

Curriculum Vitae

I have read the following and certify that this *curriculum vitae* is a current and accurate statement of my professional record.

Signature:



Date: February 2, 2020

I. Personal Information

I.A. Contact information

Lee, S. Y. [UID: 109749251]
Department of Communication
University of Maryland
College Park, MD 20742
(301) 405-8264, sunlee@umd.edu

Current Rank: Assistant Professor; Year of Appointment: 2018

Affiliate Faculty Member:

Center for Social Value Creation (Robert H. Smith School of Business)

Center for Health and Risk Communication (Department of Communication)

I.B. Academic Appointments at UMD

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

I.C. Other Employment

Assistant Professor, Department of Public Relations, College of Media and Communication,
Texas Tech University, Lubbock, TX, August 2013–May 2018.

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

Adjunct Professor, School of Journalism and Mass Communication, University of North
Carolina–Chapel Hill, Chapel Hill, NC, January 2012–May 2012.

Instructor of Record, School of Journalism and Mass Communication, University of North
Carolina–Chapel Hill, Chapel Hill, NC, August 2010–May 2011.

Graduate Assistant, School of Journalism and Mass Communication, University of North
Carolina–Chapel Hill, Chapel Hill, NC, August 2007–May 2010.

Graduate Assistant, Grady College of Journalism and Mass Communication, University of
Georgia, Athens, GA, August 2006–May 2007.

Intern, SAS, Cary, NC, June 2008–October 2008.

Intern, National Multiple Sclerosis Society, Atlanta, GA, January 2007–April 2007.

I.D. Educational Background

Ph.D., Journalism and Mass Communication. University of North Carolina–Chapel Hill, 2012
Advisor: Daniel Riffe

M.A., Journalism and Mass Communication, University of Georgia, 2007
Advisor: Ruthann Weaver Lariscy

B.A., Advertising and Public Relations, and Broadcasting (double major), Chinese Language and Literature (minor), Ewha Womans University, 2005

I.E. Continuing Education

Teaching & Learning Transformation Center, University of Maryland, TLTC Launch Program for Teaching Development, August 2018–present.

ADVANCE office, University of Maryland, the Keeping Our Faculties (KOF) program, September 2018–May 2019.

The Division of Institutional Diversity, Equity & Community Engagement and the Teaching, Learning, & Professional Development Center, Texas Tech University, 2017–2018 Fellow in the TTU Institute for Inclusive Excellence, September 2017–May 2018.

The Analysis Institute, Analyzing Repeated Measures Data: ANOVA and Mixed Model Approaches, Workshop, March 2017–June 2017.

I.F. Professional Certifications, Licenses, and Memberships

Member, Association for Education in Journalism and Mass Communication
Member, International Communication Association
Member, Korean American Communication Association
Member, Public Relations Society of America

II. Research, Scholarly, Creative and/or Professional Activities

II.A. Chapters

II.A.1. Books

1. Lee, S. Y. (2019). Digital marketing PR [in Korean]. In *Digital PR: Theories and practices* (pp. 179–209). Seoul, Korea: Hanul.
2. Lee, S. Y. (2008). Overseas mobile industries and the status of regulatory policies [in Korean]. In D. Jung & S. Lee (Eds.), *The status and outlook of the mobile industry* (pp. 103–131). Seoul, Korea: Advertising Education and Research Institute, Korea Broadcast Advertising Corporation (KOBACO).

II.A.2. Encyclopedia

1. Lee, S. Y. (2016). Agenda-building theory. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 27–30). Thousand Oaks, CA: Sage.

2. **Lee, S. Y.** (2016). Media effects. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 430–433). Thousand Oaks, CA: Sage.

II.B. Refereed Journals

II.B.1. Refereed Journal Articles

1. Chung, S., & **Lee, S. Y.** (2019). Cognitive processing of corporate social responsibility campaign messages: The effects of emotional visuals on memory. *Media Psychology*. Advance online publication. <https://doi.org/10.1080/15213269.2019.1591999>
2. **Lee, S. Y.**, Zhang, W., & Abitbol, A. (2019). 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*, *157*(2), 413–429. <https://doi-org.proxy-um.researchport.umd.edu/10.1007/s10551-017-3609-0>
3. Chung, S., & **Lee, S. Y.** (2019). Visual CSR messages and the effects of emotional valence and arousal on perceived CSR motives, attitude, and behavioral intention. *Communication Research*, *46*(7), 926–947. <https://doi.org/10.1177/0093650216689161>
4. Jeong, Y., & **Lee, S. Y.** (2019). What determines the news value of international disasters in the U.S. news media? *Journalism*, *20*(12), 1593–1610. <https://doi.org/10.1177/1464884917737212>
5. Abitbol, A., Seltzer, T., Lee, N., & **Lee, S. Y.** (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_RaceTogetherStarbucks1.pdf
6. **Lee, S. Y.**, & Chung, S. (2018) Effects of emotional visuals and company–cause fit on memory of CSR information. *Public Relations Review*, *44*(3), 353–362. <https://doi.org/10.1016/j.pubrev.2018.02.001>
7. Abitbol, A., & **Lee, S. Y.** (2017). Messages on CSR-dedicated Facebook pages: What works and what doesn't. *Public Relations Review*, *43*(4), 796–808. <https://doi.org/10.1016/j.pubrev.2017.05.002>
8. Fuhlhage, M., Shaw, D., Holman, L., & **Lee, S. Y.** (2017). Blowing embers: An exploration of the agenda-setting role of books. *Journalism Studies*, *18*(12), 1593–1612. <https://doi.org/10.1080/1461670X.2015.1135755>
9. **Lee, S. Y.**, & Rim, H. (2017). Company–nonprofit partnerships, negative spillover, and response strategies. *International Journal of Strategic Communication*, *11*(3), 194–208. <https://doi.org/10.1080/1553118X.2017.1320558>
10. **Lee, S. Y.**, & Riffe, D. (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. <https://doi.org/10.1016/j.pubrev.2017.02.007>

11. Lee, S. Y., & Rim, H. (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. <https://doi.org/10.1016/j.pubrev.2016.06.003>
12. Lee, S. Y. (2016). How can companies succeed in forming CSR reputation? *Corporate Communications: An International Journal*, 21(4), 435–449. <https://doi.org/10.1108/CCIJ-01-2016-0009>
13. Kim, H., & Lee, S. Y. (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. <http://dx.doi.org/10.1057/crr.2015.18>
14. Lee, S. Y., & Carroll, C. 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. <https://doi.org/10.1007/s10551-011-0893-y>
15. Kim, J., Yoon, H. J., & Lee, S. Y. (2010). Integrating advertising and publicity: The effects of exposure sequence, publicity valence, and product attribute consistency. *Journal of Advertising*, 39(1), 97–113. <https://doi.org/10.2753/JOA0091-3367390107>
16. Carroll, C. E., Lee, S. Y., & Huang, N. C. L. (2009). The syntax of “tactic(s)” in public relations research. *Public Relations Review*, 35(4), 419–421. <https://doi.org/10.1016/j.pubrev.2009.07.006>

II.C. Published Conference Proceedings

II.C.1. Non-Refereed Conference Proceedings

1. Lee, S. Y. (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.
2. Lee, S. Y. (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.

II.D. Conferences, Workshops, and Talks

II.D.1. Refereed Presentations

1. Lee, S. Y., Lim, J. R., & Shi, D. (2020, March). *How do visuals convey distant suffering? A content analysis of the visual strategies on disaster aid organizations’ social media*. To be presented to the International Public Relations Research Conference, Orlando, FL.
2. Chung, S., & Lee, S. Y. (2020, March). *The effects of existing attitude toward a company and issue stance on perceptions of a corporate advocacy campaign*. To be presented to the International Public Relations Research Conference, Orlando, FL.

3. Bucy, E., **Lee, S. Y.**, & Kim, S. C. (2019, May). Viewer responses to consequential news: Visual framing of North Korea's nuclear ambitions, 2006–2019. Presented to the pre-conference, "North Korea and Communication," of the International Communication Association, Washington, D.C.
4. Manley, T., **Lee, S. Y.**, & Najera, C. J. (2019, March). *Strategic blog-mediated crisis communication: A case study of #bloggergate*. Presented to the International Public Relations Research Conference, Orlando, FL.
5. **Lee, S. Y.**, Kim, Y., & Kim, Y. (2018, August). *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.
6. **Lee, S. Y.**, Kim, Y., & Kim, Y. (2018, August). *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.
7. **Lee, S. Y.**, & Chung, S. (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.
8. Jang, E., **Lee, S. Y.**, & Asada, A. (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.
9. Chung, S., & **Lee, S. Y.** (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.
10. **Lee, S. Y.**, & Chung, S. (2017, March). *Visuals, emotion, and buffering: Attributing good intentions to 'bad' corporate players*. Presented to the International Public Relations Research Conference, Orlando, FL.
11. **Lee, S. Y.**, Song, J., Triche, J., & Chae, S. (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.
12. **Lee, S. Y.**, & Rim, H. (2016, June). *Negative spillover in corporate nonprofit partnerships and response strategies*. Presented to the Organizational Communication Division of the International Communication Association, Fukuoka, Japan.
13. **Lee, S. Y.**, & Rim, H. (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.

14. **Lee, S. Y., & Kim, D.** (2016, March). *Strategies to elicit consumer engagement with corporate social responsibility programs*. Presented to the International Public Relations Research Conference, Miami, FL.
15. Seltzer, T., Lee, N., **Lee, S. Y., & Abitbol, A.** (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.
16. **Lee, S. Y., & Rim, H.** (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.
17. **Lee, S. Y., Kim, H., & Gilmore, K.** (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.
18. Abitbol, A., & **Lee, S. Y.** (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.
19. Jeong, Y., & **Lee, S. Y.** (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.
20. Fuhlhage, M., Shaw, D., Holman, L., **Lee, S. Y., & Moldoff, J.** (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.
21. **Lee, S. Y.** (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.
22. **Lee, S. Y.** (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.
23. **Lee, S. Y., Zhang, W., & Abitbol, A.** (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.
24. Kim, H.-S., & **Lee, S. Y.** (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.

25. Gilmore, K., & Lee, S. Y. (2014, March). *Strategic ambiguity in crisis: Fracking information designed to educate or deceive?* Presented to the International Public Relations Research Conference, Miami, FL.
26. Lee, S. Y. (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.
27. Lee, S. Y. (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, England.
28. Kim, D., Lee, S. Y., & Kim, H.-S. (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.
29. Horowitz, N., & Lee, S. Y. (2012, May). *Organizational identities during and after mergers: A case study.* Presented to the Public Relations Division of the International Communication Association, Phoenix, AZ.
30. Lee, S. Y., & Carroll, C. E. (2011, October). *A limited window and a limited range: Corporations' published reputation response strategies on CSR topics in the news media.* Presented to the CSR Communication Conference, Amsterdam, The Netherlands.
31. Lee, S. Y., El-Toukhy, S., Weberling, B., & Riffe, D. (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.
32. Lee, S. Y. (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.
33. Lee, S. Y. (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.
34. Jeong, Y., & Lee, S. Y. (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 to the Global Communication and Social Change Division of the International Communication Association, Singapore.
35. Lee, S. Y., & Carroll, C. E. (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.

36. **Lee, S. Y.** (2009, August). *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.
37. **Lee, S. Y., & Carroll, C. E.** (2008, August). *The influences of personal experience, advertising recall, and media recall on corporate reputation*. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
38. **Lee, S. Y.** (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 at the Annual Convention of the Reputation Institute, Beijing, China.
39. **Lee, S. Y.** (2008, May). *Image repair in a food crisis context*. Presented to the Public Relations Division of the International Communication Association, Montreal, Canada.
40. **Kim, J., Yoon, H. J., & Lee, S. Y.** (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.

II.E. Professional and Extension Publications

II.E.1. Non-Refereed Journal Articles

1. Kaul, A., Chaudhri, V., Cherian, D., Freberg, K., Mishra, S., Kumar, R., Pridmore, J., **Lee, S. Y.,*** Rana, N., Majmudar, U., & Carroll, C. E. (2015). Social media: The new mantra for managing reputation. *Vikalpa: A Journal for Decision Makers*, 40(4), 455–491. <https://doi.org/10.1177/0256090915618029> (*A collaborative work; authors' names are ordered by the section of the article in which their work appeared.)

II.E.2. Other

Discussant, the Communicating Science, Health, Environment, and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication, August 2013.

II.F. Sponsored Research and Programs – Administered by the Office of Research Administration (ORA)

II.F.1. Grants

1. *Principal Investigator*, The co-creation of shared value through participatory corporate social responsibility. 2018 Arthur W. Page Center Legacy Scholars Grant, \$5,000.

II.G. Funded Research not administered by ORA

II.G.1. Internal Grants:

1. 2017 Faculty Research Incentive Grant (FRIG). Center for Communication Research (CCR), College of Media and Communication, Texas Tech University, \$500.
2. 2016 Scholarship Catalyst Program Award. Texas Tech University, \$3,000.

II.H. Research Fellowships, Prizes, and Awards

1. Margaret Blanchard Dissertation Award. University of North Carolina–Chapel Hill, School of Journalism and Mass Communication, \$1,500, April 2011.
2. Third Place Award, Teaching Research Paper, Public Relations Division, August 2008: Lee, S. Y. *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.
3. Top Student Paper Award, Public Relations Division, May 2008: Lee, S. Y. *Image repair in a food crisis context*. Presented to the Public Relations Division of the International Communication Association, Montreal, Canada.

III. Teaching, Extension, Mentoring, and Advising

III.A. Courses Taught (Last 5 Years)

University of Maryland

COMM 483: Senior Seminar in Public Relations (approx. enroll. = 20)

COMM 630: Seminar in Public Relations Management (approx. enroll. = 7)

COMM 354: Public Relations Programs (approx. enroll. = 10)

COMM 498F: Public Relations and Corporate Social Responsibility (approx. enroll. = 7)

Texas Tech University

PR 3311: Public Relations Strategies (approx. enroll. = 30)

PR 4312: Public Relations Campaigns (approx. enroll. = 30)

PR 4351: International & Multicultural Public Relations (approx. enroll. = 100)

MCOM 5314: Strategic Communication in a Global Environment (distance learning course) (approx. enroll. = 20)

III.B. Teaching Innovations

III.B.1. Course or Curriculum Development

University of Maryland

Fall 2019 Revision of COMM 354: Public Relations Programs

Spring 2018 Developed a new course, COMM 498F: Public Relations and Corporate Social Responsibility

Texas Tech University

Spring 2015	Revision of PR 4312: Public Relations Campaigns
Summer I 2014	Revision of MCOM 5364: Research Methods
Spring 2014	Developed a new course, PR 6315: Special Topics in PR: Corporate Social Responsibility
Fall 2013	Revision of PR 4351: International & Multicultural PR
Summer II 2013	Developed a new course, PR 6315: Special Topics in PR: Crisis Communication
Fall 2012	Revision of PR 3311: Public Relations Strategies
Fall 2010	Revision of JOMC 431: Case Studies in Public Relations

III.C. Advising: Research or Clinical

III.C.1. Undergraduate

Texas Tech University

Honors Thesis or Project

- Honors thesis advisor, Nicole Lundberg (Spring 2017).
- Honors contract project advisor, Thea McDonald (Fall 2014)

III.C.2. Master's

Texas Tech University

Thesis

- Committee Member, Esul Park (Spring 2016)

Professional Practicum Projects (MCOM 6050: Master's Report)

- Supervisor. Megan Prestemon (Spring 2015)
- Supervisor. Marissa Williams (Fall 2014)
- Supervisor. Shelby Hilliard (Spring 2014)

III.C.3. Doctoral

University of Maryland

Dissertation

- Advisor, Saymin Lee (Fall 2019–present)
- Committee member, Duli Shi (Fall 2019–present)
- Committee member, Jonathan Leach (Fall 2019–present)
- Committee member, Lingyan Ma (Spring 2019–present)
- Committee member, Yumin Yan (Fall 2018–present)
- Committee member, Shawna Dias (Fall 2018–present)

Independent Study

- Supervisor, Duli Shi (Fall 2018)

Supervision through the Center for Health and Risk Communication Research Group

- Jungkyu Rhys Lim and Duli Shi (2018–present)

Texas Tech University

Dissertation

- Committee member, Alan Abitbol (Fall 2015–Spring 2016); Current position and affiliation: Assistant Professor, University of Dayton

Independent Study

- Supervisor, Esul Park (Summer II 2015)
- Supervisor, Alan Abitbol (Fall 2014)

III.D. Advising: Other Than Directed Research

III.D.1. Undergraduate

University of Maryland

Student Organization

- UMD PRSSA faculty advisor, Fall 2018–Spring 2019

External PR Competition

- 2019 Arthur W. Page Case Study Competition: mentored Gina Lee in preparing and submitting her case study.

Texas Tech University

External PR Competition

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

III.D.2. Other Advising or Mentoring Activities

University of Maryland

- Panelist, “Job Market Workshop 2” Graduate Seminar, Department of Communication, University of Maryland, August 23, 2019
- Mentoring Jungkyu Rhys Lim and Sarah Abigail Aghazadeh for job search and materials
- Mentored Duli Shi in preparing the extended abstract for the Organization Communication Division of the 2019 Annual Conference of the International Communication Association. The paper derived from her Independent Study with me in the fall of 2018, and she presented it at the 2019 ICA conference. It was also the project

she submitted to earn her Master's degree in the Department of Communication in the fall of 2019.

Texas Tech University

- Panelist, Spring Speaker Series organized by First Generation Transition & Mentoring Programs at Texas Tech University, February 17, 2016.
- Panelist, "What Major Gets Me There?"— A Roundtable Event sponsored by the Advising Office at Texas Tech University in Conjunction with the Pre-Law Program, April, 2014.

III.E. Professional and Extension Education

III.E.1. Guest Lectures

University of Maryland

- Dr. Sommerfelt's COMM631: Seminar in Public Relations Publics

Texas Tech University

- 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

Other

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

IV. Service and Outreach

IV.A. Editorships, Editorial Boards, and Reviewing Activities

IV.A.1. Editorial Boards

- Journal of Public Relations Research, 2019–present

IV.A.2. Reviewing Activities for Journals and Presses

Invited Journal Reviewing:

- *Management Communication Quarterly* (2019)
- *Journal of Public Relations Research* (2014, 2015, 2016, 2017, 2018 (2), 2019)
- *Journal of Business Ethics* (2017, 2018)
- *Communication Research* (2017)
- *Asian Journal of Communication* (2017)
- *Chinese Journal of Communication* (2017)

- *Korean Communication Studies* (2016)
- *Korean Health Communication Research* (2012)
- *Korean Journal of Public Relations Research* (2013)

IV.A.3. Reviewing Activities for Conferences

International Communication Association

- 2020: Korean American Communication Association Division (1)
- 2019: Public Relations Division (3)

Association for Education in Journalism and Mass Communication

- 2018: Public Relations Division (3)
- 2017: Public Relations Division (3); Mass Com & Society Division (3)
- 2016: Public Relations Division (3)
- 2015: Public Relations Division (3), Communicating Science, Health, Environment, and Risk (ComSHER) Division (4), Korean American Communication Association Division (3), Mass Com & Society Division (3)
- 2013: Communicating Science, Health, Environment, and Risk (ComSHER) Division (3)

National Communication Association

- 2017: Korean American Communication Association Division (4; extended abstracts)
- 2016: Korean American Communication Association Division (3; extended abstracts)
- 2014: Korean American Communication Association Division (2)

IV.B. Committees, Professional & Campus Service

IV.B.1. Campus Service – Department

University of Maryland

- Graduate Studies Committee, Fall 2019–present

Texas Tech University

- Scholarship Committee (Chair), Fall 2014–Spring 2018
- PR Showdown Committee (Vice Chair), Fall 2013– Spring 2018
- Department Research Initiatives Committee, Fall 2014– Spring 2018
- PR Assistant Professor Search Committee, Fall 2015 and Fall 2017
- DECA PR Boot Camp Committee, Spring 2015– Spring 2018

IV.B.2. Campus Service – College

Texas Tech University

- Ph.D. Admissions Committee, Spring 2013–Spring 2016
- Ph.D. Curriculum Committee, Spring 2015
- CoMC Safety Committee, Fall 2015–Spring 2017
- CoMC Undergraduate Research Committee, Fall 2015–Spring 2017
- CoMC Culture Committee, Spring 2016–Spring 2017
- CoMC Academic Program Committee, Fall 2014–Spring 2015
- CoMC Strategic Planning Committee, Fall 2017–Spring 2018
- Hispanic Media Search Committee, Spring 2015 and Fall 2015
- Tools Exam Committee, Summer 2013–Summer 2014
- Grant Ad Hoc Committee, Spring 2014
- Center for Communication Research Faculty Advisory Committee, Fall 2017–Spring 2018
- Graduate Scholarship Sub-Committee, Spring 2017

IV.B.3. Campus Service – Other

Texas Tech University

- Presenter, First Annual Research Carnival, November, 2013
- Texas Tech Korean Faculty Association (TTKFA), Treasurer, January 2014–December 2015

IV.B.4. Offices and Committee Memberships

- Association for Education in Journalism and Mass Communication, Professional Freedom and Responsibility (PF &R) Committee in the PR Division, September 2017–August 2019

IV.B.5. Leadership Roles in Meetings and Conferences

- Korean American Communication Association (KACA), Treasurer, elected, September 2013–August 2017
- Korean American Communication Association (KACA), Membership Committee Chair, appointed, September 2015–August 2017
- 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

IV.C. External Service and Consulting

IV.C.1. Community Engagements, Local, State, National, International

- Translator, Two Week-long Workshops for the Korean Broadcast Journalists Association in the School of Journalism and Mass Communication at the University of North Carolina–Chapel Hill, August 2011 and October 2011
- Translator, Workshops for the Korean Editors Association (KEA) in the School of Journalism and Mass Communication at the University of North Carolina–Chapel Hill, December 2010 and December 2011

IV.C.2. Consultancies

- Market Research of Local News Stations (i.e., an NBC Network Affiliate in Boston and a Fox Network Affiliate in Denver), December 2016–May 2017
- Trend Report for IPARTNERS, a Marketing Agency, about Social Media Strategies and Monitoring in the U.S, February 2011

IV.D. Media Contributions

IV.D.1. TV

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IV.D.3. Blogs

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IV.E. Service Awards and Honors

- 2017 Korean American Communication Association (KACA) Service Award