

PAULA D. PATNOE WOODLEY
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EDUCATION

University of Southern California, Los Angeles, CA
Annenberg School for Communication & Journalism
M. A., Communication

Thesis: *The Powerful Influence of a Mother's Words: Can Entertainment-Education Be Effective in Teaching Healthy Mother-Daughter Communication?*

California State University, Fullerton, CA
B.A., Communication

TEACHING EXPERIENCE

University of Southern California	2004 – Present
Annenberg School for Communication & Journalism	
<i>Adjunct Lecturer</i>	
Entertainment-Education and Social Marketing	2009 – Present
Marketing Communication for the Entrepreneur	2012 – 2014
Creative Strategies in Marketing Communication	2010 – 2011
Business and Professional Communication	2005 – Present
Public Speaking	2004 – 2007
Keck School of Medicine, Dept. of Public Health	
<i>Part-time Lecturer</i>	
Communications in Public Health (online)	2016 – Present

TEACHING AWARDS

USC Steven B. Sample Teaching & Mentoring Award	2013
USC Outstanding Teaching and Mentoring Award (Honorable Mention)	2010
USC Outstanding Teaching and Mentoring Award (Nomination)	2005, 2007

PUBLICATIONS

Quintero Johnson, J.M. & Patnoe Woodley, P.D. (2014). Exploring the influence of parasocial relationships and experiences on radio listeners' consumer behaviors, *Communication Research Report*, 33(1).

Kaufman, N.D., & Patnoe Woodley, P.D. (2011). Self-Management Support Interventions That Are Clinically Linked and Technology Enabled: Can They Successfully Prevent and Treat Diabetes? *Journal of Diabetes Science and Technology*, (5)3.

Murphy, S. T., Frank, L. B., Moran, M., & Patnoe Woodley, P. (2011). Involved, transported or emotional? Exploring the determinants of change in entertainment education. *Journal of Communication*, 61(3).

Lapsansky, C., Schuh, J. S., Movius, L., Cody, M. J., Woodley, P., & de Castro Buffington, S. (2010). Evaluating the “Baby Jack” storyline on *The Bold and the Beautiful*: Making a case for bone marrow donation. *Cases in Public Health Communication & Marketing*, 4, 8-27.

CONFERENCE PAPERS

Quintero Johnson, J.M. & Patnoe Woodley, P.D., Exploring the influence of parasocial relationships and experiences on radio listeners’ consumer behaviors. Paper presented at the Annual Convention of the National Communication Association, Chicago, Ill, November 2014.

Check P., Castaneda D., Nahm S., Rodriguez L., Woodley P., Buffington SD., Watters M., Platner J. Health, Communication for Spanish-speakers in the 21st century: Multi-media entertainment education in a workplace safety intervention. Paper presented at the Annual Convention of the National Communication Association, San Francisco, CA, November 2010.

Movius, L. B., Lapsansky, C., Schuh, J. S., Buffington, S., Woodley, P., & Cody, M. J., Evaluating a bone marrow storyline on *The Bold and the Beautiful*: The impact of identification, transportation, and motivation on knowledge and action. Paper presented at the Annual Conference of the International Communication Association, Chicago, Ill, May 2009.

UNIVERSITY GUEST LECTURES

Media and Public Health, USC OWN IT, 2018, 2019
 Positive Deviance, University of Texas, El Paso, 2018
 Entertainment-Education, UCLA Fielding School of Public Health, 2018
 Liberating Structures, Washington State University, 2017
 Behavior Change through Social Marketing, USC Keck, 2015
 Dealing with Difficult People in the Workplace, USC Annenberg, 2014
 Personal Branding, USC Annenberg, 2013
 Public Speaking, USC Viterbi, 2011

ASSOCIATION MEMBERSHIPS

International Communication Association
 National Communication Association
 American Marketing Association
 Sales & Marketing Executives, International
 Phi Kappa Phi Honor Society

PROFESSIONAL EXPERIENCE

Woodley Communications, Los Angeles, CA 2002 – present
President

Woodley Communications is a boutique communications agency that provides research, strategy, and planning for clients in the for-profit and non-profit sectors, as well as communication workshops and individual coaching, such as:

Quantitative research studies that examined parasocial relationships, consumer behaviors, and the influence of on-air celebrity personalities for iHeart Media (formerly *Clear Channel Media & Entertainment*).

Strategic marketing plans, traditional and social media promotional campaigns, plus website development for *Forest Lawn Memorial Parks & Mortuaries*, *Diabetes Prevention Source*, *All-Abilities Dance*, and others.

Communication coaching for individuals at all levels including members of the Young Presidents' Organization, World Presidents' Organization, entrepreneurs, and others.

Workshops to improve organizational communication utilizing Liberating Structures and Positive Deviance methodologies for *Rover.com*, *DogVacay.com*, *DISC*, and others.

Non-profit client advocate with scriptwriters to encourage storylines on important health and social issues, including organ donation (*Donate Life*), methamphetamine addiction (*The Tweakers Project*), obesity/diabetes prevention (*DPS Health*), and accurate depictions of those living with disabilities.

Forest Lawn Memorial-Parks & Mortuaries, Glendale, CA 1994 – 2002
Vice President, Communications

Maintained total responsibility for planning, creative development and implementation of all marketing communication activities, including online, print, radio, television, out-of-home, and direct marketing.

Performed extensive quantitative and qualitative market research; developed effective, award-winning campaigns based on findings.

Media contact and on-air spokesperson for high profile and crisis situations.

Produced 24 yearly special events in all five Memorial-Parks, including veterans ceremonies, educational programs, contests for children and religious observances, generating over 65,000 visitors each year.

Developed multi-media advertising campaign that generated over 30,000 inquiry calls during a six-month period, a 200% increase from any previous campaign.

Oversaw copywriting, design, production and printing of hundreds of collateral materials, and an 84-page pictorial book on the organization's history.

INDUSTRY AWARDS

Legendary Advertising Award, Southern California Broadcasters Association, 2001

OMIE Award for out-of-home advertising, 2001

LULU Awards (4) for excellence in advertising campaigns, 1998, 1999, 2000

PROFESSIONAL & COMMUNITY LEADERSHIP/PERSONAL ACHIEVEMENTS

PCI Media Impact, *Board of Directors*; Chair, Programs Committee, 2016 – Present

Population Media Center, *Advisory Board*, 2015 – Present

All-Abilities Dance, *Board Chair*, 2013 – 2017; *Board of Directors*, 1985 – 2013

Dahn Mu Do (healing martial art) – *Master/Blue belt*, 2015 – Present

Donate Life Hollywood – *Advisory Board*, 2008 – 2014

The Tweakers Project – *Campaign Advisor*, 2008 – 2013

Hollywood, Health & Society, USC Annenberg Norman Lear Center, 2007 – 2008

Sigma Delta Tau, USC – *Academic Advisor*, 2005 – 2016

Culver City Flute Choir – *flute/piccolo*, 2010 – present

Sales & Marketing Executives Association Int'l. – *Past-president*, Los Angeles chapter, 2001