

Thomas E. Isaacson, Ph.D.

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Education

Michigan State University (East Lansing, Mich.)

Media and Information Studies Ph.D. program: Completed 2012

Dissertation: *Evaluating the crisis response strategies of a university basketball program: How do reactions differ based on apologies, crisis severity, and team identification?*

Committee: Stephen Lacy (chair), Richard Cole, Charles Atkin, Pam Whitten

Michigan State University (East Lansing, Mich.)

Master of Arts in Communication: Completed 2003

Committee: Sandi Smith (chair), Franklin Boster, Brenda Wrigley

Northern Michigan University (Marquette, Mich.)

Bachelor of Science Degree: Completed 1996

Public Relations Major/Marketing Minor

Publications

Hove, T., Paek, H.-J., Isaacson, T., & Cole, R. (2013). Newspaper portrayals of child abuse: Frequency of coverage and frames of the issue. *Mass Communication and Society*, 16(1), 89-108.

Hove, T., Paek, H.-J., & Isaacson, T. (2011). Using adolescent eHealth literacy to weigh trust in commercial web sites: The more children know, the tougher they are to persuade. *Journal of Advertising Research*, 51(3), 524-537.

Rybacki, K. C., Rybacki, D. J., & Isaacson, T. (2008). *Advocacy and opposition: An introduction to argumentation*, Instructor's manual (6th ed.). New York: Allyn & Bacon.

Book Chapters

Bowman, N., McCabe, J., & Isaacson, T. (2012). Fantasy sports and sports fandom: Implications for mass media research. In A. C. Earnhardt, P. M. Haridakis, & B. Hugenberg (Eds.), *Fandemonium: Explorations of Fan Power, Identity and Socialization* (pp. 255-273). Lanham, MD: Lexington.

Isaacson, T. (2010). Sport public relations. In R. L. Heath (Ed.), *The Sage Handbook of Public Relations* (pp. 599-610). Thousand Oaks, CA: Sage.

Peer-Reviewed Conference Papers

Isaacson, T. (2013, February). *Evaluating fan reactions a university football team crisis using Situational Crisis Communication Theory and Social Identity Theory*. Paper accepted for presentation at 6th Summit on Communication and Sport in Austin, Texas.

Isaacson, T. (2013, June). *Evaluating the crisis response strategies of a university basketball program: How do reactions differ based on apologies, crisis severity, and team identification?* Paper accepted for presentation at International Communication Association 2013 Annual Conference in London, England.

Isaacson, T. (2011, October). *Evaluating the crisis communication of a university football team through an experimental test of response strategies and the impact of fan identification*. Presented at 2nd International Conference on Crisis Communication in Aarhus, Denmark.

- Paek, H., Hove, T., & Isaacson, T. (2011, April). *Adolescent eHealth literacy, commercial information, and the persuasion knowledge model*. Presented at American Academy of Advertising Conference in Mesa, Ariz.
- Isaacson, T. (2011, March). *What is the financial impact of negative news about collegiate sports teams? Using fan identification to understand audience responses*. Presented at 14th International Public Relations Research Conference in Miami, Fla.
- Isaacson, T., Bowman, N., & Atkin, C. (2010, April). *Generating buzz or driving attendance? The influence of story type and source on university sports fan attitudes and behavioral intentions*. Presented at Scholarly Conference on College Sport in Chapel Hill, NC.
- Hove, T., Paek, H., Isaacson, T., & Cole, R. (2009, November). *Proportionality and framing in U.S. newspaper coverage of child abuse: Challenges for child welfare issue managers*. Presented at the Consumer Culture and the Ethical Treatment of Children Conference in East Lansing, Mich.
- Kim, M., & Isaacson, T. (2009, August). *The effect of negative persuasive message on communicator credibility and behavioral intention: The moderating role of group identification*. Presented at the Annual Meeting of Association for Education in Journalism & Mass Communication Conference in Boston, Mass.
- Isaacson, T. (2009, March). *The impact of perceived benefits and barriers on study abroad intentions*. Presented at Michigan State University Graduate Academic Conference in East Lansing, Mich.
- ♣ International Research Award Recipient**
- Isaacson, T., Hayes, R., & Kim, M. (2009, March). *Teaching international public relations through study abroad programs; what is the value for future public relations practitioners?* Presented at 12th International Public Relations Research Conference in Miami, Fla.
- Kim, M., & Isaacson, T. (2009, March). *Responses to negative messages: The moderating role of group identification among collegiate sports fans*. Presented at Association for Education in Journalism & Mass Communication Midwinter Conference in Norman, Okla.
- Hayes, R., Zube, P., & Isaacson, T. (2008, April). *Reaching out on their own turf: Social networking sites and campaign 2008*. Presented at Politics: Web 2.0 International Conference in London, England.
- Holtz, B., Isaacson, T., & Smock, A. (2008, March). *Technology and exercise: Exploring the benefits and barriers to physical activity using the Health Belief Model*. Presented at Association for Education in Journalism & Mass Communication Midwinter Conference in Pittsburgh, Penn.

Research Grants and Fellowships

- Michigan State University College of Communication Arts & Sciences – Summer Research Excellence Fellowship (2010, May). \$2,200 fellowship award.
- ♣ Title: *What is the financial impact of negative news about collegiate sports teams? Using fan identification to understand college student responses*
 - ♣ Role: Sole investigator
- Michigan State University Center for International Business Education & Research Professional Development Grant (2009, July), \$400 grant award.
- ♣ Conference: *Internationalizing doctoral education in business*
 - ♣ Location: *The Ohio State University CIBER in Columbus, Ohio*
- Michigan State University College of Communication Arts & Sciences – Summer Research Excellence Fellowship (2009, May). \$2,360 fellowship award.
- ♣ Title: *International public relations and study abroad: Can students learn the key aspects during a six-week program?*
 - ♣ Role: Sole investigator
- Innovations in University-Community Research Collaborations Competitive Grant Program (2009, April). Sponsored by the Fact Coalition, Michigan State University Outreach and Engagement, and MSU Extension. \$50,000 grant award.

- ♣ Title: *Improving children's Internet health literacy*
- ♣ Role: Graduate assistant/Co-investigator
- ♣ Principle investigators: Hye-Jin Paek, Tom Hove, and Samantha Caughlan

Awards and Recognition

- 2010 **Outstanding Ph.D. Student in Department of Advertising, Public Relations, & Retailing**, Michigan State University
- 2010 **Graduate Student Excellence-in-Teaching Award**, Michigan State University
- 2009 **Student Learning Recognition**, Michigan State University Department of Residence Life
- 2009 **International Research Award**, Michigan State University Graduate Academic Conference
- 2008 **Student Learning Recognition**, Michigan State University Department of Residence Life
- 1999 **Best in the Nation - CoSIDA Division B**, Ferris State University Softball Media Guide
- 1999 **Best in the Nation - CoSIDA Division B**, Ferris State University Softball Media Guide Cover
- 1998 **Best in the Nation - CoSIDA Division B**, Ferris State University Volleyball Media Cover

Teaching Experience

Northern Michigan University – Communication and Performance Studies Department

- Assistant Professor of Public Relations, August 2012 – Present
 - ♣ Complete additional responsibilities for academic advising and university/departmental service

Marquette University – Diederich College of Communication

- Assistant Professor, August 2010 – August 2012
 - ♣ Completed additional responsibilities for academic advising and college/departmental service

Michigan State University – Department of Advertising, Public Relations, and Retailing

- Instructor/Graduate Student, August 2007 – July 2010
- Co-program leader of study abroad program (Summers 2008-2010)
 - ♣ Coordinated travel arrangements, organized field trips, and supervised independent studies during a six-week stay in Rome, Italy, and Cannes, France
 - ♣ Co-taught International Advertising and Public Relations (ADV 334)

Northern Michigan University – Communication and Performance Studies Department

- Instructor, August 2004 – July 2007
 - ♣ Completed additional responsibilities for academic advising and departmental committees

Courses Taught

Northern Michigan University (Primary instructor for all courses)

- PR 231: Introduction to Public Relations
- PR 431: Public Relations Campaigns
- ESPR 360: Publicity Techniques in Entertainment and Sport
- ESPR 431: Entertainment and Sports Promotion Campaigns
- SP 100: Public Address

Marquette University (Primary instructor for all courses)

- ADPR 1800: Principles of Public Relations
- COMM 1100: Contemporary Presentation
- CCOM 3250: Corporate Communication Writing

- PURE 4997: Public Relations Campaigns

Michigan State University

- ADV 260: Principles of Public Relations, Primary instructor
- ADV 492: Sports and Entertainment Promotion, Primary instructor
- ADV 860: Media Relations, Co-instructor
- ADV 334: International Advertising and Public Relations, Co-instructor
- CAS 492: Study Abroad Cultural Experience, Co-Instructor
- COM 240: Organizational Communication, Teaching assistant

Northern Michigan University (*Primary instructor for all courses*)

- PR 231: Introduction to Public Relations
- ESPR 160: Introduction to Entertainment and Sports Promotion
- PR 330: Public Relations Message Design
- SP 100: Public Speaking
- SP 110: Interpersonal Communication
- SP 120: Small Group Process
- SP 200: Argumentation

Guest Speaking Engagements

Marquette University – Sport Promotion (ADPR 4000)

- Guest lecturer on sports public relations (2011, November)

Marquette University – Introduction to Communication (CMST 1000)

- Guest lecturer on international communication (2010, November)

Michigan State University – Being a CAS Teaching Assistant: An interactive discussion

- Panel participant (2009, February)

Michigan State University – Public Relations Techniques (CAS 492)

- Guest lecturer on sports public relations writing (2008, April)

American University of Rome – Principles in Public Relations (ADV 260)

- Guest lecturer on sports public relations (2008, June)

Public Relations Student Society of America, Northern Michigan University Chapter

- Resume workshop (2006, October)
- Sports public relations workshop (2005, October)

Northern Michigan University Student Leader Fellowship Program, Skillbuilder Workshop Program

- Public speaking (2006, February; 2005, October; 2005, February)

Northern Michigan University Student Organization Leadership Retreat

- Promotion and publicity (2006, September)

Professional Work Experience

Michigan State University – *Office of the Provost (East Lansing, Mich.)*

Communication consultant (1/09 - 4/09)

- Assisted University Provost, Senior Associate Provost, and University Relations staff with the development of key messages for upcoming university campaigns
- Worked with University Relations Department on the development of print promotional materials

Chicago White Sox – *2005 World Series Home Games (Chicago, Ill.)*

Volunteer public relations assistant (10/05)

- Assisted with distribution of media relations materials in press box

Michigan State University – *Sports Information Department (East Lansing, Mich.)*

Sports information assistant (8/01 - 3/04)

- Assisted with input of statistics and development of NCAA box scores using Stat Crew Software for football, men's basketball, and women's basketball

Michigan State University – *Department of Residence Life (East Lansing, Mich.)*

Residence life assistant hall director (8/01 - 8/03)

- Managed and advised undergraduate staff of resident mentors in a hall with over 1,100 students
- Assisted with the development and implementation of educational programs focused on community development, student learning, multi-cultural competence, and civic responsibility
- Advised student groups, interviewed job candidates, and assisted with staff training

Rolling Thunder Marketing (Bothell, Wash.)

Account manager/senior account manager/account supervisor (3/00 - 7/01)

- Developed 12-month public relations plans and tactics for external clients
- Implemented public relations tactics and managed account teams for Infowave Software (avg. monthly billing: \$15,000) and AmikaNow Corp. (avg. monthly billing: \$10,000)
- Media Relations: Developed pitches for and secured media placements for clients in business and trade publications such as The Wall Street Journal, USA Today, Financial Times, Men's Journal, Laptop Buyer's Guide, and PC World.com
- Analyst Relations: Developed "influence the influencer" analyst programs for clients that included identifying, pitching and securing appointments with key analysts at top firms such as Yankee Group, IDC, Gartner Group, and Cahners In-Stat

Ferris State University (Big Rapids, Mich.)

Assistant director of sports information and athletic advancement (10/97 - 3/00)

- Served as the primary media contact for basketball, golf, softball, soccer, and volleyball teams
- Responsible for producing publications and news releases for the athletic programs
- Managed press box, compiled statistics, developed box scores using Stat Crew Software, and supervised student employees during home events
- Produced newsletters and promotional materials for athletic booster clubs and assisted with fund-raising activities

Chicago White Sox (Chicago, Ill.)

Public relations intern (2/97 - 10/97)

- Assisted with the development of newsletters and game notes for internal and external audiences
- Provided the media with post-game notes and quotes
- Responsible for daily press clippings, media relations, and media analysis (ROI tracking of media coverage)

Greensboro Bats – *Minor-league baseball affiliate of the New York Yankees (Greensboro, N.C.)*

Co-public relations director (5/96 - 8/96)

- Wrote game notes, post-game releases, and promotional news releases
- Managed press box and coordinated media relations activities

Leadership Experience

Public Relations Student Society of America, National VP of Member Services (5/96 - 5/97)

PRSSA, Member of the National Committee (5/95 - 5/97)

PRSSA, East Central District Director (5/95 - 5/96)

PRSSA, Vice President of the NMU Chapter (12/94 - 5/95)

NMU Student Leader Fellowship Program, Member (9/94 - 4/96)