

Tien-Tsung Lee, Ph.D.
Associate Dean for Graduate Studies and Faculty Development
William Allen White Professor
William Allen White School of Journalism and Mass Communications
University of Kansas
1435 Jayhawk Blvd.
Lawrence, KS 66045, USA
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EDUCATION

University of Oregon, Eugene, Oregon, USA
Ph.D. in Communication and Society, June 1999
Dissertation title: "Do the news media have a liberal bias? An examination of factors influencing bias perception and objectivity in reporting."
Dissertation Committee: Wayne Wanta (chair), Arnold Ismach, James B. Lemert, Jerry F. Medler

University of Minnesota, Minneapolis, Minnesota, USA
M.A. in Mass Communication, August 1995
Thesis title: "The center-seeking mechanism in press coverage: A study of 14 gubernatorial and senatorial campaigns in 1994."
Thesis Committee: Ronald J. Faber (chair), William D. Wells, William Flanigan

University of Oregon, Eugene, Oregon, USA
B.S. in Journalism with an emphasis in Advertising, June 1992
Advisor: Ann Maxwell

World College of Journalism (now Shih Hsin University), Taipei, Taiwan, Republic of China (ROC)
Diploma, 3-year program: News-Editorial, July 1986

TEACHING AND RESEARCH SPECIALTIES

Teaching specialties:

- Strategic Communication (including introductory and advanced courses in advertising & public relations, creative strategy, message development, social media marketing, and campaigns)
- Communication theories and research methods
- Political communication
- Media effects and criticism
- Race/gender/diversity issues

Research areas:

- Ideologies (how they affect media content, use of mass and social media, and political & consumer attitudes/behaviors)

- Media criticism (media bias, ownership, and portrayal of women and racial/ethnic/sexual/disabled minorities)
- Persuasion and media effects (on political cynicism, attitudes, knowledge and participation)
- Strategic communication (advertising and social media content, advertising education, and public relations strategies)

Research impact (according to Google Scholar as of February 10, 2019):

- Number of citations: 870 (all); 487 (since 2013)
- h-index: 13 (all); 9 (since 2013)
- i10-index: 16 (all); 9 (since 2013)

TEACHING EXPERIENCE

University of Kansas, William Allen White School of Journalism and Mass Communications, Lawrence, Kansas, USA

- August 2017 to date, Professor
Associate Dean for Graduate Studies & Faculty Development (Fall 2018 to date)
- August 2006 to July 2017, Associate Professor (tenured)
Chair, Strategic Communication Track (Fall 2011 to Fall 2014)

Courses:

- JOUR 420 Strategic Communication II (Principles of Advertising and Public Relations) (undergraduate)
- JOUR 460 Research Methods in Strategic Communication (undergraduate)
- JOUR 513 Principles of Advertising (undergraduate/graduate)
- JOUR 534 Diversity in Media (undergraduate)
- JOUR 560 Message Development (undergraduate)
- JOUR 568 Marketing and Media Research (undergraduate/graduate)
- JOUR 640/676 Strategic Campaigns (undergraduate/graduate)
- JOUR 801 Research I – Theory (graduate)
- JOUR 802 Research II – Methods (graduate)
- JOUR 805 Advanced Quantitative Methods (doctoral)
- JOUR 803 Survey of the Mass Media and Popular Culture (graduate)
- JOUR 840 Seminar in Political Communication (graduate)
- JOUR 863 Data Analysis (graduate)

Graduate and Postgraduate Advising Record

Committee Chair: Doctoral

Not Applicable

Committee Chair: Masters

Christopher Raine (Summer 2008); Christopher Brott (Fall 2008); Thomas Cox (co-chair; Fall 2010); Chien-Yun Song (Summer 2010); Jaiwei Tu (Spring 2011); Hong Tien Vu (Spring 2011); Aaron Cornett (Spring 2012); Dana Sanchez (Spring 2012); Stephen Gray (Spring 2013)

Other graduate committee service

Doctoral in journalism: Kristen Grimmer (Summer 2016); Hannah Kang (Spring 2017); Matthew Tidwell (Spring 2017); Liefu Jiang (Fall 2017-date); Nyan Lynn (Fall 2018 – date).

Doctoral in other disciplines: Teresa MacDonald (Education, Fall 2014); Stephen Reysen (Psychology, Spring 2009); Jongil Kwon (Linguistics, Spring 2009); JJ De Simone (Education, Fall 2017-Spring 2018); Ronald Christian (Education, Fall 2018 to date).

Master's in Journalism:

Stuart Lebow (Spring 2007); Joseph Erba (Spring 2008); Dan Wang (Spring 2009); Uyanga Bazaa (Spring 2009); Ryan McGeeney (Summer, 2009); Hao Zhou (Fall 2009); Xing Liu (Spring 2010); George Diepenbrock (Fall, 2010); Caroline Bledowski (Spring 2011); Shaun Hittle (Spring 2011); Justin Hilley (Spring 2011); Matt Kuhlman (Spring 2011); Laura Thomas (Spring 2012); Alok Gupta (Spring 2012); Li Li (Fall, 2012); Artem Bagiev (Spring 2012); Alexandra Inghish (Spring 2013); Tejinder Singh Sodhi (Spring 2013); Maria Monroe (Spring 2014)

City University of Hong Kong, Department of Media and Communication,
Kowloon, Hong Kong SAR, China

•August to December 2016, Visiting Associate Professor

Courses:

COM 5402 Public Relations Strategies (graduate)

COM 2420 Principles of Public Relations (undergraduate)

National Chengchi University, College of Communication, Taipei, Taiwan, ROC

•February to June 2015, Adjunct Associate Professor

Courses:

COM Strategic Communication: The Effects of Ideologies and Values on Consumer Behavior (graduate)

COM Academic English for Communication (graduate)

Washington State University, Edward R. Murrow School of Communication,

Pullman, Washington, USA

•January 2001 to June 2006, Assistant Professor (tenure-track)

Courses:

ADVER 380 Advertising Principles & Practices (undergraduate)

ADVER 381 Advertising Copywriting/Creative Strategy
(undergraduate)

ADVER 382 Advertising Media Planning (undergraduate)

ADVER 475 Advertising Seminar: Consumer Behavior &
Advertising (undergraduate)

ADVER 475 Advertising Seminar: Agency Management
(undergraduate)

ADVER 480/580 Advertising Campaigns
(undergraduate/graduate)

Hawaii Pacific University, Communication Division, Honolulu, Hawaii, USA

•September 1998 to December 2000, Assistant Professor (no tenure at HPU)

Courses taught:

Advertising Campaigns (undergraduate)

Advertising Copywriting (undergraduate)

Advertising Fundamentals (undergraduate)

Advertising Media Planning/Strategy (undergraduate)

Desktop Publishing and Graphic Design (undergraduate)

Integrated Promotion Management (undergraduate)

University of Oregon, School of Journalism and Communication, Eugene,
Oregon, USA

•March to June 1998, Instructor

Course taught:

Journalism and Public Opinion (undergraduate)

•September 1996 to August 1998, Teaching Assistant

Courses assisted:

Advertising Campaigns (undergraduate)

Journalism and Public Opinion (undergraduate)

Mass Communication and Society (undergraduate)

Mass Media History (undergraduate)

Mass Media Law (undergraduate)

Visual Communication (undergraduate)

University of Minnesota, School of Journalism and Mass Communication

•March to June 1994, Teaching Assistant

Psychology of Advertising (undergraduate)

•January to March 1994, Teaching Assistant

Principles of Advertising (undergraduate)

RELATED SKILLS

Frequent use of ANES (American National Election Studies) and DDB Life Style (advertising/consumer) survey data

Familiarity with various research methods including content analysis (both qualitative and quantitative), survey (mail, telephone and online), secondary data analysis, experimentation, focus group discussion, participant observation, and in-depth interview

PROFESSIONAL ORGANIZATION MEMBERSHIPS (PAST & PRESENT)

American Academy of Advertising
American Advertising Federation
American Political Science Association
Association for Education in Journalism and Mass Communication
International Communication Association
International Association for Media and Communication Research

PROFESSIONAL EXPERIENCE

SMS Research and Marketing Services, Inc., Honolulu, Hawaii, USA
December 1999 to March 2000, Research Consultant
Clients served: Major HMOs

Good News/Good Deeds: Citizen Effectiveness in the Age of Electronic
Democracy, Seattle, Washington, USA
March 1998 to August 1999, Research Consultant

University of Oregon, School of Journalism and Communication, Eugene,
Oregon, USA
September 1995 to June 1998, Research Assistant
Oregon exit polls, post-election telephone surveys, presidential
debate analyses, presidential campaign coverage analyses,
television professionals survey, and Disney influence survey
Principal investigators: James B. Lemert, Wayne Wanta, Denise Matthews
and Janet Wasko

Willamette Valley Publications, Inc., Veneta, Oregon, USA
October 1997 to December 1997, market/audience research

University of Minnesota, Dept. of Rural Sociology, St. Paul, Minnesota, USA
March to August 1995, Research Assistant
Minnesota Heart Health Campaign
Principal investigators: John R. Finnegan, Jr. and Phillip J. Tichenor

Random Arts, Ltd., Apple Valley, Minnesota, USA
January 1994 to July 1995, market research and design/layout of direct
mail literature

Marine Corps, Taichung, Taiwan, ROC
April to May 1988, chief editor & layout designer of annual report

Flying Cloud Project Group, Taipei, Taiwan, ROC
September 1983 to October 1986, editor and layout artist,
elementary school textbooks and company publications

Great China Evening News (daily afternoon newspaper), Taipei, Taiwan, ROC
Winter 1986, internship staff reporter, covered Foreign
Affairs Ministry and political parties

PROFESSIONAL DEVELOPMENT

Teaching Summit and Center for Teaching Excellence workshops, University of
Kansas, Lawrence, Kansas, USA, 2006 – 2018

Journalism That Matters conference, Washington, DC, USA, 2007

Pre-conference advertising, visual communication and social media workshops at
the Association for Education in Journalism and Mass Communication
annual conventions, 2000–2003, 2009–2010, 2014-2015

Hawaii Advertising Federation media workshops, Honolulu, Hawaii, USA, 1999
and 2000

BOOK

Wu, H. D., & Lee, T.-T. (2009). *Media, Politics and Asian Americans*. Cresskill,
NJ: Hampton Press.

BOOK CHAPTERS

Chang, K.-K., & Lee, T.-T. (2010). International news determinants in U.S. news
media in the post-cold war era. In G. Golan, T. J. Johnson & W. Wanta (Eds.),
International Media Communication in a Global Age (pp. 71-88). New York:
Routledge.

Lemert, J. B., Wanta, W., & Lee, T.-T. (1999). Winning by staying ahead: 1996
debate performance verdicts. In L. L. Kaid & D. Bystrom (Eds.), *The
electronic election: Perspectives on the 1996 campaign communication*
(pp. 179-189). Mahwah, NJ: Lawrence Erlbaum.

Wanta W., Lemert, J. B., & Lee, T.-T. (1998). Consequences of negative

political advertising exposure. In T. J. Johnson, C. E. Hays, & S. P. Hays (Eds.), *Engaging the public: How government and the media can reinvigorate American democracy* (pp. 97-109). Lanham, MD: Rowman & Littlefield.

JOURNAL ARTICLES

22. Barnett, B., & Lee, T.-T. (accepted for publication). Chronic pain: Sources' framing of post-traumatic stress disorder in The New York Times. *Media, War & Conflict*.

21. Vu, H. T., Lee, T.-T., Duong, H. T., & Barnett, B. (2018). Gendering leadership in Vietnamese media: A role congruity study on news content and journalists' perception of female and male leaders. *Journalism & Mass Communication Quarterly*, 95(3), 565-587.

20. Vu, H. T., Duong, H. T., Barnett, B., & Lee, T.-T. (2017). A role (in)congruity study on Vietnamese journalists' perception of female and male leadership. *Asian Journal of Communication*, 27(6), 648-664.

19. Lee, T.-T., & Fujioka, Y. (2017). Print newspaper readers more politically active. *Newspaper Research Journal*, 38(3), 340-353.

18. Gray, S., English, A., Sodhi, T. S., & Lee, T.-T. (2017). What are they really selling? A content analysis of advertisements during religious television programming. *Journal of Media and Religion*, 16(3), 104-116.

17. Yamamoto, M., & Lee, T.-T., & Ran, W. (2016). Media trust in a community context: A multilevel analysis of contextual factors predicting Japanese audience's trust in media. *Communication Research*, 43(1), 131-154.

16. Tu, J., & Lee, T.-T. (2014). The effects of media usage and interpersonal contacts on the stereotyping of lesbians and gay men in China. *Journal of Homosexuality*, 61(7), 980-1002.

15. Vu, H. T., & Lee, T.-T. (2013). Soap operas as a matchmaker: A cultivation analysis of the effects of South Korean TV dramas. *Journalism & Mass Communication Quarterly*, 90(2), 308-330.

14. Vu, H. T., & Lee, T.-T. (2012). State – Press relations revisited: A case study on how U.S. media portray post-war Vietnam. *Asian Journal of Communication*, 22 (6), 549-565.

13. Lee, T.-T. & Hicks, G. (2011). An analysis of factors predicting attitudes toward same-sex marriage: Do the media matter? *Journal of Homosexuality*, 58(10), 1391-1408.

12. Lee, T.-T. (2010). Why they don't trust the media: An examination of factors predicting trust. *American Behavioral Scientist*, 54(1), 8-21.

11. Lee, T.-T., & Irby, J. (2008). Newspaper professionals' attitudes about front-page advertising. *Journal of the Northwest Communication Association*, 37 (spring), 36-51.
10. Lee, T.-T., & Wei, L. (2008). How newspaper readership affects political participation. *Newspaper Research Journal*, 29(3 summer), 8-23.
9. Hicks, G., & Lee, T.-T. (equal authorship) (2006). Public attitudes toward gays and lesbians: Trends and predictors. *Journal of Homosexuality*, 51(2), 57-77.
8. Lee, T.-T., & Ryan, W. E. (equal authorship) (2005). Advertising creative practitioners on the value of advertising education: An overview. *Journal of Advertising Education*, 9(2 Fall), 14-21.
7. Wu, H. D., & Lee, T.-T. (2005). The submissive, the calculated, and the American Dream: Coverage of three Asian-American political candidates in the 1990s. *Howard Journal of Communications*, 16(3), 225-241.
6. Lee, T.-T. (2005). Media effects on political disengagement revisited: A multiple-media approach. *Journalism & Mass Communication Quarterly*, 82(2), 416-433.
5. Lee, T.-T. (2005). The liberal media myth revisited: An examination of factors influencing media bias perception. *Journal of Broadcasting and Electronic Media*, 49(1), 43-64.
4. Lee, T.-T., Ryan, W. E., Wanta, W., & Chang, K. (2004). Looking presidential: A comparison of newspaper photographs of candidates in the United States and Taiwan. *Asian Journal of Communication*, 14(2), 121-139.
3. Lee, T.-T., & Hwang, F. H. (2004). Journalistic ideologies versus corporate interests: How Time and Warner's merger influences Time's content. *Communication Research Reports*, 21(2), 188-196.
2. Lee, T.-T., & Hwang, F. H. (2002). Portrayal of women in movie ads changes little from 1963-1993. *Newspaper Research Journal*, 23(4 Fall), 86-90.
1. Lemert, J. B., Wanta, W., & Lee, T.-T. (1999). Party identification and negative advertising in a U.S. senate election. *Journal of Communication*, 49, 123-134.

WORK IN PROGRESS

1. Barnett, B., Vu, H. T., Duong, H. T., & Lee, T.-T. (under review). Delicate and durable: An analysis of women's leadership and media practices in Vietnam.

2. Chang, K.-K., & Lee, T.-T. (revise & resubmit). The frame of the house: How elite news sources framed Taiwan's housing policy.
3. Bobkowski, P., Lee, T.-T., Diepenbrock, G., and Patrick Miller, P. (ready for submission). What success looks like: Predictors of the placement and page views of university news releases.
4. Lee, T.-T., & Lu, A.-P. (revise & resubmit). Are selective perception and exposure universal? A pilot study on media trust and use among Taiwanese college students.
5. Lee, T.-T., & Fujioka, Y. (in progress). Are they seeing what they want to see? An analysis of audience characteristics associated with perceiving fake news.
6. Fujioka, Y., & Lee, T.-T. (under review). Democratic Divide revisited: Ethnic differences in media use, political knowledge, and civic/political participation.
7. Vu, H. T., & Lee, T.-T. (in progress). Media trust on the world stage: A multilevel modeling analysis.

OTHER PUBLICATIONS

Lee, T.-T. (2017, November). Virtual theme collection: Trust and credibility in news media. *Journalism and Mass Communication Quarterly*. (Invited.) Retrieved from: <http://journals.sagepub.com/page/jmq/trust-and-credibility-in-news-media/virtual-collection>

Lee, T.-T., & Kristen Grimmer (2013), Bias in the media. *The International Encyclopedia of Communication* (ed. Wolfgang Donsbach). Blackwell Publishing. Online update. Retrieved from http://www.communicationencyclopedia.com/subscriber/tocnode.html?id=g9781405131995_yr2013_chunk_g97814051319957_ss14-1

Lee, T.-T. (2008). Bias in the media. *The International Encyclopedia of Communication* (ed. Wolfgang Donsbach), Vol. 2, Wiley-Blackwell (Oxford, UK and Malden, MA), 333-336.

Lee, T.-T. (2007). No questions asked: News coverage since 9/11 by Lisa Finnegan (Book Review). *Journalism & Mass Communication Quarterly*, 64(3), 644-645.

Lee, T.-T. (2006, Spring). A giant less known, but a giant nevertheless: In memory of James B. Lemert, Professor Emeritus, School of Journalism & Communication, University of Oregon. *CT&M Concepts* (Newsletter of the Communication Theory & Methodology Division of AEJMC), 5.

Larry Stephenson & Lee, T.-T. (as faculty mentor) (2005, Fall). Revisiting the relationship between attitudes toward abortion and capital punishment. *Washington State University McNair Journal*, 130-134.

Brian Tanner & Lee, T.-T. (as faculty mentor) (2005, Fall). The representation of ethnic minority men in print advertisements: A content analysis. *Washington State University McNair Journal*, 147-154.

Lee, T.-T. (1997, Summer). Median voter theorem can be applied to the press. *CT&M Concepts* (Newsletter of the Communication Theory & Methodology Division of AEJMC), 1 & 6.

Lee, T.-T. (1993, October). Advertising education in the U.S. *Advertising Age* (Chinese edition), 65-71.

REFEREED CONFERENCE PAPERS

67. Tien-Tsung Lee, Piotr Bobkowski, George Diepenbrock, and Patrick Miller. "What success looks like: Factors affecting the placement and page views of university news releases." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Washington, DC, August 2018.

66. Tien-Tsung Lee and Yuki Fujioka, "Democratic divide revisited: Ethnic differences in media use, political knowledge, and civic/political participation." Paper presented to the International Communication Association annual conference in Prague, Czech Republic, May 2018.

65. Tien-Tsung Lee, An-Pang Lu, and Yi-tsen Chiu, "Do political participation and use of information sources differ by age?" Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Chicago, IL, August 2017.

64. Barbara Barnett and Tien-Tsung Lee. "Chronic pain: Sources' framing of post-traumatic stress disorder in The New York Times." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Minneapolis, MN, August 2016.

63. Tien-Tsung Lee and Gary Hicks. "Egalitarian values and media use: An examination of gay rights supporters' traditional and new media habits." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in San Francisco, CA, August 2015.

62. Tien-Tsung Lee and Yvonne Yi-Chun Chen. "Racial attitudes, egalitarian values, and media use." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Montreal, Canada, August 2014.

61. Stephen Gray, Alexandra English, Tejinder Singh Sodhi, and Tien-Tsung Lee. "What are they really selling? A content analysis of advertisements during religious television programming." Paper presented to the Association for

Education in Journalism and Mass Communication annual conference in Washington, DC, August 2013.

60. Tien-Tsung Lee and Piotr Bobkowski. "Revisiting opinion leadership in the online world: A structural equation modeling approach." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Washington, DC, August 2013.

59. Masahiro Yamamoto, Tien-Tsung Lee, & Weina Ran. "A multilevel analysis of individual- and prefecture-level sources of media trust in Japan." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Washington, DC, August 2013.

58. Tien-Tsung Lee. "Political ideologies, psychographics and media habits: A comparison of liberals and conservatives in the United States." Paper presented to the International Communication Association annual conference in Phoenix, AZ, May 2012.

57. Tien-Tsung Lee. "The effects of religiosity, egalitarianism and media usage on support for gay rights." Paper presented to the International Communication Association annual conference in Phoenix, AZ, May 2012.

56. Jiawei Tu and Tien-Tsung Lee. "The effects of media usage and interpersonal contacts on the stereotyping of lesbians and gay men in China." Paper presented to the International Communication Association annual conference in Boston, MA, May 2011.

55. Tien-Tsung Lee and Susan S. Novak. "Why and how consumers use the Internet: Online uses and gratifications revisited." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Denver, CO, August 2010.

54. Tien-Tsung Lee and Gary R. Hicks. "An analysis of factors affecting attitudes toward same-sex marriage: Do the media matter?" Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Boston, MA, August 2009.

53. JJ De Simone and Tien-Tsung Lee. "The Palin factor: Effects of ideology, race and media consumption in the 2008 presidential election." Paper presented to the Association for Education in Journalism and Mass Communication annual conference in Boston, MA, August 2009.

52. Tien-Tsung Lee and Christopher Brott. "The common grounds and grand canyons between liberals and conservatives –A Life Style analysis." Paper presented to the International Communication Association annual conference in Chicago, IL, May 2009.

51. J.J. De Simone, Rhonda Levaldo, Rauf Arif, Amanda Clemens, Josh Patterson, Ryan McGeeny, and Tien-Tsung Lee. "Can the president affect the media agenda? An examination of media coverage of Iraq, Iran and North Korea." Paper to be presented to the Central States Communication Association annual conference in St. Louis, Mo., April 2009.

50. Kuang-Kuo Chang, Fu-Jung Chen, Eric Freeman, and Tien-Tsung Lee. "Obesity in the news: How U.S. and British elite press covers the public health Issue." Paper presented to the Newspaper Division at the Association for Education in Journalism and Mass Communication Association annual convention in Chicago, IL, August 2008.

49. Uyanga Bazaa, Christopher Brott, Denzyl E. Janneker, Tien-Tsung Lee, Soleak Seang, Jess Skinner, and Abigail Stutzer. "Changing images and issues in U.S. media portrayal of Jesse Jackson and Barack Obama." Paper presented to the Political Communication Division at the International Communication Association annual convention in Montreal, Canada, May 2008.

48. Tien-Tsung Lee. "Why they don't trust the media – An examination of factors predicting trust." Paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, DC, August 2007.

47. Tien-Tsung Lee and Lu Wei. "The impacts of declining newspaper readership on young Americans' political knowledge and participation: A longitudinal analysis." Paper presented to the Newspaper Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, DC, August 2007.

46. Tien-Tsung Lee and Gary Hicks. "The ethics of outing in the 21st century: Two case studies." Paper presented to the Media Ethics Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, DC, August 2007.

45. Tien-Tsung Lee, H. Denis Wu, Ming Wang, and Lingling Zhang. "A comparison of media usage among racial groups in the United States." Paper presented to the Minority and Communication Division at the Association for Education in Journalism and Mass Communication annual convention in San Francisco, CA, August 2006.

44. H. Denis Wu and Tien-Tsung Lee. "Perception of political candidate's electability: Examining the impact of gender and race." Paper presented to the Political Communication Division at the International Communication Association annual convention in Dresden, Germany, May 2006.

43. Tien-Tsung Lee. "Effects of ideologies and values on media choices: An examination of consumers of conservative media." Paper presented to the Communication Theory & Methodology Division at the Association for

Education in Journalism and Mass Communication annual convention in San Antonio, TX, August 2005.

42. Tien-Tsung Lee and William E. Ryan (equal authorship). "Advertising practitioners' opinions on professional training and advertising programs." Paper presented to the Advertising Division at the Association for Education in Journalism and Mass Communication annual convention in San Antonio, TX, August 2005.

41. Tien-Tsung Lee and Yi-Chun Yvonne Chen. "Ideologies, values, and the re-election of George W. Bush: An analysis of the characteristics of American voters." Paper to be presented to the Political Communication Division at the International Association for Media and Communication Research annual conference in Taipei, Taiwan, ROC, July 2005.

40. Tien-Tsung Lee and Gary Hicks. "Effects of ideology, value, and media on anti-gay attitudes." Paper presented to the GLBT Studies Interest Group at the International Communication Association annual convention in New York, NY, May 2005.

39. Tien-Tsung Lee. "Media effects on political alienation revisited: A multiple-media approach." Paper presented to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication annual convention in Toronto, Canada, August 2004.

38. Tien-Tsung Lee and Mark M. Havens. "Friends in high places: state legislators as targets of public school PR campaigns." Paper presented to the Public Relations Division at the Association for Education in Journalism and Mass Communication annual convention in Toronto, Canada, August 2004.

37. Tien-Tsung Lee and Yi-Chun Yvonne Chen. "Media usage and political alienation revisited." Paper presented to the Political Communication Division at the International Communication Association annual convention in New Orleans, LA, May 2004.

36. Gary Hicks and Tien-Tsung Lee (equal authorship). "Learning to be prejudiced? Media usage and anti-gay attitudes." Paper presented to the GLBT Studies Interest Group at the International Communication Association annual convention in New Orleans, LA, May 2004.

35. Tien-Tsung Lee and Denis H. Wu. "Media use and attitudes toward Asian Americans." Paper presented to the Mass Communication Division at the International Communication Association annual convention in New Orleans, LA, May 2004.

34. Tien-Tsung Lee and Martin I. Horn. "Public attitudes toward advertising:

Trends and predictors.” Paper presented to the Advertising Division at the Association for Education in Journalism and Mass Communication annual convention in Kansas City, MO, July 2003.

33. Tien-Tsung Lee and Denis H. Wu. “The ideology of outsiders and social construction of aliens: An analysis of newspaper coverage of Asian-American candidates in the 1990s.” Paper presented to the Mass Communication Division at the International Communication Association annual convention in San Diego, CA, May 2003.

32. Larry Stephenson and Tien-Tsung Lee. “The effects of media consumption on abortion attitudes.” Paper presented to the Feminist Scholarship Division at the International Communication Association annual convention in San Diego, CA, May 2003.

31. Denis H. Wu and Tien-Tsung Lee. “The submissive, the calculated, and the American Dream: Analyzing the news coverage of three Asian-American political candidates in the 1990s.” Paper presented to the Political Communication Division at the International Communication Association annual convention in San Diego, CA, May 2003.

30. Gary Hicks and Tien-Tsung Lee. “Determinants of opinions on homosexuals: Political ideologies and stands on other social issues.” Paper presented to the Midwest Association for Public Opinion Research annual conference in Chicago, IL, November 2002.

29. Tien-Tsung Lee. “Business and communication programs’ contribution to advertising education and research: A Comparison.” Paper presented to the Advertising Division at the Association for Education in Journalism and Mass Communication annual convention in Miami Beach, FL, August 2002.

28. Tien-Tsung Lee and Kuang-Kuo Chang. “An ideological battle between journalistic values and corporate interests on the information superhighway: NBC News’ web coverage of a GE-related incident.” Paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual convention in Miami, Beach, FL, August 2002.

27. Tien-Tsung Lee, Linda Li-Shuan Wang, & Paul Bolls. “An analysis of the characteristics of early Internet adopters.” Paper presented to the Communication Technology & Policy Division at the Association for Education in Journalism and Mass Communication annual convention in Miami Beach, FL, August 2002.

26. Tien-Tsung Lee and Tae-hyun Kim. “An examination of factors affecting news content in newspapers: An ideological and social-structural approach.” Paper presented to the Mass Communication Division at the International Communication Association annual convention in Seoul, Korea, July 2002.

25. Tien-Tsung Lee. "Media and democracy: News media's political alienation effect in both election and non-election settings." Paper presented to the Mass Communication & Society Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, D.C., August 2001.
24. Kuang-Kuo Chang and Tien-Tsung Lee. "Revisiting the 'determinants of international news coverage in the U.S. media': A replication and expansion of the 1987 research on how the U.S. news media cover world events." Paper presented to the International Communication Division at the Association for Education in Journalism and Mass Communication annual convention in Washington, D.C., August 2001.
23. Tien-Tsung Lee. "Newspaper journalists' notion of media bias and objectivity." Paper presented to the Mass Communication Division at the International Communication Association annual convention. Washington, DC, May 2001.
22. Gary Hicks and Tien-Tsung Lee. "Traditional newsworthiness standards and the not-so-standard event: An analysis of newspaper coverage of four marches on Washington." Paper presented to the Gay, Lesbian, Bisexual, & Transgender Studies Interest Group at the International Communication Association annual convention. Washington, DC, May 2001.
21. Tien-Tsung Lee. "Revisiting the news media's liberal bias: An alternative measurement of journalists' political ideologies." Paper presented to the Communication Theory & Methodology Division at the Association for Education in Journalism and Mass Communication annual convention. Phoenix, Arizona, August 2000.
20. Tien-Tsung Lee. "Do the news media have a liberal bias? An examination of factors influencing media bias perception." Paper presented to the Political Communication Division at the International Communication Association annual convention. Acapulco, Mexico, June 2000.
19. Hsiao-Fang Hwang and Tien-Tsung Lee. "Men's talk: Representation of men's communication on TV." Paper presented to the Mass Communication Division at the International Communication Association annual convention. San Francisco, May 1999.
18. Wayne Wanta, William Ryan, Tien-Tsung Lee and Kuang-Kuo Chang. "Looking presidential: A comparison of newspaper photographs of candidates in the U.S. and Taiwan." Paper presented to the Visual Communication Special Interest Group at the International Communication Association annual convention. San Francisco, May 1999.

17. Tien-Tsung Lee and H. W. Martin. "Online democracy and the political habits of Internet users." Paper presented to the Midwest Association for Public Opinion Research annual conference. Chicago, November 1998.
16. Tien-Tsung Lee, Hsiao-Fang Hwang, and Anthony Y. H. Fung. "Do the media have a stronger alienation effect during election campaigns?" Paper presented to the Midwest Association for Public Opinion Research annual conference. Chicago, November 1998.
15. Anthony Y. H. Fung, Tien-Tsung Lee, and Hsiao-Fang Hwang. "The role of media in citizens' political alienation: A Life Style analysis approach." Paper presented to the Political Communication Division at the International Communication Association annual convention. Jerusalem, Israel, July 1998.
14. Tien-Tsung Lee, Hsiao-Fang Hwang, and Anthony Y.H. Fung. "Political alienation and media usage: A Uses and Gratifications approach." Paper presented to the Midwest Association for Public Opinion Research annual convention. Chicago, November 1997.
13. Wayne Wanta, James B. Lemert and Tien-Tsung Lee. "Over-reporting of voting participation in a mail-balloting election." Paper presented to the World Association for Public Opinion Research annual convention. Edinburgh, Scotland, September 1997.
12. Tien-Tsung Lee and Hsiao-Fang Hwang. "The impact of media ownership: How Time and Warner's merger influences Time's content." Paper presented to the Magazine Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997. (Top Student Paper.)
11. Tien-Tsung Lee and Anthony Y. H. Fung. "Moving to the center: Press coverage of candidates' ideological cleavage in a campaign." Paper presented to the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997.
10. Anthony Y. H. Fung and Tien-Tsung Lee. "Public opinion and ideological center in media coverage: the center-seeking mechanism in electoral politics." Paper presented to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997.
9. Wayne Wanta, James B. Lemert and Tien-Tsung Lee. "Consequences of negative political advertising exposure." Paper presented to the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication annual convention. Chicago, July 1997.
8. Tien-Tsung Lee and Hsiao-Fang Hwang. "The feminist movement and female gender roles in movie advertisements: 1963 to 1993." Paper presented to the

Visual Communication Special Interest Group at the International Communication Association annual convention. Montreal, Canada, May 1997.

7. Wayne Wanta and Tien-Tsung Lee. "Agenda-setting and priming: A comparison of two theoretical models," paper presented to the Mass Communication Division at the International Communication Association annual convention. Montreal, Canada. May 1997.

6. James Lemert, Wayne Wanta and Tien-Tsung Lee. "Going positive: A case study of the Smith-Wyden senate campaign." Paper presented to the Political Communication Division at the International Communication Association annual convention. Montreal, Canada, May 1997.

5. Anthony Y.H. Fung, Tien-Tsung Lee, and Hsiao-Fang Hwang. "Majority opinion, media coverage and ideological 'center': the center-seeking mechanism in electoral politics." Paper presented to the Midwest Association for Public Opinion Research annual conference. Chicago, November 1996.

4. Anthony Y.H. Fung and Tien-Tsung Lee. "Framing the ideological 'center' in elections: A study of three senatorial and gubernatorial campaigns." Paper presented to the Political Communication Division at the International Communication Association annual convention. Chicago, May 1996.

3. Tien-Tsung Lee and Anthony Y.H. Fung. "Measuring the ideological center in press coverage of election campaigns." Paper presented to the Communication Theory and Methodology Division at the Association for Education in Journalism and Mass Communication annual convention. Washington, DC, August 1995.

2. Tien-Tsung Lee and Anthony Y.H. Fung. "Was the 1994 election a right-wing victory? An analysis of press coverage of nine campaigns." Paper presented at the Mass Communication and Society Division at the Association for Education in Journalism and Mass Communication annual convention. Washington, DC, August 1995.

1. Tien-Tsung Lee and Anthony Y.H. Fung. "The center-seeking mechanism in press coverage: A study of six gubernatorial and senatorial election campaigns in 1990." Paper presented to the Political Communication Division at the International Communication Association annual convention. Albuquerque, New Mexico, May 1995. (Top Three Student Paper.)

HONORS/GRANTS/INVITED PRESENTATIONS

University of Kansas International Programs Travel Award (\$1000). Spring 2018.

William Allen White Professorship, William Allen White School of Journalism and Mass Communications, University of Kansas (Appointed in Fall 2017)

Project title: How the Vietnamese mainstream media portray women leadership.

(2015-2016)

Agency: Oxfam in Vietnam. (Invited sole source contract)

PI: Hong Tien Vu

Co-PI: Tien-Tsung Lee, Barbara Barnett, and Hue Duong

Award amount: \$39,694

Approved sabbatical (to conduct research in Taiwan, ROC) in Spring 2015, University of Kansas.

University of Kansas Center for East Asian Studies International Research Travel Award (\$1,000). Summer 2014.

Katich Creativity (Teaching) Award, School of Journalism and Mass Communications, University of Kansas, Spring 2011.

Invited to give research talks on various topics in the U.S. and Asia.

Recent talks:

13. "Successful international public relations cases," Minghsin University of Science and Technology, Hsinchu, Taiwan, ROC, June 2018.
12. "The importance and usefulness of quantitative research methods," Shih Hsin University, Taipei, Taiwan, ROC, December 2017.
11. "The measures and effects of political ideologies," City University of Hong Kong, Hong Kong SAR, China, January 2016.
10. "Data visualization and media relations," Fiscal Information Agency, Ministry of Finance, Taipei, Taiwan, ROC, June 2015.
9. "The benefits of study abroad," Chaoyang University of Technology, Taichung, Taiwan, ROC, May 2015.
8. "How to publish in international academic journals," Northwest University for Nationalities, Lanzhou, China, May 2015.
7. "The effects of media convergence on journalism and mass communication education in the United States," Zhejiang University, Hangzhou, China, May 2015.
6. "Tips for getting your papers accepted by journals and conferences," Sichuan University, Chengdu, China, April 2015.
5. "Types of research topics in sports journalism," Chengdu Sport University, Chengdu, China, April 2015.
4. "Can the liberal-conservative-ideologies scale be used to analyze

Taiwanese politics and news media?" National Chengchi University, Taipei, Taiwan, ROC, April 2015.

3. "A brief introduction to public relations and media relations," Minghsin University of Science and Technology, Hsinchu, Taiwan, ROC, April 2015.
2. "Psychological, consumer and media research on political ideologies," City University of Hong Kong, Hong Kong SAR, China, March 2015.
1. "Social media marketing," Minghsin University of Science and Technology, Hsinchu, Taiwan, ROC, January 2015.

American Advertising Federation Most Promising Minority Student Nominator Award, 2005.

Idaho School Public Relations Association Research Grant, Spring 2002.

Featured speaker at the Idaho School Public Relations Association Fall 2001 Conference. Workshop topics: "How to conduct and evaluate surveys" and "How to create an effective advertising campaign," Coeur d'Alene, ID, October 2001.

Washington State University College of Liberal Arts Initiation and Completion Grant, Fall 2001.

Hawaii Pacific University Trustees Scholarly Endeavors Award/Grant, Spring 2000.

Hawaii Pacific University Faculty Development Award/Grant, Spring & Fall 1999, 2000.

University of Oregon, School of Journalism and Communication, Graduate Student Research Support Fund, Spring 1998.

University of Oregon Graduate Student Research Award, April 1997.

Top student paper (with Hsiao-Fang Hwang) in the Magazine Division at the Association for Education in Journalism and Mass Communication annual convention, Chicago, July 1997.

University of Oregon Graduate Student Research Award, April 1996.

University of Minnesota, School of Journalism and Mass Communication, Kriss Research Fund, Spring 1995.

Top-three student paper (with Anthony Y. H. Fung) in the Political Communication Division at the International Communication Association annual convention, Albuquerque, NM, May 1995.

SERVICE

University of Kansas Service

University:

Member, Provost's Graduate School Reimagine Committee, Spring 2019 to date.

Member, Senate Committee on Libraries, Fall 2015 to date.

Member, Executive Council of Graduate Faculty, Fall 2011 to Fall 2014; Fall 2018 to date.

Member, KU Gen-Ed Diversity Core Sub-committee, Fall 2011.

Member, Teaching Summit Planning Committee, Spring 2007 & 2008.

Participant (Journalism School co-representative), Provost's project on "Documenting Undergraduate and Graduate Learning Success," Spring 2007 to Spring 2011.

School of Journalism and Mass Communications:

Associate Dean for Graduate Studies and Faculty Development, Fall 2018 to date.

Responsibilities: Supervise the teaching of graduate courses in four separate graduate programs (doctoral, academic master's, online master's, integrated marketing communication master's); oversee the budget of the aforementioned four graduate programs; recruit, assign and evaluate full- and part-time course instructors; evaluate the performance of support staff; nominate graduate students for university and external scholarships and awards; administrate school-level research grants, graduate scholarships and awards; represent the school at the university Executive Council of Graduate Faculty that oversees all graduate programs in the university; collaborate with the Graduate School on reports, rules, regulations, and procedures; provide liaison to other academic units on campus; chair the school Graduate Committee, and work with the committee to update and improve the graduate curriculum, and to review applications; recruit and admit graduate applicants; monitor graduate students' progress toward degree; promote graduate students, especially doctoral candidates, to the academy and industry; promote research and/or creative productivity among faculty and graduate students; assist faculty and graduate students with research grant applications; mentor junior faculty in the promotion and tenure process; assist the dean with alumni relations and other fundraising efforts; assist the dean in supervising all school support staff.

Chair, Strategic Communication Track. Fall 2011 to Fall 2014.

Responsibilities: Supervised the teaching of full-time and adjunct faculty; assisted the dean and associate deans on budget, faculty/student recruitment, enrollment, curriculum, graduate assistant teaching assignments, faculty/staff performance evaluation, and other issues; encouraged faculty and graduate students to engage in research and/or creative activities; provided liaison to other academic units and the professional community; led and/or participated in outreach and fundraising efforts; nominated faculty and students for internal and external awards; responded to student petitions, requests, and applications.

Chair, Associate Professor of the Practice Search Committee, Spring 2018.

Member, Curriculum and Assessment Committee, Fall 2017 to Spring 2018.

Co-chair, Professor of the Practice Search Committee, Fall 2016.

Member, Promotion & Tenure Committee, Fall 2009 to date.

Member or Chair, various Promotion & Tenure mentor committees, Fall 2014, Fall 2015, Fall 2016, Fall 2017.

Member, Promotion & Tenure sub-committee on research, Fall 2014, Fall 2015.

Member, School of Journalism and Mass Communications and KU Center for East Asian Studies joint faculty search committee, Fall 2014.

Member, Diversity Plan Revision Committee, Fall 2014.

Member, Communication coordinator search committee, Fall 2014.

*Chair, Assistant/Associate Professor Search Committees, Fall 2010, Fall 2012, Fall 2013-Spring 2014.

Chair, Visiting Assistant Professor Search Committee, Spring 2012.

*Chair, Stauffer Professor Search Committee, Fall 2009 to Fall 2010.

*Note: I chaired searches that hired six of my tenure-track colleagues.

Chair, Diversity Committee, Spring 2007.

Member, Faculty Governance Committee, Fall 2007 to Spring 2008.

Member, Lacy Haynes Professional-in-Residence Search Committee, Spring 2007.

Professional Service outside the University

International & National

Member, Editorial Advisory Board, *Asian Journal of Communication*, Spring 2011 to date.

Member, Editorial Board, *Journal of Information Society*, Fall 2017 to date.

Member, Editorial Advisory Board, *Journalism and Mass Communication Quarterly*, Spring 2017 to date.

Member, Editorial Board, *Mass Communication and Society*, Spring 2015 to date.

External reviewer for faculty promotion applications (to full professor), College of Media and International Culture, Zhejiang University, China, November 2010 and December 2013.

Reviewed manuscripts submitted to the International Communication Association annual conventions (Mass Communication, Political Communication, GLBT Studies, and Ethnicity & Race in Communication divisions/interest groups), served as a panel chair and/or discussant, 1999 to date.

Reviewed manuscripts submitted to various divisions/interest groups (including Advertising, the Commission on the Status of Women, Communication Theory & Methodology, Mass Communication & Society, and Minorities & Communication) and served as a discussant for the Association for Education in Journalism and Mass Communication (AEJMC) annual conventions, 1997 to date.

Member, Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) accreditation site visit teams: Spring 2011 (Drake University); Fall 2011 (University of Louisiana at Lafayette); Fall 2013 (University of New Mexico); Fall 2015 (University of Wisconsin-Oshkosh).

Reviewed 24 manuscripts submitted to *Journalism & Mass Communication Quarterly*, Spring/Summer 2004, Fall 2006, Spring 2007, Summer 2007, Spring 2008, Fall 2008, Spring 2011, Fall 2011, Spring 2012, Summer 2012, Spring 2014, Fall 2014 (2 manuscripts), Spring 2015, Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018.

Reviewed 15 manuscripts submitted to *Mass Communication and Society*, Fall 2006, Fall 2012, Spring 2013, Summer 2013, Fall 2013, Spring 2014, Fall 2014, Spring 2015, Summer 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018.

Reviewed 11 manuscripts submitted to the *Asian Journal of Communication*, Fall 2006, Spring 2007, Fall 2010, Spring 2011, Fall 2012, Spring, Fall 2013, Spring

2014, Summer 2014, Spring 2016, Summer, and Fall 2016, Spring 2017, Spring 2018.

Reviewed 1 manuscript submitted to the *Journalism Studies*, Fall 2018.

Reviewed 1 manuscript submitted to *Visual Communication*, Spring 2015, Fall 2018.

Reviewed 2 manuscripts submitted to the *International Journal of Communication*, Fall 2016, Fall 2017, Fall 2018.

Reviewed 1 manuscript submitted to the *Journal of Religion, Media and Digital Culture*, Fall 2018.

Reviewed 1 manuscript submitted to the *Journal of Homosexuality*, Spring 2018.

Reviewed 1 manuscript submitted to *Communication Research*, Spring 2018.

Reviewed 1 manuscript submitted to *Political Behavior*, Fall 2017-Spring 2018.

Reviewed 1 manuscript submitted to *Communication Methods and Measures*, Fall 2017.

Reviewed 2 manuscript submitted to *Journalism*, Spring 2016, Fall 2017.

Reviewed 1 manuscript submitted to *American Behavioral Scientist*, Summer 2017.

Reviewed 1 manuscript submitted to *Politics, Groups, and Identities*, Spring/Summer 2017.

Reviewed 1 manuscript submitted to *Communication and the Public*, Spring 2017.

Reviewed 1 manuscript submitted to *Social Science Computer Review*, Spring 2016.

Reviewed 5 manuscripts submitted to the *Journal of Broadcasting & Electronic Media*, Fall 2008, Fall 2009, Fall 2012, Fall 2014, and Fall 2015.

Review 1 manuscript submitted to *Political Communication*, Fall 2015.

Reviewed 1 manuscript submitted to the *Culture, Health & Sexuality*, Summer 2015.

Reviewed 1 manuscript submitted to *Sociological Quarterly*, Spring 2015.

Association for Education in Journalism and Mass Communication (AEJMC)
GLBT Interest Group. Teaching Chair, 2009-2010; Research Chair, 2010-2011;
Vice Head and Program Chair, 2011-2013; Head, 2013-2014.

Reviewed 2 manuscripts submitted to the *International Journal of Press/Politics*,
Spring 2011 and Spring 2014.

Reviewed 1 manuscript submitted to the *International Journal of Public Opinion
Research*, Spring 2013.

Reviewed 1 manuscript submitted to *Political Psychology*, Spring 2013.

Reviewed 1 manuscript submitted to *Communication Studies*, Fall 2012.

AEJMC Bylaws Revision Committee member, Fall 2012.

Reviewed 1 manuscript submitted to the *Journal of Communication*, Summer
2012.

Reviewed 1 manuscript submitted to *Sexuality Research and Social Policy*,
summer/fall 2012.

Reviewed 1 manuscript submitted to the *Journal of Magazine and New Media
Research*, Spring 2012.

Review abstracts and 1 manuscript submitted to the New Media Theory
Conference, Texas Tech University, March/April 2009.

Reviewed 1 manuscript submitted to the *American Journal of Media Psychology*,
Fall 2008.

Reviewed 1 manuscript submitted to the *Journal of Political and Military
Sociology*, Spring & Summer 2008.

Reviewed 1 manuscript submitted to *Communication Reports*, Spring 2008.

Judged the AEJMC Tankard Book Award competition, Spring 2008.

Judged the AEJMC Promising Professor competition (a teaching award), 2005-
2008.

Reviewed 1 manuscript submitted to the *Journal of Politics*, Fall 2007.

Reviewed 1 manuscript submitted to NWCA (Northwest Communication
Association) Journal, Spring 2007.

Reviewed 2 proposed textbooks (in advertising and consumer behavior) for
Thomson Learning and McGraw-Hill Irwin, 2004.

Reviewed manuscripts submitted to the Southwest Education Council for Journalism and Mass Communication conference, September 2001.

State

Judged Kansas Scholastic Press Association's (KSPA) student competition, March 2013, March 2014, May 2016, March 2017, May 2018. Gave a lecture on media audiences at a KSPA convention, September 2018.

To Washington State University

Member, Graduate Studies, Certification, Undergraduate Curriculum, Scholarship, Advertising Search, and Distinguished Lecturer Series Committees, Edward R. Murrow School of Communication, Washington State University (WSU), Fall 2002 to May 2006.

Member, Faculty Advisory Board, Edward R. Murrow School of Communication, WSU, Fall 2004 to Spring 2006.

Member, WSU College of Liberal Arts Scholarship Committee, Fall 2003 to Spring 2006.

Judged WSU Regents Scholarship applications, 2003.

Supervisor and committee member of Doctoral (3), Master's (9), undergraduate Honors (3) and McNair Scholars (3) projects/theses/dissertations, WSU, April 2000 to June 2006.

WSU Ad Club advisor, September 2003 to May 2006.

Assisted in university, college, and school functions at WSU including commencements, faculty searches, university new faculty orientations, student (current majors and freshmen) advising, COM138 (Freshman Special Topics – Introduction to the Murrow School) & COM500 (Introduction to Graduate Study) guest lectures, writing portfolio reading (Tier I & II), Week of Welcome, WSU Preview Day, and WSU Summer Doctoral Fellowship program, January 2001 to May 2006.

Member, Research & Scholarship Committee and Undergraduate Curriculum Committee, Hawaii Pacific University, September 1999 to November 2000.

Faculty Advisor, Akami Student Advertising Club and American Advertising Federation National Student Advertising Competition Team, Hawaii Pacific University. Sept. 1998 to June 2000. (The HPU team won the AAF District 13 Competition in 2000.)

To local communities

Supervised advertising and promotional campaigns created by students for various non-profit and charitable organizations including the Hawaii Foodbank, the Salvation Army of Hawaii, and Unity Bookstore in Honolulu, HI; Gladish and K-House community centers, Community Action Center, The Thrift Shop, and Alternative to Violence of the Palouse (victims of crime advocacy and domestic violence programs) in Pullman, WA; Washington State University Edward R. Murrow School's M.A. and doctoral programs; Sojourners' Alliance (homeless shelter) in Moscow, ID; Cottonwood Inc. (a social agency serving people with developmental disabilities), the Kansas Audio-Reader Network (a reading service for the visually impaired), the Recovery & Hope Network (a charity helping the mentally ill), the Community Mercantile (a local health food store), and Just Food (a food bank) in Lawrence, KS; the Kansas Humanities Council in Topeka, KS; Camp Quality USA (a national social service agency helping children with cancer); and the University of Kansas Museum of Natural History, 1998 to date.

Advised the Idaho School Public Relations Association (IdSPRA) and conducted a survey of Idaho State legislators using a grant from the National School Public Relations (NSPRA) Foundation. Spring 2004.

Updated on February 10, 2019