-person, Zoom and YouTube live)

Choi, S., & Kim, J. (2021). Challenging Instagram's "Ideal Body": A case study of Gymshark's body positivity campaign. Presented at *2021 Korean Advertising & PR Practitioners Society*, Gangneung, South Korea (Zoom)

Kim, J. (2020). Social media as a platform for digital public diplomacy: Cases and strategies. Presented at *KAPD 2020 International Conference & Annual Conference*, Seoul, South Korea (in-person, Zoom and YouTube live)

Kim, J. (2019). Digital public diplomacy and crisis communication. Presented at *2019 Korean Academic Society of Public Relations*, Seoul, South Korea.

Kim, J., Yoo, K., & Gretzel, U. (2019). Ready to deal with ethical dilemmas in the social media era? Comparison of PR professionals in the U.S. and South Korea. Presented at the *22nd International Public Relations Research Conference*, Orlando, Florida.

Kim, J. (2018). An ethical approach to crisis communication. Presented at *2018 Korean Academic Society of Public Relations, Seoul, Korea*

Kang, M., Kim, J., & Cha, H. (2016). The roles of distrust and media use on risk-associated affects, efficacy, and activism: The 2015 Middle East Respiratory Syndrome (MERS) outbreak crisis in South Korea. Presented at the *99th AEJMC*, Minneapolis, Minnesota.

Kim, J. (2015). Sorry for going nuts: Analysis of Korean Air ramp return crisis from nonwestern perspectives. Presented at the *98th AEJMC*, San Francisco, California.

Yoo, S., & Kim, J. (2015). What makes PR practitioners quit their jobs? Comparison of engagement and burnout between in-house and agency practitioners. Presented at *2015 International Public Relations Research Conference*, Miami, Florida.

Kim, J. (2015). Global PR research trend and issues. Presented at *2015 Korean Academic Society of Public Relations*, Seoul, Korea.

- Yoo, S., & Kim, J. (2014). Comparison of compensation systems between Korea and the US public relations industry, presented at *Korean Academic Society for Public Relations*, Seoul, Korea (in Korean-language)
- Kim, J. (2013). Study of on- and off-line PR cases in America to expand veteran culture (보훈문화 확산을 위한 온오프라인 PR사례연구), 2013 *Korean Academic Society of Public Relations Conference*, Seoul, Korea
- Cho, S., Kim, J., & Lee, H. (2013). Media analysis: How to facilitate family-friendly culture among the Korean corporations. (미디어 분석을 통한 가족친화기업 확산 홍보방안), 2013 *Korean Academic Society of Public Relations Conference*, Seoul, Korea
- Yoo, K., & Kim, J. (2012). Use of online newsroom in the US state tourism websites. Presented at 2012 *International Public Relations Research Conference*, Miami, Florida
- Lee, H., Christen, C., & Kim, J. (2011). Ethics, economics and relationships: A comparison of conflict management strategies employed by Korean and U.S. public relations professionals. Presented at 2011 *International Association for Media and Communication Research Conference*, Istanbul, Turkey
- Cha, H., Suh, J., & Kim, J. (2011). Effect of issue obtrusiveness, issue congruence and response strategies on the acceptance of crisis communication messages. Presented at 2011 *International Communication Association Conference*, Boston, MA
- Christen, C., Lee, H., & Kim, J. (2011). Predicting strategy selection in conflict situations: A cross-cultural comparison of the effects of perceived power and trustworthiness. Presented at 2011 *International Communication Association Conference*, Boston, MA
- Cha, H., Song, Y., & Kim, J. (2010). Effects of issue ownership and issue obtrusiveness on corporate reputation. Presented at 2010 *International Communication Association Conference*, Singapore
- Kim, J.-N., & Kim, J. R. (2009). Mr. Hyde logged in: A theoretical account of situation-triggered flaming. Presented at 2009 *National Communication Association Conference*, Chicago, IL
- Kim, J., & Choi, Y. (2008). Communication inequality in self-efficacy for health information and health information channel use: Comparison across education, ethnicity and geographic groups. Presented at 2009 *International Communication Association Conference*, Chicago, IL
- Kim, J., & Choi, Y. (2008). Influence of Social Involvement on Corporate Local Philanthropy. Presented at 2008 *AEJMC Conference*, Chicago, IL
- Kim, J. (2007). An experimental test of public relations message: Effects of involvement, corporate trustworthiness, goodwill and message sidedness in Weblogs. Presented at 2007 *AEJMC Conference*, Washington D.C.
- Kim, J. (2007). Effects of message sidedness, corporate goodwill and trustworthiness in Weblogs: An experimental test of alternative public relations message strategies. Presented at 2007 *ICA Conference*, San Francisco, CA
- Kim, J., & Choi, Y. (2005). TV as a gap equalizer in health knowledge & behavior:

Effects of media and self-efficacy on diabetes knowledge and behavior gaps. Presented at *2005 AEJMC Conference*, San Antonio, TX

Cha, H., & Kim, J. (2005). The effect of public relations and reputation on ROI. Presented at *2005 AEJMC Conference*, San Antonio, TX

Kim, J., & Molleda, J. (2005). Cross-national conflict shifting and crisis management: An analysis of Halliburton's bribery probe case in Nigeria. Presented at *2005 Annual International Public Relations Research Conference*, Miami, FL

Kim, J., & Shin, H. (2005). How an issue in cyberspace shifts to the real world: Three-Stage Cyber-Issue Diffusion (CID) Model. Presented at *2005 ICA Conference*, New York, NY

Kim, J., & Ki, E. (2005). How Viagra has been framed since its launch: A framing analysis of major newspapers in South Korea and the USA. Presented at *2005 ICA Conference*, New York, NY

Kim, J. (2004). A theoretical perspective on 'fear' as an organizational motivator for initiating public relations activities. Presented at *2004 AEJMC Conference*, Toronto, Canada

Kim, Y., Cha, H., & Kim, J. (2004). How to evaluate an organization's crisis-preparedness: The development and application of an instrument. Presented at *2004 ICA Conference*, New Orleans, LA

Refereed Conference Session Chair:

2023

Chair, Corporate Public Relations Session, *2023 Annual Conference, Korean Association for Advertising and Public Relations, Yeosoo, South Korea*

Chair, Learn from the Japan's Expo experiences. *2023 Annual Conference, Korean Academic Society of Public Relations, Busan, South Korea*

Chair, Public diplomacy in the ESG era, *2023 Spring Conference, Korean Association for Public Diplomacy, Yangpyung, South Korea*

2022

Chairman of the organizing committee of the *2022 International Conference for Public Diplomacy, Korean Association for Public Diplomacy, Seoul, South Korea*

Chairman of the organizing committee of the *2022 Korean Academic Society of Public Relations, Seoul, South Korea*

Chair, Media, Communication, and Public Relations Session, *2022 Annual International Conference for Public Diplomacy, Korean Association for Public Diplomacy, Seoul, South Korea*

Chair, Online health information: Status, issues, and why we need guidelines, *2022 Special Seminar, Korea Health Communication Association, Seoul, South Korea*

Chair, Top public relations case studies by Korea Public Relations Association Session, 2022 *Korean Academic Society of Public Relations*, Seoul, South Korea

2021

Chair and organizer, Global public relations scholars session. 2021 *Korean Academic Society of Public Relations*, Seoul, South Korea (in-person, Zoom and YouTube live)

Chair, “Understanding of journalism from the perspective of PR” session, PR communication scholarship convergence research seminar, *Korean Academic Society of Public Relations*, Busan, South Korea

2019

Chair and organizer of the Invitational Seminar with Global Public Relations Scholars (해외PR학자 초빙 세미나). *Korean Academic Society of Public Relations*, Seoul, Korea.

2015

Chair of poster session on crisis communication. 2015 *Korean Academic Society of Public Relations Conference*, Seoul, Korea.

2013

Chair of the Strategic PR seminar to increase Korean birth rate (저출산 대비 PR 전략 세미나), *Ministry of Health and Welfare 2013* and *Korean Academic Society of Public Relations Conference*, Seoul, Korea

2012

Chair of the Korean Association of Communication Scholars’ research session, 2012 *AEJMC Conference*, Chicago, IL.

Refereed Conference Session Panelist:

2022

Media, communication, and public relations session, 2022 *Annual International Conference for Public Diplomacy*, *Korean Association for Public Diplomacy*, Seoul, South Korea

When interactivity backfires: Effects of character health outcomes in interactive narrative, 2022 *Korea Health Communication Association Conference*, Seoul, South Korea

Best government PR practices, Special seminar on best PR practices, 2022 *Korean Academic Society of Public Relations*, Seoul, South Korea

The new wave in the media industry: Meeting of virtual reality and rehabilitation treatment (미디어업계에 부는 새로운 바람: 가상현실과 재활치료의 만남), Public relations and technology session, 2022 *Korean Academic Society of Public Relations Conference*, Seoul, South Korea

Seminar on the role and strategy of communication for the promotion of elderly health in the pandemic era (팬데믹 시대, 노인건강 증진을 위한 소통의 역할과 전략 세미나), 2022 *Korea Health Communication Association*, Seoul, South Korea

How to increase Korean citizens’ risk awareness of drugs and communicate effectively? (마약류 국민 위험인식 제고 및 소통방안). Co-hosted by the *Ministry of Food and Drug Safety* and *Korean Academic Society of Public Relations*, Seoul, South Korea

2021

Evolution and development of corporate social responsibility: Cases of leading “ESG” corporations, 2021 *Korean Academic Society of Public Relations*, Seoul, South Korea (in-person, Zoom and YouTube live)

2020

New paradigm in public diplomacy, 2020 *Ewha Womans University Online Seminar*, Seoul, South Korea (over Zoom)

2019

Investigating frequency and perceived effects of communication about smoking on smoking attitudes and intention in Korean college students, Health communication campaign session, 2019 *Korea Health Communication Association Conference*, Seoul, South Korea

The effect of communication revitalization among the organization members on the work-family spillover (조직구성원 간 커뮤니케이션 활성화가 일-가족 전이(work-family spillover)에 미치는 영향), Corporate PR session 2, 2019 *Korean Academic Society of Public Relations Conference*, Seoul, South Korea

2014:

Exploratory study on the existential attributes of Korean conglomerates’ PR activities: Centered on Chomsky’s propaganda model (대기업PR의 실존적 선전 속성 탐색: 촘스키의 선전모델을 중심으로), Corporate PR session, 2014 *Korean Academic Society of Public Relations Conference*, Seoul, Korea

2013:

Study of effective anti-abortion campaign message: Application of EPPM. (효과적인 낙태예방 캠페인 메시지 연구: 병행과정 확장모델(EPPM)의 적용), Crisis and health public relations session, 2013 *Korean Academic Society of Public Relations Conference*, Seoul, Korea

INVITED PRESENTATIONS/SEMINARS:

Kim, J. (2022). Digital public diplomacy and crisis communication. Public diplomacy direction and strategies for the new Korean government *Presented at the 2022 Korean Association for Public Diplomacy Conference*, Seoul, South Korea

Kim, J. (2022). How to cope with the changes in South Korea’s foreign media landscape. *Korean Culture and Information Service, Ministry of Culture, Sports, and Tourism*, Seoul, South Korea

Kim, J. (2022). Digital public diplomacy and crisis communication, *Ewha Womans University*, Seoul, South Korea

Kim, J. (2021). Crisis communication: Korean Air’s ramp return crisis case study. Presented at *Emerson College* (over Zoom)

Kim, J., & Choi, S. (2021). South Korea: No Shutdown, No Lockdown. Presented at *Manufacturing government communication towards Covid-19: A crisis, realities. International Virtual Workshop*, Nice, France (over Zoom)

- Kim, J. (2020). Social media as a platform for digital public diplomacy: Cases and strategies. Presented at *Sogang University Graduate program*, Seoul, South Korea (over Zoom)
- Kim., J. (2018). Chair of The Food and Drug Safety Forum, the *Ministry of Food and Drug Safety*, Seoul, South Korea
- Kim., J. (2018). Invited guest speaker, Seminar on government public relations with the presidents of public relations firms in South Korea, *Korea Public Relations Consultancy Association*, Seoul, South Korea
- Kim., J. (2017). Implication from food and drug safety emergency response cases. *The 4th International Symposium on Food and Drug Safety Emergency Response*, Seoul, South Korea
- Kim., J (2017). Public relations cases using virtual reality, augmented reality and crowd-sourcing techniques, *Public Relations Forum, 28th Anniversary of Korea Public Relations Association*, Seoul, South Korea
- Kim., J. (2017). Issues and crisis communication. *Graduate School of Journalism & Mass Communication, Korea University*, Beijing, China
- Kim, J. (2016). To Persuade Someone, You Must Speak Like This. Speaker at a monthly meeting of *Ministry of Food and Drug Safety* employees, Osong, South Korea
- Kim, J. (2015). I like PR: Let's do big public relations. **Keynote speaker** at 2015 *Korean Academic Society of Public Relations*, Seoul, South Korea
- Kim, J. (2014). Public relations and new communication environment, *National Pension Service of Korea*, Seoul, Korea
- Kim, J. (2014). New communication ecosystem and global PR trend, *Hankyoreh Education and Culture Center*, Seoul, Korea
- Kim, J. (2014). Future of public relations, Special lecture series, *Seoul Women's University*, Seoul, Korea
- Kim, J. (2014). Global PR Trend, *Good Morning PR Talks, The PR magazine*, Seoul, Korea
- Kim, J. (2013). New communication ecosystem, Junior PR Talks Series, at 2013 *Korean Academic Society of Public Relations*, Seoul, Korea
- Kim, J. (2013). Successful communication and cases in social media age (소셜미디어 시대의 성공적인 커뮤니케이션 전략과 사례), *GM Annual Social Media Seminar*, Incheon, Korea
- Kim, J. (2013). Recent PR trend in American corporations (미국기업의 홍보현황). *Corporate Communication Research Forum*, Seoul, Korea.
- Kim, J. (2013). Issues and crisis communication: Paradigm shift in social media environment (패러다임 전환에 따른 소셜미디어 환경에서의 이슈와 위기관리 커뮤니케이션), *National Disaster Management Institute*, Seoul, Korea
- Kim, (2013). Top 10 changes in public relations. Strategic communication seminar to overcome in the era of upheaval, *Corporate Communication Research Forum and Ewha Womans*

University, Seoul, Korea

Kim, J. (2012). Journalism in American Universities, *ChosunBiz Knowledge Forum*, Chosun Daily News, Seoul Korea

Kim, J. (2012). Key note speaker, CSR in social media era, *Social Media & Social Responsibility (SnS) Festival*, Seoul, Korea

Kim, J. (2011). International public relations. *PR One*, Seoul, Korea

Kim, J. (2010). Integrated communication and the future of public relations effect measurement. *2010 Strategic Communication Seminar*, Seoul, Korea

Kim, J. (2010). Corporate Social Responsibility, *Korea Public Relations Consultancy Association*, Seoul, Korea

TEACHING

<u>Year</u>	<u>Semester</u>	<u>Course No./Title</u>	<u>Cr. Hrs.</u>	<u>Enrollment</u>
2022	Fall	MSCO027 Public Diplomacy and Global Strategic Communication (Sogang University, South Korea)	2	10
2022	Spring	JTC799 Dissertation	2	1
2022	Spring	JTC500 Com Research & Evaluation Methods	3	9
2022	Spring	JTC373 Digital Promotion Management	3	16
2021	Fall	JTC650 Strategic Communication	3	11
2021	Fall	JTC373 Digital Promotion Management	3	13
2021	Spring	JTC354 Crisis Communication	3	17
2021	Fall	JTC373 Digital Promotion Management	3	15
2020	Fall	JTC698/798 Research	3	7
2020	Fall	JTC373 Digital Promotion Management	3	26
2020	Spring	JTC699 Thesis	3	10
2020	Spring	JTC450 Public Relations Cases	3	11
2020	Spring	JTC373 Digital Promotion Management	3	15
2020	Spring	JTC373 Digital Promotion Management	3	18
2019	Fall	JTC351 Publicity & Media Relations	3	10
2019	Fall	JTC373 Digital Promotion Management	3	22
2019	Spring	JTC351 Publicity & Media Relations	3	11
2019	Spring	JTC353 Communications Campaigns	3	5
2018	Fall	JTC351 Publicity & Media Relations	3	11
2018	Fall	JTC353 Communications Campaign	3	5
2016	Spring	JTC350 Public Relations	3	49
2016	Spring	JTC351 Publicity & Media Relations	3	16
2015	Fall	JTC500 Research Method	4	12
2015	Fall	JTC351 Publicity & Media Relations	3	16
2015	Spring	JTC353 Communications Campaign	3	9
2015	Spring	JTC351 Publicity & Media Relations	3	15
2014	Fall	JTC351 Publicity & Media Relations	3	17
2014	Fall	JTC500 Research Method	4	16

		[Courses taught in South Korea on sabbatical leave]		
2014	Spring	<i>International Public Relations</i> (Sogang University, South Korea)	3	20
2014	Spring	<i>Strategic Research Method</i> (Ewha Womans University, South Korea)	3	55
2013	Fall	<i>Ad and PR Research Method</i> (Ewha Womans University, South Korea)	3	65
2013	Fall	<i>Strategic Public Relations</i> (Yonsei University, South Korea)	2	25
2013	Spring	<i>JTC353 Communications Campaign</i>	3	15
2013	Spring	<i>JTC650 Public Relations Management</i>	3	8
2012	Fall	<i>JTC353 Public Relations Campaign</i>	3	26
2012	Fall	<i>JTC412 International Mass Communication</i>	3	31
2012	Spring	<i>JTC351 Public Relations Practices</i>	3	11
2012	Spring	<i>JTC412 International Mass Communication</i>	3	43
2011	Fall	<i>JTC353 Public Relations Campaign</i>	3	30
2011	Fall	<i>JTC412 International Mass Communication</i>	3	42
2011	Spring	<i>JTC351 Public Relations Practices</i>	3	10
2011	Spring	<i>JTC350 Public Relations</i>	3	34
2010	Fall	<i>JTC412 International Mass Communication</i>	3	48
2010	Fall	<i>JTC350 Public Relations</i>	3	40
2010	Spring	<i>JTC351 Public Relations Practices</i>	3	11
2010	Spring	<i>JTC650 Public Relations Management</i>	3	4
2009	Fall	<i>JTC350 Public Relations</i>	3	41
2009	Spring	<i>JTC650 Public Relations Management</i>	3	8
2009	Spring	<i>JTC350 Public Relations</i>	3	46
2008	Fall	<i>JTC650 Public Relations Management</i>	3	11
2008	Fall	<i>JTC350 Public Relations</i>	3	38
2008	Spring	<i>JTC350 Public Relations</i>	3	46
2008	Spring	<i>JTC351 Public Relations Practices</i>	3	18
2007	Fall	<i>JTC350 Public Relations</i>	3	43
2007	Fall	<i>JTC351 Public Relations Practices</i>	3	18
2007	Spring	<i>JTC350 Public Relations</i>	3	43
2007	Spring	<i>JTC351 Public Relations Practices</i>	3	18
2006	Fall	<i>JTC350 Public Relations</i>	3	46
2006	Fall	<i>JTC351 Public Relations Practices</i>	3	18

STUDENT ADVISING/GRADUATE SUPERVISION

UNDERGRADUATE STUDENTS:

Current Undergraduate Advisees:	20 – 2022
Previous Undergraduate Advisees:	22 – 2021
Previous Undergraduate Advisees:	22 – 2020
Previous Undergraduate Advisees:	24 - 2019
Previous Undergraduate Advisees:	23 - 2018
Previous Undergraduate Advisees:	5 - 2016
Previous Undergraduate Advisees:	3 - 2015
Previous Undergraduate Advisees:	3 - 2014
Previous Undergraduate Advisees:	22 - 2013
Previous Undergraduate Advisees:	27 - 2012
Previous Undergraduate Advisees:	18 - 2011

Previous Undergraduate Advisees: 20 - 2010
Previous Undergraduate Advisees: 30 - 2009
Previous Undergraduate Advisees: 21 - 2008
Previous Undergraduate Advisees: 19 - 2007
Previous Undergraduate Advisees: 26 - 2006

GRADUATE STUDENTS:

Current Graduate Advisees: 2
Sera Choi, Ph.D.
Scott Hansen, MS

Current Graduate Committee Membership (excluding those chaired):

_____ # Plan C
1 # MS/MA
_____ # PhD

Graduate Committee Memberships (for past 5 years, not including those above)

_____ # Plan C
1 # Plan B
8 # MS/MA
2 # PhD

Graduate Degree Completed Under Your Supervision (past 5 years)

- Sera Choi (M.S., Public Communication & Technology, 2019)
- Kelley Sorenson (M.S., Public Communication & Technology, 2019)

Descriptions of Mentoring Activities

Academic adviser, Colorado State University, *Public Relations Student Society of America* (2012 – 2013, 2014 – 2016, 2018 – to date)

Academic adviser, Colorado State University, *Korean Student Association* (2015 – to date)

Faculty adviser, Colorado State University, *The National Society of Leadership and Success* (2011 – 2012)

Honors Thesis Directed:

- Gibson, Bijar, Chair (2011)
- Diem Nguyen, Committee Member (2010)

Referee, Colorado State University, *The Journal of Undergraduate Research and Scholarly Excellence* (2010 – 2013)

COMMITTEES

Department

- JTC Faculty (Media Production) Search Committee (Chair), 2023
- JTC Tenure & Promotion Committee, 2012 – to date
- JTC Chair search committee, 2021 – 2022
- JTC Graduate Program Committee, 2018 – 2022
- JTC Search committee, 2019
- JTC Undergraduate Program Committee, 2014 – 2016
- JTC Diversity Committee (Chair), 2014 – 2016
- JTC Scholarship and Award Committee (Chair 2011-2013), 2008 – 2016
- JTC Academic Standards and Appeals Committee, 2014 – 2016
- JTC Faculty Search Committee (Health Communication), 2012
- JTC Curriculum Committee, 2012 – 2013
- JTC Library & Information Resources Committee, 2007 - 2008, 2011 - 2012

JTC Merit Evaluation Committee, 2010, 2020
JTC Advising Inequity Committee, 2008
JTC Professional Liaison and Newsletter Committee, 2008

University

University Grievance Panel, 2023 – to date
Representative to University Faculty Council, 2014 – 2016, 2018 – 2019
Grant Lee Scholarship Committee, 2014 – 2016

PROFESSIONAL AFFILIATIONS AND ACTIVITIES

Memberships in professional societies:

Association for Education in Journalism and Mass Communication,
2004 – to date
International Communication Association, 2004 – to date
Public Relations Society of America, 1996 – to date
Public Relations Society of America, Colorado Chapter, 2014 – to date
Korean Academic Society of Public Relations, 2012 – 2022 (International Director)
Korean Association for Public Diplomacy, 2020 – to date (International Director)
Korea Health Communication Association, 2018– 2022 (Research Director)
Korean Association for Advertising and Public Relations, 2022-2023
(International Director)
Korea Public Relations Association, 1991 – 2003
Korea Public Relations Consultancy Association, 2000 – 2003

Review/editorial boards:

Asian Journal of Public Relations, **editor-in-chief**, 2020 – 2022
Asian Journal of Public Relations, editorial board 2017-2020, 2023 – to date
Journal of Public Relations Research, editorial board from 2016 – to date
Asian Journal of Communication, editorial board from 2015 – to date
Journal of Public Relations (Korean), editorial board from 2015 – to date

Manuscript Refereeing

Journal of Public Relations Research, 2010 – to date
Asian Journal of Communication, 2009 – to date
Journal of Public Relations Research (Korean), 2015 – to date
Journal of Mass Communication Quarterly, 2016 – to date (ad hoc reviewer)
International Journal of Communication, 2019 (ad hoc reviewer)
Journal of International Crisis and Risk Communication Research (ad hoc reviewer)

Conference Paper Refereeing:

International Communication Association (Public Relations Division),
2007 – to date
Association for Education in Journalism and Mass Communication
(Public Relations Division), 2007 – to date
Korean Academic Society of Public Relations, 2006 – to date
Korean Association for Public Diplomacy, 2020 – to date