

**Chang Wan “Isaac” Woo, Ph. D.**  
Professor in Public Relations  
School of Communication Studies  
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Curriculum Vitae / March 2025

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## Academic Employment History

August 2024 ~ Present	<b>Professor</b> , Public Relations, School of Communication Studies, James Madison University
August 2017 ~ August 2024	<b>Associate Professor</b> , Public Relations, School of Communication Studies, James Madison University
August 2012 ~ August 2017	<b>Assistant Professor</b> , Public Relations, School of Communication Studies, James Madison University
August 2009 ~ May 2012	<b>Assistant Professor</b> , Public Relations, Division of Communication, University of Wisconsin, Stevens Point

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## Education

August 2006 ~ August 2009	<b>The University of Alabama, Ph. D.</b> , Mass Communications, Tuscaloosa, AL.  Dissertation: Expectations and Enjoyment in Mediated Sports: Extended Disposition Theory in Sports Entertainment  Advisor: Dr. Jennings Bryant
August 2004 ~ August 2006	<b>Indiana State University, Master of Arts</b> , Mass Communications, Terre Haute, IN.  Thesis: Internet PR and New Gratifications in Sports: A New Way of Communication between Sports Organizations and Fans.  Advisor: Dr. Debra Worley
January 2002 ~ May 2004	<b>Illinois State University, Bachelor of Science</b> , Mass Communications, Normal, IL.
March 1997 ~ August 2001	<b>The Dong-ah Institute of Media and Arts</b> , Ansung, South Korea, <b>Graduated</b> in Broadcasting and Journalism Specialized in Video Journalism

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## Administrative and Leadership Experiences

August 2024 ~ Present	<b>Vice Chair (Chair-Elect)</b> , Academic Unit Personnel Advisory Committee, School of Communication Studies, James Madison University * <i>Successfully secured one CAL award and two Provost awards</i>
May 2014 ~ Present	<b>Coordinator</b> , Sports Communication Minor Program, School of Communication Studies, James Madison University * <i>Advised 70 to 200 students every semester</i>
May 26, 2025 ~ June 16, 2025	<b>Co-Director</b> , Korean Wave (K-pop) and Sports Public Relations in Korea Study Abroad Program, James Madison University * <i>13 students will participate in the program</i>
May 2020 ~ May 2023 Juanry 2024 ~ May 2024	<b>Faculty Director</b> , Bluestone Communications (Student-run Public Relations Agency), James Madison University * <i>Directed two award-winning projects (Virginia PR Awards by PRSA Richmond Chapter)</i>
January 2024 ~ February 2024	<b>Chair</b> , Search Committee for RTA Lecturer Position for Sport Communication, School of Communication Studies, James Madison University
May 2022 ~ May 2023	<b>Coordinator</b> , Public Relations Concentration, School of Communication Studies, James Madison University
May 2021 ~ May 2023	<b>Director of Communication</b> , Steering Committee, Asian Pacific Islander Desi Americans (APIDA) Caucus, James Madison University
August 2019 ~ April 2023	<b>Faculty Senate</b> , Nomination and Election Committee, James Madison University
March 2022 ~ May 2022	<b>Chair</b> , Search Committee for two Tenure-Track Assistant Professor Position for public relations, School of Communication Studies, James Madison University
June 21, 2019 ~ July 16, 2019 June 20, 2017 ~ July 14, 2017 June 21, 2016 ~ July 15, 2016	<b>Co-Director</b> , Sports and International Public Relations in Korea Study Abroad Program, James Madison University * <i>Between 6 and 10 students participated each time.</i>
August 2017 ~ August 2019	<b>Vice President</b> , Korean American Communication Association (KACA)
August 2017 ~ May 2019	<b>Chair</b> , Outreach, Engagement, and Diversity Committee, School of Communication Studies, James Madison University
August 2011 ~ May 2012	<b>Co-Chair</b> , Promotion and Marketing Committee, Division of Communication, UW-Stevens Point

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## Professional Development

Spring 2025 ~ Fall 2025	<b>Aspire Fellows</b> , Office of Faculty Success, Center for Faculty Innovation, James Madison University
May 15, 2018 ~ June 7, 2018	<b>The Arts of Digital Assignment</b> , JMU Libraries, Education, & Technology, James Madison University
June 10, 2013 ~ June 14, 2013	<b>jmUDESIGN</b> , Center for Faculty Innovation, James Madison University
May 7, 2013 ~ May 9, 2013	<b>Grant Writing Workshop</b> , Center for Faculty Innovation, James Madison University
June 20, 2011 ~ June 22, 2011	<b>e-Portfolio Assessment Workshop</b> , Center for Academic Excellence and Student Engagement, UW-Stevens Point
June 13, 2011 ~ June 17, 2011	<b>Learning Outcomes Approach to Curricular Redesign Workshop</b> , Center for Academic Excellence and Student Engagement, UW-Stevens Point
June 21, 2010 ~ July 16, 2010	<b>Curricular Redesign Online Program</b> , Center for Academic Excellence and Student Engagement, UW-Stevens Point
June 1, 2010 ~ June 4, 2010	<b>Faculty College</b> , Office of Professional and Instructional Development, UW System

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## Awards & Honors

### James Madison University

January 2023	Nominated for the Provost Award for Excellence in Academic Advising
April 2022	<b>Professor of the Year</b> , School of Communication Studies
January 2022 / January 2023	Nominated for the Alger Family Award, College of Arts and Letters
April 2018	<b>The Provost Award for Excellence in International Education</b>
April 2016	Nominated for the Cahill-Goodman Award

### University of Wisconsin, Stevens Point

April 2011	Nominated for the University Scholarship Award
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### Scholarships & Academic Honors

August 2006	<b>Youngnak Christian Scholarship</b> , Youngnak Presbyterian Church, Los Angeles, CA.
November 2005	Inducted into the Phi Kappa Phi National Academic Honor Society, GPA 4.0 / 4.0, Indiana State University, Terre Haute, IN.

November 2002	<b>Christian Scholarship</b> , Bloomington-Normal Korean Presbyterian Church, Normal, IL.
October 2002	<b>International House Merit Award Scholarship</b> , Illinois State University, Normal, IL.

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## Scholarly Activity

### Grant Funded Research

May 2024	<b>KACA-KOFICE (Korean Foundation for International Cultural Exchange) Research Grant Initiative</b> , \$600, Co-PI with Victoria Bertram, Yufan Sunny Qin, & Kristen Okamoto, Korean American Communication Association (KACA)
1.	<b>Woo, C. W.</b> , Bertram, V. L., Qin, Y. S., & Okamoto, K. (2024). ARMY vs. Swifties: Community Construction and Relationship Cultivation of Two Successful Fan Communities. Present in the KACA-KOFICE special session at the National Communication Association annual conference, New Orleans, LA, November 21 – 24, 2024. *Revised version has been submitted to the <i>Korean Journal of Communication</i> (January 2025)
2.	Okamoto, K. E., <b>Woo, C. W.</b> , Qin Y. S., & Bertram, V. L. (2025). More than just K-pop...a Culture in General: Examining the Cultural Differences between BTS and Swift Fandoms. Scheduled to present in the KACA Annual Conference, Washington, D.C., May 8 – 10, 2025. *Full paper has been submitted to the <i>International Journal of Communication</i> (March 2025).
April 2022	<b>Professional Development Grant</b> , \$1,500, School of Communication Studies, James Madison University
1.	<b>Woo, C. W.</b> , B. R. Perryman, Brigham, M., & Qin, Y. S. (2023). Emotional Response of Sports Fans on Controversial Issues: Applying Affective Disposition Theory in Crisis Communications, Presented in International Association for Communication and Sport (IACS) Summit 2023, Barcelona, Spain, March 9 – March 11, 2023.
February 2022	<b>Mini-Grant</b> , \$1,500, College of Arts and Letters, James Madison University
1.	B. R. Perryman, <b>Woo, C. W.</b> , & Brigham, M. (2022). Measuring Fan Support in Socially Controversial Issues: The Publics Affinity Response Matrix (PARM) in Crisis Communications, Presented in Public Relations Society of America Educators Academy Summit, Grapevine, TX, November 12, 2022.
May 2018	<b>Professional Development Grant</b> , \$1,000, School of Communication Studies, James Madison University
1.	Kim, Y., & <b>Woo, C. W.</b> (2019). The Beffring Effects of CSR Reputation in Times of Product-Harm Crisis. <i>Corporate Communications: an International Journal</i> , 24(1), 21-43, <a href="https://doi.org/10.1108/CCIJ-02-2018-0024">https://doi.org/10.1108/CCIJ-02-2018-0024</a>

2. **Woo, C. W.**, & Kim, Y. (2020). CSR Reputation as a Predisposition Factor in Product-Harm Crisis: Applying Affective Disposition Theory and SCCT. *Journal of Sustainability Research*, 2(4), e20032. <https://doi.org/10.20900/jsr20200032>

May 2010	<b>Supporting the Growth Agenda Grant</b> , \$68,000, Desire2Learn's ePortfolio: Can it Meet a Variety of Curricular and Co-curricular Needs? Co-PI along with, Karyn Biasca, David Hastings, Steven Hill, Jasia Steinmetz, Rhonda Sprague, Debora Tang, and Mark Tolstedt, University of Wisconsin System
May 2009	The University of Alabama: <b>RGC grant</b> , \$800, The Role of Mood in the Effects of Regulatory Fit on: Information Processing and Persuasion Co-PI along with Doo Hwang Lee, The University of Alabama

## Publications

### Peer-Reviewed Journal Articles

Britt, L. L., Ball, T. C., Whitfield, T. S., & **Woo, C. W.** (2022). Students' perception of the classroom environment: Comparison between innovative and traditional classrooms. *Journal of the Scholarship of Teaching and Learning*, 22(1). <https://doi.org/10.14434/josotl.v22i1.30735>

Pan, P.-L., Phua, J., & **Woo, C. W.** (2021). Understanding How Consumers Perceive Brand Personality Through Sports Sponsorship. *Journal of Sports Media*, 16 (2), 87-110. <https://doi.org/10.1353/jsm.2021.0011>

Chun, M., Kim, H. O., & **Woo, C. W.** (2021). #MeToo Movement in Political Media Era: A Comparison of U.S. Media and Korean Media. *Communication Quarterly*. 1-20. <https://doi.org/10.1080/01463373.2021.2001552>

Kim, Y., Meganck, S. Kristensen, L., & **Woo, C. W.** (2021). Taking Experiential Learning to the Next Level with Student-run Agencies. *Journal of Public Relations Education*. 7(1), 80-121. <https://aejmc.us/jpre/2021/05/28/taking-experiential-learning-to-the-next-level-with-student-run-agencies/>

**Woo, C. W.**, & Kim, Y. (2020). CSR Reputation as a Predisposition Factor in Product-Harm Crisis: Applying Affective Disposition Theory and SCCT. *Journal of Sustainability Research*, 2(4), e20032. <https://doi.org/10.20900/jsr20200032>

**Woo, C. W.**, Gochenour, J., & Chung, S. (2020). Social Capital Building Process of a Korean Immigrant Church in the U.S., *Journal of Communication & Religion*, 42 (3), 5-23.

**Woo, C. W.**, Brigham, M. P., & Gulotta, M. (2019). Twitter Talk and Twitter Sharing in Times of Crisis: Exploring Rhetorical Motive and Agenda-Setting in the Ray Rice Scandal, *Communication Studies*, 71, 40-58. <https://doi.org/10.1080/10510974.2019.1661866>

Kim, Y., & **Woo, C. W.** (2019). The Beffring Effects of CSR Reputation in Times of Product-Harm Crisis. *Corporate Communications: an International Journal*, 24(1), 21-43, <https://doi.org/10.1108/CCIJ-02-2018-0024>

Davis, M., Davis, A., & **Woo, C. W.** (2018). The Trash Talk is No Fantasy: The League as a Representation of Trash Talk in Fantasy Sports. *Reconstruction: Studies in Contemporary Culture*, 17(1). Available at

[http://reconstruction.digitalodu.com/issues/contents\\_171/171\\_davis\\_davis\\_woo/](http://reconstruction.digitalodu.com/issues/contents_171/171_davis_davis_woo/)

Chung, W., Choi, J., **Woo, C. W.**, Lee, S., & Saindon, C. (2016). Community Relations Dealing with a Not In My Back Yard (NIMBY) Context: An Experimental Application of Situational Theory of Publics and Social Exchange Theory. *International Journal of Conflict Management*, 27 (3), 424-452.

Nelson, L. Fife, E., & **Woo, C. W.** (2016). Does Watching Television Actually Make One Nicer? The Use of Conflict Management Message Styles. *Communication Research Reports*, 33 (1), 81-86.

**Woo, C. W.**, & Davis, K. M. (2015). The Fantasy of Learning: Fantasy Football in a Sports Public Relations Course. *Sport Management Education Journal*, 9, 113-123.

Kim, J. K., & **Woo, C. W.** (2015). Role of Media in Bridging Fragmented Community: The Case of College Sports Communities in the U.S. *Journalism & Communication*, 19 (2), 5 - 32.

Chung, W. & **Woo, C. W.** (2011). The Effects of Hosting an International Sports Event on the Host Country: The 2008 Summer Olympic Games Case. *International Journal of Sports Marketing and Sponsorship*, 12(4), 225-244.

McKenzie, C. T., Lowrey, W., Hays, H., Chung, J. Y., & **Woo, C. W.** (2011). Listening to News Audiences: The Impact of Community Structure and Economic Factors. *Mass Communication and Society*, 14(3), 375-395.

Hill, S., & **Woo, C. W.** (2011). New media, new audiences and new questions: Exploring a communication research agenda for fantasy sports. *Journal of Sports Media*. 6(1), 85-114.

**Woo, C. W.**, & Kim, J. K. (2010). Case Study of the Failure of NFL Europe: Publics and Power Relations of Sports Organizations in an International Setting. *Journal of Communication Studies*, 2(special issue), 30-45.

**Woo, C. W.**, Kim, J. K., Nichols, C., & Zheng, L. (2010). International Sports Commentary Frame and Entertainment: A Cross-Cultural Analysis of Commentary Differences for World Series Broadcasts. *International Journal of Sports Communication*, 3, 240-255.

Lowrey, W., & **Woo, C. W.** (2010). The News Organization in Uncertain Times: Business or Institution? *Journalism and Mass Communication Quarterly*, 87, 43-63.

**Woo, C. W.**, An, S. -K., & Cho, S. H. (2008). Sports PR in Message Boards on Major League Baseball Websites. *Public Relations Review*, 34(2), 169-175.

### Book

Bae, M., & **Woo, C. W.** (2017). *Sports PR [스포츠 PR]*. Seoul, South Korea: CommunicationBooks, Inc.

### Edited Book

Tianwei, R., Keiko, I., & **Woo, C. W.** (Eds.) (2019) *Media, Sport, Nationalism, The Political and Geopolitical Rise of East Asia: Soft Power Projection via the Modern Olympic Games*. Berlin, Germany: Logos Verlag Berlin. \*Korea Section Editor

## Competitive Book Chapter Selections

**Woo, C. W.**, Gulotta, M., & Gulotta, A. (2017). How Can You Protect Your Social Capital? Qualitative Content Analysis of Penn State's Crisis Response Strategy toward Sexual Abuse Scandal after the Sanction. In B. R. Brunner (Ed.), *The Moral Compass of Public Relations* (pp. 28-42). New York: Routledge. \*National Communication Association's PRIDE Book Award for Outstanding Innovation, Development and Educational Achievements in Public Relations Winner

**Woo, C. W.** & Chung, W. (2012). Social Media in Relationship-Building among Collegiate Sports Organizations: A Test of Relationship Cultivation Strategies. In S. Duhé (Ed.) *New Media and Public Relations, 2nd Edition.* (pp. 245 – 254), New York: Peter Lang.

## Invited Book Chapters

**Woo, C. W.**, & Bae, M. (2019). Is it the Same Olympic Games? Comparison between 1998 Seoul Summer Olympic Games and 2018 PyeongChang Winter Olympic Games. In R. Tianwei, I. Keiko, & C. W. Woo (Eds.). *Media, Sport, Nationalism, The Political and Geopolitical Rise of East Asia: Soft Power Projection via the Modern Olympic Games.* (pp. 159 – 180), Berlin, Germany: Logos Verlag Berlin.

Bae, M., & **Woo, C. W.** (2019). The Seoul Olympic Games: Media, Democracy, Nationalism, Olympism. In R. Tianwei, I. Keiko, & C. W. Woo (Eds.). *Media, Sport, Nationalism, The Political and Geopolitical Rise of East Asia: Soft Power Projection via the Modern Olympic Games.* (pp. 181 – 200), Berlin, Germany: Logos Verlag Berlin.

## Invited Magazine Article

**Woo, C. W.** (2016). First Round Pick: Fantasy Football Finds Home in Public Relations Classroom. *Phi Kappa Phi Forum Magazine*, 96(2), 26-29.

## Presentations

### Invited Panel Discussion

Apple TV+ & IW Group, Inc. (Producers of TV series Pachinko) Virtual Panel Session: Sharing Our Lived AAPI Experiences. Our Stories. Our Histories. May 16, 2022.

CPRE (Commission on Public Relations Education) Virtual Summit: Three Rs: Resilience, Resourcefulness and Reform Mindedness. August 19, 2021.

### Invited Conference Presentations

**Woo, C. W.**, Bertram, V., Qin, Y. S., & Okamoto, K. (2024). ARMY vs. Swifties: Community Construction and Relationship Cultivation of Two Successful Fan Communities. Scheduled to present in the KACA-KOFICE special session at the National Communication Association annual conference, New Orleans, LA, November 21 – 24, 2024.

**Woo, C. W.**, Brigham, M., & Gluotta, M. (2016). Twitter Talk and Twitter Sharing in Times of Crisis Involving Sports Stars: The Case of Ray Rice. International Communication Association post-conference, Beijing, China, June 17, 2016.

**Woo, C. W.** (2012). Role of Public Relations in Social Media Environment: Suggestions for Effective Use of Social Media. Korean Association for Advertising and Public Relations / KPR Summer Seminar, Sookmyung Women's University, Seoul, South Korea, June 22, 2012.

Hill, S., Sprague, R., Tolstedt, M., & **Woo, C. W.** (2011). Teaching and Learning Using D2L ePortfolio. Artists Training Artists II: A Collaborative Conference on Teaching and Learning through the Arts Annual Conference, Stevens Point, WI. June 15 – June 17, 2011.

**Woo, C. W.** (2010). Developing E-Portfolio in International Public Relations Class: Beginner's Perspective, E-Portfolio Showcase, Madison, WI. September 27, 2010.

### Refereed Conference Papers

#### Top Papers

Britt, L. L., Ball, T. C., Whitfield, T. S., & **Woo, C. W.** (2019). The impact of teaching and learning spaces (**Top Paper, Second Place**), Experiential Learning Division at the annual National Communication Association (NCA) conference, Baltimore, MD., November 14 – 17, 2019.

**Woo, C. W.**, Britt, L. L. Whitfield, T. S., Ball, T. C. (2019). Students' perception of the classroom environment: Comparison between innovative and traditional classrooms (**Top Paper, Second Place**), Small Program Interest Group at the annual Association for Educators in Journalism and Mass Communications (AEJMC) conference, Toronto, Canada, August 7 – 10, 2019.

Kim, Y., **Woo, C. W.**, Meganck, S., & Kristiansen, L. (2019). Taking Experiential Learning to the Next Level with Student-run Agencies (**Top Poster Presentation**). Public Relations Society of America (PRSA) Educators Academy Super Saturday annual conference, Austin, TX. October 6, 2018.

Pan, P-L., Phua, J., & **Woo, C. W.** (2016). Perceived brand personality through sports sponsorship: Locating a blurred line between entertainment and persuasion in mediated sports (**Top Paper**). Sports Communication Division at the International Communication Association (ICA) annual conference, Fukuoka, Japan, June 9-13, 2016.

**Woo, C. W.** & Chung, W. (2015). Do People Like a Company That Communicates Well? Rethinking the Organization-Public Relationship Measures. **Sampling of Outstanding Scholarship: Top Papers in the Public Relations Division** in the Southern States Communication Association Annual Conference, Tampa, FL. April 8 – April 12, 2015.

Gorpe, S., **Woo, C. W.**, & Kalupa, F. (2013). An International Study of Professionalism, Ethics, and the Social Value of Public Relations. **Best Presentation**. Communication in the Millennium Conference, St. Cloud, MN. May 20 ~ May 23, 2013.

Cho, S. H., & **Woo, C. W.** (2013). Intercultural Differences in Perceptions of the Tiger Woods Scandal: South Korea and the U.S. **Distinguished Paper**. Summit on Communication and Sports annual conference, Austin, TX. February 22 ~ February 24, 2013.

**Woo, C. W.**, & Kim, J. K. (2010). Case Study of the Failure of NFL Europe: Publics and Power Relations of Sports Organizations in an International Setting. **Selected as a Top Paper and a Publication**. Summit on Communication & Sports conference, Cleveland, OH, March 18 – March 20, 2010.

Kim, J. K., & **Woo, C. W.** (2008). Enjoyment of Televised Football under Dispositional Neutral Conditions: What Factors Emerge as Predictors of Enjoyment? BEA Research Symposium: **Advances in Entertainment Theory and Research (Top Paper, Third Place)**, Broadcast Education Association Annual Conference, Las Vegas, NV. April 16 - April 18, 2008.

### Panel Presentations

**Woo, C. W.**, Britt, L., Hickerson, H., & Ludwig, P. (2017). Influence of Space in Public Relations Campaigns Course: Comparison between Traditional and Innovative Classroom. PRSA Educators Academy Super Saturday annual conference, Boston, MA., October 7, 2017.

**Woo, C. W.**, & Gulotta, M. (2015). What Do They Share in Crisis? Social Media Use after the TMZ Video of Ray Rice. Public Relations Division in Southern States Communication Association Annual Conference, Tampa, FL. April 8 – April 12, 2015.

**Woo, C. W.**, Dupal, A., Gulotta, A., & Reid, A. (2014). Closing the Loop between Assessment Objectives and Curriculum. Communication Assessment Division in NCA annual conference, Chicago, IL. November 20 - November 23, 2014.

**Woo, C. W.** (2014). Practicing Public Relations Skills in the Communication Department: Trials and Errors of Teaching a Service Learning Social Media Management Class. Public Relations Society of America Educators Academy Super Saturday Conference, Washington, D.C. October 11, 2014.

**Woo, C. W.**, Dalberg, J., Hill, S., & Ruihley, B. (2013). Fantasy to Learn: Making Fun Educational. Summit on Communication and Sport annual conference, Austin, TX. February 22 - February 24, 2013.

**Woo, C. W.**, Hill, S., Sprague, R., & Tolstedt, M. (2011). Can e-Portfolio Guide Deep Learning? Use of E-Portfolio and Reflective Learning and Teaching. Korean American Communication Association Panel session in NCA Annual Conference, New Orleans, LA. November 17 – November 20, 2011.

Sprague, R., & **Woo, C. W.** (2011). Using ePortfolio to Enhance Student Learning in a Comprehensive Communication Program, International Society for the Scholarship of Teaching & Learning, Milwaukee, WI. October 20 – October 23, 2011.

Biasca, K., Steinmetz, J., Hastings, D., Sprague, R., Hill, S., & **Woo, C. W.** (2011). Teaching and Learning Using D2L EPortfolio. President's Summit on Excellence in Teaching and Learning Annual Conference, Madison, WI. April 14 – April 15, 2011.

**Woo, C. W.** (2010). The Experience of Developing an International PR Course: Trials and Errors. Public Relations Education for Global Readiness: Theory, Practice, and Pedagogical Initiatives Panel Session in NCA Annual Conference, San Francisco, CA. November 14 – November 17, 2010.

**Woo, C. W.**, & Cho, S. H. (2007). Geo-Ethnical Disposition. Sports Fandom Revisited: Fan Faith in Athletes, Teams, and Mediated Sports panel session in NCA Annual Conference. Chicago, IL. November 15 – November 17, 2007.

## Paper Presentations

Okamoto, K. E., **Woo, C. W.**, Qin Y. S., & Bertram, V. L. (2025). More than just K-pop...a Culture in General: Examining the Cultural Differences between BTS and Swift Fandoms. Scheduled to present in the KACA Annual Conference, Washington, D.C., May 8 – 10, 2025.

**Woo, C. W.**, Bertram, V. L., Qin, Y. S., & Okamoto, K. (2024). ARMY vs. Swifties: Community Construction and Relationship Cultivation of Two Successful Fan Communities. KACA-KOFICE special session at the National Communication Association annual conference, New Orleans, LA, November 21 – 24, 2024.

**Woo, C. W.**, B. R. Perryman, Brigham, M., & Qin, Y. S. (2023). Emotional Response of Sports Fans on Controversial Issues: Applying Affective Disposition Theory in Crisis Communications, Presented in IACS Summit 2023, Barcelona, Spain, March 9 – March 11, 2023.

B. R. Perryman, **Woo, C. W.**, & Brigham, M. (2022). Measuring Fan Support in Socially Controversial Issues: The Publics Affinity Response Matrix (PARM) in Crisis Communications, Presented in Public Relations Society of America Educators Academy Summit, Grapevine, TX, November 12, 2022.

Tonkins, M. & **Woo, C. W.** (2022). Life preparedness of student-athletes after graduation. International Association of Communication and Sport Summit on Communication & Sport, Glassboro, NJ, March 3 – March 6, 2022

Chun, M., Kim, H. O., & **Woo, C. W.** (2019). #MeToo Movement in Political Media Era: Comparison Study between the U.S. Media and Korean media. Korean American Communication Association's Referred Research Session at the AEJMC annual conference, Toronto, Canada, August 7 – August 10, 2019.

**Woo, C. W.**, Kim, Y., Pan, P.-L., Phua, J., & Chung, W. (2019). Protagonist's CSR and Antagonist's CSR: How Sports Fans Respond Differently to a Crisis Applying Affective Disposition Theory. Sport Communication High Density Paper Session at the ICA annual conference, Washington, D.C., May 24 – May 28, 2019.

Kang, J.-A., & **Woo, C. W.** (2018). What Can Public Relations Do for My Community? A Contribution of Social Media Engagement on Social Capital and Civic Engagement. Public Relations Division at the ICA annual conference, Prague, Czech Republic, May 24 – May 28, 2018.

**Woo, C. W.**, Gochenour, J., & Chung, S. (2017). The Social Capital Building Process of a Korean Immigrant Church in the U.S. Korean American Communication Association Paper session at the NCA annual conference, Dallas, Texas, November 16 – November 19, 2017.

Kim, Y., & **Woo, C. W.** (2016). The Buffering Effects of CSR Reputation in Times of Product-Harm Crisis. Public Relations Division in ICA annual conference, Fukuoka, Japan, June 9 – June 13, 2016.

Nelson, C. L., **Woo, C. W.**, & Fife, E. M. (2015). Friendship, Competition, and Fantasy Sports. Interpersonal Communication in the Eastern Communication Association (ECA) Annual Conference, Philadelphia, PA. April 22 – April 26, 2015.

**Woo, C. W.**, Fife, E. M., & Nelson, C. L. (2015). Are Fantasy Sports Players Competitive? Survey Study on Competitiveness and Fantasy Player's Motivations. Summit on Communication and Sport Annual Conference, Charlotte, NC. March 6 – March 8, 2015.

Van De Hey, R. R., & **Woo, C. W.** (2013). How Do Different Image Restoration Strategies Influence Organization-Public Relationship in a Crisis? Public Relations Division at the AEJMC Annual Conference, Washington, D. C., August 8 ~ August 11, 2013.

**Woo, C. W.**, Chung, W., & Choi, J. (2012). How Do the Publics around Collegiate Sports Organizations Perceive the Use of Social Media Differently? Survey Research Based on a Relationship Cultivation Approach. Public Relations Division in NCA Annual Conference, Orlando, FL. November 15 ~ November 18.

Chung, W., Choi, J., & **Woo, C. W.** (2012). Community Relations Dealing with Not in My Back Yard (NIMBY) Syndrome: An Experimental Analysis Based on Situational Theory and Social Exchange Theory. Public Relations Division in NCA Annual Conference, Orlando, FL. November 15 ~ November 18, 2012.

Ko, G. H., **Woo, C. W.**, & Hill, S. (2012). How Does Emotional Bonding Influence Performance of Fantasy Sports Players? Pilot Study of Five Fantasy Sports Leagues. Summit on Communication & Sports conference, Peoria, IL, March 29 – March 31, 2012.

Hill, S., **Woo, C. W.**, Sprague, R., & Tolstedt, M. (2011). Reflective Learning Using EPortfolios in Communication Courses: What Student Reflections on Learning Outcomes in a Pilot Program Teach Us about Teaching. AEJMC Annual Conference, St. Louis, MO. August 10 – August 13, 2011.

Hill, S., Biasca, K., Hastings, D., Sprague, R., Steinmetz, J., Tang, D., Tolstedt, M., & **Woo, C. W.** (2011). Assessing ePortfolio's value across programs. Fusion (annual educators' conference for Desire2Learn), Denver, CO. July 10 – July 15, 2011.

**Woo, C. W.** (2010). The Role of Expectation in Sports Enjoyment: Application of Extended Disposition Theory in Mediated College Football Game. NCA Annual Conference, San Francisco, CA. November 14 – November 17, 2010.

Chung, W. J. & **Woo, C. W.** (2009). The Effects of Hosting an International Event on Country Image. NCA Annual Conference, Chicago, IL. November 12 – November 15, 2009.

Lowrey, W., & **Woo, C. W.** (2009). News Organization in Uncertain Times: Business or Institution? ICA Annual Conference, Chicago, IL. May 21 – May 25, 2009.

**Woo, C. W.**, & Lowrey, W. (2009). Community Journalism and College Sports: Facilitating the Process of Community Building. Scholarly Conference on College Sports, Chapel Hill, NC. April 15 – 18, 2009.

**Woo, C. W.**, Nichols, C., & Kim, J. K. (2009). Enjoyment of Mediated Sports Spectatorship: Extended Disposition Theory and the Role of Expectation in Sports Entertainment. AEJMC Mid-Winter Regional Conference, Norman, OK. March 6 – March 9, 2009.

**Woo, C. W.**, & Kim, J. K. (2008). Successful Play, Surprise Value and Enjoyment in College Football. AEJMC Annual Conference, Chicago, IL. August 6 – August 9, 2008.

Lowrey, W., **Woo, C. W.**, & MacKay, J. B. (2008). Reaching Readers through Online News: A Pursuit of Profit or Legitimacy? AEJMC Annual Conference, Chicago, IL. August 6 – August 9, 2008.

McKenzie, C., Chung, J.Y., Hays, H., **Woo, C. W.** & Lowrey, W. (2008). Evaluating Reader Feedback Importance to Newspapers: A Look at Community Structure and Economic Influences. AEJMC Annual Conference, Chicago, IL. August 6 – August 9, 2008.

**Woo, C. W.**, Kim, J. K., Zheng, L. & Nichols, C. (2008). International Sports Commentary Frame and Entertainment: How does Commentary Raise Sport Entertainments in Baseball Telecasting? Communication, Sports, and Baseball session. Summit on Communication & Sports Annual Conference, Clemson, SC. February 28 – March 1, 2008.

**Woo, C. W.** (2007). Internet-Related Research Trend from 2001 to 2005: A Thematic Meta-Analysis of Major and Internet-Related Journals. NCA Annual Conference, Chicago, IL. November 15 – November 17, 2007.

**Woo, C. W.** (2007). Hometown, Star Power, and Team-Standing: Attendance of National Basketball Association. North American Society for the Sociology of Sports (NASSS) Annual Conference, Stars, Spectator, and Stacking Session, Pittsburgh, PA. October 31 – November 3, 2007.

Lowrey, W., **Woo, C. W.**, & Mackay, J. B. (2007). A Test of a Measure of Community Journalism. AEJMC Annual Conference, Community Journalism Interest Group, Washington, D.C. August 9 – August 12, 2007.

### **Other Grants**

**International Development Grant**, \$500, To attend the Association for Educators in Journalism and Mass Communication (AEJMC) annual conference in Toronto, Canada, from August 7 to August 11, 2019, Center for Global Engagement, James Madison University.

**International Development Grant**, \$500, To attend the ICA annual conference at Prague, Czech Republic from May 24 to May 28, 2018, Center for Global Engagement, James Madison University.

**International Development Grant**, \$500, To attend the ICA annual conference at Fukuoka, Japan from June 9 to June 13, 2016, Office of International Program, James Madison University.

**Center for Academic Excellence and Student Engagement Faculty Learning Community Development Grant** (May 2011), \$5,000, The Dragon Slayers (Topics of Student Assessment), Co-PI along with Jamee Brandhorst Hubbard, Lynn Ludwig, and Pamela Terrell, UW-Stevens Point.

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## Teaching

**James Madison University**

### **Instructor of Record**

Sports Public Relations, Basic and Advanced PR Writing, Public Relations Theory, Public Relations Management, Introduction to Communication Research, Advanced Communication Research, Public Relations Campaign, Student-run Public Relations Firm, Graduate Seminar in Stakeholder Engagement, Graduate Seminar in Risk and Crisis Communication

### **Thesis & Internship Project Committee**

Fall 2024 ~ Spring 2025	<b>Chair</b> , Master's Internship Project, Eriona Hoti (FairField Center) & Doreen Phillips (Jubilee Environment Farm)
Fall 2024 ~ Spring 2025	<b>Member</b> , Master's Internship Project, Sheriden Osei
Fall 2022 ~ Spring 2023	<b>Reader</b> , Master's Thesis, B. Rae Perryman
Fall 2020 ~ Spring 2021	<b>Reader</b> , Master's Thesis, Molly Bradshaw
Fall 2019 ~ Spring 2020	<b>Chair</b> , Master's Internship Project, Miranda Tonkins (Student-Athlete Leadership Development)
Fall 2018 ~ Spring 2019	<b>Chair</b> , Honor's Thesis, Caroline Jessup
Spring 2014 ~ Spring 2015	<b>Reader</b> , Honor's Thesis, Daniel Vieth
Fall 2013 ~ Spring 2014	<b>Reader</b> , Honor's Thesis, Hanna Cox

### **Directed Project & Practicum**

Spring 2025	Alexandra Santo, SCOM 318, <b>Sports Leadership Podcast</b>
Spring 2024	Sarah Park, SCOM 318, <b>Social Media Management</b>
Spring 2023	Patrick Lee, SCOM 318, <b>Social Media Management</b>
Spring 2015 ~ Spring 2023	111 students - SCOM 318, <b>Sport Communication Practicum</b>
Fall 2022	2 Students, SCOM 390A, <b>Social Media Management</b>
Spring 2022	Thu Mihn Nguyen, SCOM 390A, <b>Social Media Management</b>
Spring 2022	3 students, SCOM 390A, <b>Youth Sports &amp; Culture</b>
Fall 2021	Hunter Shaw, SCOM 390A, <b>Mega Sports &amp; Communication Strategies</b>
Spring 2021	2 students, SCOM 390A, <b>Youth Sports and Culture</b>

Fall 2020	Chase VanHorn, SCOM 390A, <b>Youth Sports and Culture</b>
Spring 2020	6 students, SCOM 390A, <b>Youth Sports and Culture</b>
Spring 2017	8 students, SCOM 318, <b>Information Campaign for Harrisonburg Little League Association</b>
Fall 2016 ~ Spring 2017	15 students, SCOM 318, <b>Storytelling Practicum</b> (with Dr. Julie Gochenour)
Spring 2015	3 Students, SCOM 318, <b>Social Media Management</b>
Spring 2015	3 Students, SCOM 390A, <b>Harrisonburg Police Department &amp; Lynda.com</b>
Fall 2014	10 students, SCOM 390A, <b>Harrisonburg Police Department, Shenandoah Women's Health, Explore More Discovery Museum, &amp; Lynda. Com</b>
Spring 2013 ~ Spring 2014	4 Students, SCOM 390A, <b>Social Media Management</b>

#### **Guest Lectures**

Fall 2020 ~ Fall 2024	<b>KIN 242 – Introduction to Sports Communication</b>
Fall 2017, Spring 2024 & Fall 2024	<b>SCOM 240 – Introduction to Communication Theory</b>
Fall 2022	<b>SCOM 363 – International Public Relations</b>
Spring 15, Fall 15, Fall 16, Spring 17, Fall 2021 & Spring 2022	<b>SCOM 260 – Introduction to Public Relations</b>
July 6, 2017	<b>Soongsil University</b> , Seoul, South Korea, Global Trade Experts incubating Program, SNS Communication: Back to Basics
July 29, 2015	<b>Dong-ah University</b> , Busan, South Korea, Sports Management Program in the Graduate School of International Studies, Strategic Communication in a Global World: Understand Your Environment.
February 14, 2015 ~ February 26, 2015	<b>Misr International University</b> , Cairo, Egypt, <b>Visiting Scholar</b> , Taught Social Media Writing, Public Relations Campaign, Social Marketing Campaign, & Crisis Communication
Fall 2014	<b>SCOM 580 - Seminar in Communication Research Methods</b>
Spring 2014	<b>COB 202 – Interpersonal Skills</b>

**University of Wisconsin, Stevens Point**  
**Instructor of Record**

Introduction to Public Relations, Public Relations Laboratory (Sports Public Relations, International Public Relations\*), Effective Use of Social Media for Public Relations\*), Graduate Seminar in Public Relations

\* Hybrid (Blended) Courses

**Independent Study**

Summer 2010                    Dianna Sonnenberg, Comm 499, **Special Work (Sports PR)**

**Guest Lectures**

Fall 2011                    **COMM 320 – Multimedia Journalism**

Fall 2010                    **HD 366 – Families in Cross-Cultural Context**

**The University of Alabama**

**Instructor of Record**

Spring 2008                    **TCF 100 – Introduction to Telecommunication**

**Guest Lectures**

Summer 2007 &                    **COM 495 – Sports and Media**

Summer 2008

**Services**

**Academic Services**

**School of Communication Studies, James Madison University**

May 2021 ~ May 2023 & August 2012 ~ May 2014                    **Member**, Assessment Committee

August 2019 ~ May 2021                    **Member**, Research Committee

August 2019 ~ May 2020                    **Assistant Faculty Director**, Bluestone Communications

September 2018 ~ March 2019                    **Member**, Search Committee for the Tenure-Track Assistant Professor Position for Strategic Communication

August 2017 ~ May 2019                    **Member**, AUPAC

September 2016 ~ December 2016                    **Member**, Search Committee for the Tenure-Track Assistant Professor Position for Public Relations

August 2014 ~ May 2017	<b>Member</b> , Outreach, Engagement, and Diversity Committee
August 2013 ~ May 2014	<b>Assistant Faculty Adviser</b> , Public Relations Student Society of America, JMU Chapter
August 2013 ~ October 2013	<b>Member</b> , Search Committee for the Tenure-Track Assistant Professor Position for Public Relations
August 2012 ~ May 2014	<b>Member</b> , Community Committee
	<b>James Madison University</b>
August 2021 ~ Present	<b>Adviser</b> , Agape Christian Fellowship
January 2013 ~ Present	<b>Adviser</b> , Korean Christian Fellowship
August 2017 ~ May 2019	<b>Member</b> , Diversity Council, College of Arts and Letters
May 2015 ~ May 2018	<b>Member</b> , Steering Committee, Enhancing Pedagogy through Innovative Classroom (EPIC)
March 2014	<b>MOU agreement with Kookmin University</b> , Department of Communication, Seoul, South Korea, James Madison University
	<b>Division of Communication, University of Wisconsin, Stevens Point</b>
September 2011 ~ May 2012	<b>Co-Adviser</b> , Public Relations Student Society of America, UW – Stevens Point Chapter
August 2010 ~ May 2011	<b>Member</b> , Promotion and Marketing Committee
August 2009 ~ May 2010	<b>Member</b> , Professional Development Committee
	<b>University of Wisconsin, Stevens Point</b>
August 2011 ~ January 2012	<b>Member</b> , Search Committee, Executive Director position at the University Relations and Communications
September 2010 ~ May 2012	<b>Member</b> , Curriculum Committee, Faculty Senate
	<b>Professional Services</b>
	<b>Media Interviews</b>
November 5, 2024	U.S. Presidential Election. <i>Hankyung TV</i> , Seoul, South Korea
October 15, 2021	Cheddar News. Why the NFL Hasn't Won Over Europe... Yet. October 15, 2021. <a href="https://www.youtube.com/watch?v=HOy8GNo0bII">https://www.youtube.com/watch?v=HOy8GNo0bII</a>
May 20, 2021	The U.S. & Korean Summit, <i>WOW TV</i> , Seoul, South Korea

April 9, 2021	Asian Hate Crime, <i>The Breeze TV</i> , James Madison University
November 3, 2020	U.S. Presidential Election. <i>WOW TV</i> , Seoul, South Korea
November 8, 2016	U.S. Presidential Election. <i>WOW TV</i> , Seoul, South Korea

### **Professional Consulting & Research**

July 2021 ~ December 2021	<b>Consultant</b> , Chungcheong Megacity 2027 World University Games Bid Committee, Southe Korea <i>*Chungcheong Megacity won the bid</i>
June 2019 ~ December 2019	<b>Lead Researcher</b> , The KingPin, Gwangju, South Korea, Proposal for the Culture and Arts Online Platform of Gwangju Cultural Foundation <i>*The King Pin secured the fund</i>

### **Committee**

March 2019 ~ May 2019	<b>Member</b> , Student Awards Selection Committee, the Virginia PR Awards, PRSA Richmond Chapter
October 2015 ~ August 2017	<b>Member</b> , Korean American Communication Association (KACA) Committee for International Communication Association (ICA)
March 2014 ~ May 2014	Nominating Committee, Shenandoah Valley Public Relations Council, Harrisonburg, VA.

### **Session Chairs**

May 25, 2019	KACA-CCA (Chinese Communication Association) Joint Research Paper Session at 2019 ICA annual conference, Washington, D.C.
May 25, 2019	KACA Business Meeting at 2019 ICA annual conference, Washington, D.C.
August 9, 2018	The 40 <sup>th</sup> Anniversary Conference of KACA at 2018 AEJMC annual conference, Washington, D.C.
May 25, 2018	KACA Business Meeting at 2018 ICA annual conference, Prague, Czech Republic.
March 19, 2010	The Fourth Summit on Communication & Sport conference, Cleveland, OH.

## Paper Reviewer

Corporate Communications, *An International Journal*, *Journal of Public Interest Communications*, *Journal of Public Relations Research*, International Association for Communication and Sport (IACS), Summit on Communication and Sports Conference, *(Korean) Journal of Advertising*, *(Korean) Journal of Public Relations Research*, *Communication and Sport*, *Korean Society for Journalism and Communication Studies*, Korea Speech and Communication Association, NCA (Public Relations Division), *Journal of Broadcasting and Electronic Media*, *Journal of Sports Media*, AEJMC (Sports Interest Group & Public Relations Division), ICA (Public Relations Division)

## Community Services

January 2015 ~ Present	<b>Education Director</b> , Harrisonburg Korean Presbyterian Church, Harrisonburg, VA.
May 25, 2023	<b>Panelist</b> , Merck Asian Pacific Chapter, Elkton, VA.
January 2016 ~ June 2021	<b>Information Officer</b> , Harrisonburg Little League Association, Harrisonburg, VA.
January 28, 2019	<b>Guest Speaker</b> , Rotary Club of Harrisonburg, Harrisonburg, VA.
July 10, 2018	<b>Guest Speaker</b> , Broadway-Timberville Rotary Club, Broadway, VA.
April 24, 2018	<b>Guest Speaker</b> , Rotary Club of Rockingham County, Harrisonburg, VA.
April 5, 2017	<b>Lead Organizer</b> , Broadway High School Current Affairs Field Trip with Dr. Julie Gochenour, Dr. Yeonsoo Kim, and JMU Chapter of PRSSA
August 2014 ~ December 2015	<b>Member</b> , Marketing Committee, Explore More Discovery Museum, Harrisonburg, VA.
September 2013 / September 2015	<b>Volunteer</b> , Global Village and Fashion Show in the Harrisonburg International Festival, Harrisonburg, VA.