

Last updated: March 29, 2019

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University of South Carolina
School of Journalism and Mass Communications
800 Sumter Street
Columbia, SC 29208

EDUCATION

Ph.D. in Mass Communication, August 2015

University of Florida

Dissertation: *How Local Sports Broadcasters Are Using Twitter: Informing and Engaging Their Followers, Promoting Their Sportscasts, and Using Self-Presentation Techniques*

M.A.T. in Teaching for Technology Education, May 2012

North Carolina Agriculture and Technical State University

Online Degree Program

Master's Project: *Using Facebook in the Classroom*

B.S. in Journalism, May 2000

Boston University

Minor in Political Science

ACADEMIC APPOINTMENTS

Sequence Head, Journalism

University of South Carolina
School of Journalism and Mass Communications
May 2018-present

Assistant Professor, Journalism

University of South Carolina
School of Journalism and Mass Communications
August 2015-present

REFEREED JOURNAL ARTICLES

Underlined co-author names: Graduate student advisee

Hull, K., Romney, M., Pegoraro, A., & Harrison, G. (accepted for publication). "It's funny to hear a female talk about routes": Online reaction to Cam Newton's comments about a female reporter. *Journal of Social Media in Society*.

Hull, K., Romney, M., Pegoraro, A., & Stilwell, M. (accepted for publication). #SelfPromote: A case study analyzing promotion on NBC's official 2016 Instagram account. *Global Sports Business Journal*.

- Harrison, G., Pegoraro, A., Romney, M., & Hull, K. (accepted for publication). The “angry Black woman”: How race, gender, and American politics influenced user discourse surrounding the Jemele Hill controversy. *The Howard Journal of Communications*.
- Hull, K., Choi, M., & Kian, T.** (advanced online publication). Examining the growth of sport communication programs in higher education through a survey of program coordinators. *Journalism and Mass Communication Educator*. [doi:10.1177/1077695819835044](https://doi.org/10.1177/1077695819835044)
- Yan, G., Watanabe, N., Shapiro, S., Naraine, M., & **Hull, K.** (advance online publication). Unfolding the Twitter scene of the 2017 UEFA Champions League Final: Social media networks and power dynamics. *European Sport Management Quarterly*.
[doi:10.1080/16184742.2018.1517272](https://doi.org/10.1080/16184742.2018.1517272)
- Hull, K., Kim, J. K., Stilwell, M.** (advance online publication). Fotos de Béisbol: An examination of the Spanish-language Instagram accounts of Major League Baseball teams. *Howard Journal of Communication*. [doi:10.1080/10646175.2018.1471756](https://doi.org/10.1080/10646175.2018.1471756)
- Kim, J. K., Overton, H. K., Hull, K., & Choi, M. (2018). Examining public perceptions of CSR in sport. *Corporate Communications: An International Journal*, 23(4), 629-647.
[doi:10.1108/CCIJ-05-2018-0060](https://doi.org/10.1108/CCIJ-05-2018-0060)
- Boling, K. S., & Hull, K. (2018). Undisclosed information – Serial is My Favorite Murder: Examining motivations in the true crime podcast audience. *Journal of Radio and Audio Media*, 25(1), 92-108. [doi:10.1080/19376529.2017.1370714](https://doi.org/10.1080/19376529.2017.1370714)
- Mortensen, T., **Hull, K., & Boling, K. S.** (2017). Really social disaster: An examination of photo sharing on Twitter during the #SCFlood. *Visual Communication Quarterly*, 24(4), 219-229.
[doi:10.1080/15551393.2017/1388704](https://doi.org/10.1080/15551393.2017/1388704)
- Hull, K.** (2017). Self-presentation techniques used by local sports broadcasters on Twitter. *The Journal of Social Media in Society*, 6(2), 116-151.
<http://thejsms.org/index.php/TSMRI/article/view/286/131>
- Karimipour, N., & **Hull, K.** (2017). Minimized, not medicalized: Media framing of concussions in the NFL on ESPN.com. *Journal of Sports Media*, 12(2), 45-77.
[doi:10.1353/jsm.2017.0010](https://doi.org/10.1353/jsm.2017.0010)
- Kim, J. K., Ott, H., Hull, K., & Choi, M. (2017). Double Play!: Examining the relationship between MLB’s Corporate Social Responsibility and sport spectators’ behavioral intentions. *International Journal of Sport Communication*, 10(4), 508-530.
[doi:10.1123/ijsc.2017-0081](https://doi.org/10.1123/ijsc.2017-0081)
- Hull, K., Lee, J. W., Zapalac, R., & Stilwell, M.** (2017). #HTownTakeover: Social media agenda setting and university branding efforts at the University of Houston. *Journal of Issues in Intercollegiate Athletics*, 10, 162-181.
http://csri-jiia.org/wp-content/uploads/2017/11/RA_2017_09.pdf
FINALIST: 2017 Journal of Issues in Intercollegiate Athletics Article of the Year

- Luchsinger, A., & Hull, K. (2017). Teaching with tech: Supplemental journalism instruction using YouTube for the millennial generation. *International Journal of Social Media and Interactive Learning Environments*, 5(2), 137-150. [doi:10.1504/IJSMILE.2017.10008673](https://doi.org/10.1504/IJSMILE.2017.10008673)
- Hull, K.** (2017). An examination of women's sports coverage on the Twitter accounts of local television sports broadcasters. *Communication & Sport*, 5(4), 471-491. [doi:10.1177/2167479516632520](https://doi.org/10.1177/2167479516632520)
- Kim, J. K., & Hull, K. (2017). How fans are engaging with baseball teams demonstrating multiple objectives on Instagram. *Sport, Business, Management: An International Journal*, 7(2), 216-232. [doi:10.1108/SBM-01-2017-0002](https://doi.org/10.1108/SBM-01-2017-0002)
- Hull, K., & Dodd, J. E.** (2017). Faculty use of Twitter in higher education teaching. *Journal of Applied Research in Higher Education*, 9(1), 91-104. [doi:10.1108/JARHE-05-2015-0038](https://doi.org/10.1108/JARHE-05-2015-0038)
- Hull, K.** (2016). Did I tweet that?: Local sports broadcasters are not using Twitter how they think they are. *Journal of Sports Media*, 11(2), 22-44. [doi:10.1353/jsm.2016.0010](https://doi.org/10.1353/jsm.2016.0010)
- Hull, K.** (2016). "I love Twitter": A case study exploring local sports broadcasters' impressions of Twitter. *International Journal of Sport Communication*, 9(4), 519-533. [doi:10.1123/IJSC.2016-0071](https://doi.org/10.1123/IJSC.2016-0071)
- Hull, K.** (2016). Examining local sports broadcasters' use of Twitter to cross-promote on-air and online content. *Journal of Media Business Studies*, 13(4), 241-256. [doi:10.1080.16522354.2016.1232913](https://doi.org/10.1080.16522354.2016.1232913)
- Hull, K., & Kim, J. K.** (2016). How Major League Baseball teams are demonstrating corporate social responsibility on Instagram. *The Sport Journal*. <http://thesportjournal.org/article/how-major-league-baseball-teams-are-demonstrating-corporate-social-responsibility-on-instagram/>
- Hull, K., & Lee, J. W.** (2016). Blazing a trail...or blazing saddles: A case study of players' social media response to the decision to drop UAB Blazer football. *Journal for the Study of Sports and Athletes in Education*, 10(3), 151-163. [doi:10.1080/19357397.2016.1238178](https://doi.org/10.1080/19357397.2016.1238178)
- Armstrong, C. L., **Hull, K.**, & Saunders, L. (2016). Victimized on plain sites: Social and alternative media's impact on the Steubenville rape case. *Digital Journalism*, 4(2), 247-265. [doi:10.1080/21670811.2015.1040043](https://doi.org/10.1080/21670811.2015.1040043)
- Hull, K.** (2016, April). A lack of Twitter training for broadcasters. *Journal of Media Education*, 7(2), 32-40. <http://en.calameo.com/read/000091789f4503b6749d5>
- Schmittel, A., & **Hull, K.** (2015). Shit got cray cray #mybad: An examination of the image repair discourse of Richie Incognito during the Miami Dolphins bullying scandal. *Journal of Sports Media*, 10(2), 115-137. [doi:10.1353/jsm.2015.0009](https://doi.org/10.1353/jsm.2015.0009)
- Hull, K., Reichart Smith, L. M., & Schmittel, A.** (2015). Form or function? A five-year examination of *ESPN The Magazine's* "Body Issue." *Visual Communication Quarterly*, 22(2), 106-117. [doi:10.1080/15551393.2015.1042159](https://doi.org/10.1080/15551393.2015.1042159)

Hull, K., & Coffey, A. J. (2015). An examination of shared services agreements within U.S. local television markets. *Journal of Media Business Studies*, 12(2), 138-151. [doi:10.1080/16522354.2015.1053344](https://doi.org/10.1080/16522354.2015.1053344)

Hull, K., & Schmittel, A. (2014). A fumbled opportunity?: A case study of Twitter's role in concussion awareness opportunities during the Super Bowl. *Journal of Sport and Social Issues*, 39(1), 78-94. [doi:10.1177/0193723514558928](https://doi.org/10.1177/0193723514558928)

Hull, K. (2014). #Fight4UNCWSwimandDive: A case study of how college athletes used social media to help save their team. *International Journal of Sport Communication*, 7(4), 533-552. [doi:10.1123/IJSC.2014-0030](https://doi.org/10.1123/IJSC.2014-0030)

Hull, K. (2014). A hole in one (hundred and forty characters): A case study examining PGA Tour golfers' Twitter usage during The Masters. *International Journal of Sport Communication*, 7(2), 245-260. [doi:10.1123/IJSC.2013-0130](https://doi.org/10.1123/IJSC.2013-0130)

Hull, K., & Lewis, N. P. (2014). Why Twitter displaces broadcast sports media: A model. *International Journal of Sport Communication*, 7(1), 16-33. [doi:10.1123/IJSC.2013-0093](https://doi.org/10.1123/IJSC.2013-0093)

Hull, K. (2014). Using Facebook in the classroom. *International Journal of Social Media and Interactive Learning Environments*, 2(1), 60-69. [doi:10.1504/IJSMILE.2014.059692](https://doi.org/10.1504/IJSMILE.2014.059692)

INVITED JOURNAL CONTRIBUTION

Hull, K. (accepted for publication). Interview with Jeremy Darlow. *Journal of Contemporary Athletics*.

BOOK CHAPTER

Underlined co-author names: Graduate student advisee

Hull, K., Romney, M., & Cassilo, D. (accepted for publication). Tune it or stream it? Can millennials and the internet save ESPN? *ESPN Aftereffect*.

Hull, K. (accepted for publication). College GameDay. *Branding in higher ed: Every university tells a story*.

Hull, K., & Boling, K. S. (2018). "I was really intoxicated": An examination of the image-repair discourse of Ryan Lochte following the 2016 Olympics. In T. L. Rentner & D. P. Burns (Eds.), *Case studies in sport communication: You make the call* (pp. 202-210). New York, NY: Routledge.

Sanderson, J., & **Hull, K.** (2015). The positive side of social media: Encouraging developments from sport. In D. Coombs, & S. Collister (Eds.), *Debates for the digital age: The good, the bad, and the ugly of our online world* (Vol. 1, pp. 23-38).

REFEREED CONFERENCE PRESENTATIONS

Underlined co-author names: Graduate student advisee

Double underlined co-author names: Undergraduate student advisee

Hull, K., Romney, M., Pegoraro, A., & Harrison, G. (2019, May). *“It’s funny to hear a female talk about routes”*: Online reaction to Cam Newton’s comments about a female reporter. Paper to be presented at the 69th International Communication Association (ICA) Annual Conference, Washington D.C.

Hull, K., & Schmittl, A. (2019, May). *Loyalty or team beliefs? Examining fan reaction to players kneeling during the national anthem*. Paper to be presented at the 69th International Communication Association (ICA) Annual Conference, Washington D.C.

Vincent, J., Lee, J. W., **Hull, K.**, & Kian, T. (2019, May). *Where legends are made: How the University of Alabama synergized its fabled athletics brand with its academic missions through brand archetypes*. Paper to be presented at North American Society for Sport Management (NASSM) National Conference, New Orleans, LA.

Choi, M., **Hull, K.**, & Kian, T. (2018, August). *Examining the growth of sport communication programs in higher education through a survey of program coordinators*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2018 National Conference (Sports Communication Interest Group), Washington D.C.

Harrison, G., Pegoraro, A., Romney, M., & **Hull, K.** (2018, August). *How race, gender, and American politics influenced user discourse surrounding the Jemele Hill controversy*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2018 National Conference (Minorities and Communication Division), Washington D.C.

Hull, K., Kim, J. K., Haun, D., & Stilwell, M. (2018, August). *Slam dunk: An examination of how magazines can create loyal readers*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2018 National Conference (Magazine Media Division), Washington D.C.

Hull, K., & Schwartz, L. (2018, August). *“Mighty” Kacy: Gender framing within American Ninja Warrior*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2018 National Conference (Entertainment Studies Interest Group), Washington D.C.

Hull, K., & Wilson, B. (2018, August). *Journalism or public relations? Coverage of sports teams in high school journalism programs*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2018 National Conference (Scholastic Journalism Division), Washington D.C.

Kim, J. K., Overton, H. K., **Hull, K.**, & Choi, M. (2018, August). *Examining public perceptions of CSR in sport: The role of attributions, fit, and information source*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2018 National Conference (Sports Communication Interest Group), Washington D.C.

Stilwell, M., Haun, D., & Hull, K. (2018, August). *March to the madness: A comparative analysis of men's and women's collegiate basketball Instagram photos*. Paper presented at 2018 College Sport Research Institute Conference on College Sport, Columbia, SC.

Romney, M., **Hull, K.**, & Pegoraro, A. (2018, August). *Gender, framing, and the Olympics: A visual framing analysis of the official Olympic Instagram accounts for NBC and CBC*. Paper presented at 11th Summit on Communication and Sport, Bloomington, IN.

Vincent, J., Lee, J. W., & **Hull, K.** (2018, March). "Where legends are made": *A case study of an integrated advertising and branding campaign at the University of Alabama*. Paper to be presented at 2018 Global Sports Business Association (GBSA) Conference, Fort Lauderdale, FL.

Hull, K., Kim, J. K., & Stilwell, M. (2017, August). *Fotos de Béisbol: An Examination of the Spanish-language Instagram Accounts of Major League Baseball Teams*. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2017 National Conference (Minorities and Communication Division), Chicago, IL.
WINNER: Minorities and Communication Division Third Place Faculty Paper

Kim, J. K., Ott, H., Hull, K., & Choi, M. (2017, May). *Double Play!: Examining the relationship between MLB's Corporate Social Responsibility and sport spectators' behavioral intentions*. Paper presented at the 67th International Communication Association (ICA) Annual Conference, San Diego California.

Hull, K., Lee, J. W., Zapalac, R., & Stilwell, M. (2017, April). *Orchestrating the #HTownTakeover: Social media agenda setting and university branding at the University of Houston*. Paper presented at College Sport Research Institute (CSRI) Conference on College Sport, Columbia, SC.

Stilwell, M., & Hull, K. (2017, April). *Your home for football (and not much else): How the SEC Network and Big Ten Network use Instagram to Promote Sports*. Paper presented at College Sport Research Institute (CSRI) Conference on College Sport, Columbia, SC.

Hull, K., & Harrison, G. (2017, March/April) "Win and all is forgiven": *Media coverage of the alleged affair between John Farrell and Jessica Moran*. Paper presented at the 10th Summit on Communication and Sport, Phoenix, AZ

Hull, K., Romney, M., Pegoraro, A., & Stilwell, M. (2017, March/April). *#SelfPromote: A visual analysis of promotion and advertisement on NBC's official 2016 Olympic Instagram account*. Paper presented at the 10th Summit on Communication and Sport, Phoenix, AZ

Kornegay, V. & **Hull, K.** (2017, March/April). *Gridiron graphics: College football programs use of persuasive edits to recruit players and extend their brands*. Paper presented at the 10th Summit on Communication and Sport, Phoenix, AZ

Pegoraro, A., Stilwell, M., Romney, M., & **Hull, K.** (2017, March/April). *Say what?: An analysis of fan discourse on the Official 2016 Olympic Facebook pages of NBC and the CBC*. Paper presented at the 10th Summit on Communication and Sport, Phoenix, AZ

- Romney, M., **Hull, K.**, Pegoraro, A., & Stilwell, M. (2017, March/April). *Nationalism, race, and gender on Instagram: An examination of the official Instagram accounts of American and Canadian Olympic broadcasters*. Paper presented at the 10th Summit on Communication and Sport, Phoenix, AZ
- Luchsinger, A., & **Hull, K.** (2016, August). *Teaching with Tech: Supplemental journalism instruction for the millennial generation*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) 2016 National Conference (Scholastic Division), Minneapolis, MN.
- Hull, K.** (2016, June). *Branding techniques used by local television sports broadcasters in their Twitter profiles*. Paper presented at the North American Society for Sport Management (NASSM) National Conference, Orlando, FL.
- Kim, J. K., **Hull, K.**, & Schmittel, A. (2016, June). *Major League Baseball teams' promotional tactics to get fan engagement on Instagram*. Paper presented at the North American Society for Sport Management (NASSM) National Conference, Orlando, FL.
- Lee, J. W., & **Hull, K.** (2016, April). *Blazing a trail...or blazing saddles?: A case study players' social media response to the decision to drop UAB football*. Paper presented at College Sport Research Institute (CSRI) Conference on College Sport, Columbia, SC.
- Hull, K.** (2016, March). *An examination of women's sports coverage on the Twitter accounts of local television sports broadcasters*. Paper presented at the 9th Summit of the International Association of Communication and Sport, Grand Rapids, MI.
- Hull, K.** (2016, March). *Self-presentation techniques of local television sports broadcasters on Twitter*. Paper presented at the 9th Summit of the International Association of Communication and Sport, Grand Rapids, MI.
- Karimipour, N., & **Hull, K.** (2016, March). *Minimized not medicalized: Media framing of concussions in the NFL on ESPN.com*. Paper to be presented at the 9th Summit of the International Association of Communication and Sport, Grand Rapids, MI.
- Reichart Smith, L. M., **Hull, K.**, & Schmittel, A. (2015, March). *Fat guys need love too: Examining reactions to Prince Fielder and ESPN The Magazine's "Body Issue."* Paper presented at the 8th Summit of the International Association of Communication and Sport, Charlotte, NC.
- Schmittel, A, & **Hull, K.** (2015, March). *We made mistakes: Investigating the image repair discourse of the NFL in Roger Goodell's 2014 press conference*. Paper presented at the 8th Summit of the International Association of Communication and Sport, Charlotte, NC.
- Hull, K.** (2014, October). *The legal issues regarding Twitter use by college athletes*. Paper presented at Popular/American Culture Association in the South Annual Meeting, New Orleans, LA.

Hull, K., & Schmittel, A. (2014, October). *Don't take me out to THAT ballpark: A financial examination of Tropicana Field*. Paper presented at Popular/American Culture Association in the South Annual Meeting, New Orleans, LA.

Schmittel, A., & **Hull, K.** (2014, August). *Tweeting through the good and the bad: An examination of the spiral of silence in the age of Twitter*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Graduate Student Division), Montreal, Canada.

WINNER: Guido Stempel Award for Graduate Student Division Top Paper

Schmittel, A., & **Hull, K.** (2014, August). *Shit got cray cray #mybad: An examination of the image repair discourse of Richie Incognito during the Miami Dolphins bullying scandal*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Sports Communication Interest Group), Montreal, Canada.

WINNER: Sports Communication Interest Group Top Student Paper

Armstrong, C. L., **Hull, K.**, & Saunders, L. (2014, August). *Victimized on plain sites: Social and alternative media's impact on the Steubenville rape case*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Commission on the Status of Women), Montreal, Canada.

Alston, K., **Hull, K.**, & Palomba, A. (2014, August). *Don't worry, be happy: An examination of journalist message boards*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Minorities and Communication Division), Montreal, Canada.

Hull, K. (2014, May). *A hole in one (hundred and forty characters): Examining golfers' Twitter usage during The Masters*. Paper presented at the International Communication Association (ICA) National Conference, Seattle, WA.

Hull, K. (2014, May). *Social media slam! An examination of World Wrestling Entertainment's social media strategies*. Paper presented at the North American Society for Sport Management (NASSM) National Conference, Pittsburgh, PA

Hull, K., & Schmittel, A. (2014, May). *America's new pastime: How baseball teams are integrating Instagram into their social media efforts*. Paper presented at the North American Society for Sport Management (NASSM) National Conference, Pittsburgh, PA

Hull, K. (2014, April). *Tickets available: The decline of attendance in college football*. Paper presented at the College Sport Research Institute Conference on College Sport, Columbia, SC.

Schmittel, A., & **Hull, K.** (2014, April). *Super Bowl 2.0: Fan gratification through professional athlete tweets during the Super Bowl*. Paper presented at the Popular/American Culture Association National Conference, Chicago, IL.

Hull, K. (2014, March). *#Fight4UNCWSwimandDive: How college athletes used social media to help save their team*. Paper presented at the 7th Summit of the International Association of Communication and Sport, New York, NY.

Reichart Smith, L. M., **Hull, K.**, & Schmittel, A. (2014, March). *Form or function? A five-year examination of ESPN The Magazine's "Body Issue."* Paper presented at the 7th Summit of the International Association of Communication and Sport, New York, NY.

Schmittel, A., & **Hull, K.** (2014, March). *Twitter and the spiral of silence: An examination of fan tweets during a 2013 NFL rivalry game.* Paper presented at AEJMC Midwinter Conference, Norman, OK.

Hull, K. (2014, February). *The financial implications of the SEC Network.* Paper presented at the University of Alabama Program in Sports Communication Symposium, Tuscaloosa, AL.

Dodd, J. E., & **Hull, K.** (2014, January). *An examination of subject-specific mentoring in high school journalism education.* Paper presented at the Association for Education in Journalism and Mass Communication Scholastic Journalism Division Midwinter meeting, Nashville, TN.

Hull, K. (2013, November). *Sports broadcasting classes offered at AEJMC-accredited journalism programs in 2013.* Paper presented at the Broadcast Education Association District II Conference, Boca Raton, FL.

WINNER: Top Research Paper

Hull, K., & Schmittel, A. (2013, October). *A fumbled opportunity? A case study of Twitter's role in concussion awareness opportunities during the Super Bowl.* Paper presented at Popular/American Culture Association in the South Annual Meeting, Savannah, GA.

Hull, K., & Coffey, A. J. (2013, August). *Who's minding the station? An exploration of shared service agreements within U.S. local television markets.* Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Media Management and Economics Division), Washington D.C.

Hull, K. (2013, January). *Using Facebook in the classroom.* Paper presented at the Association for Education in Journalism and Mass Communication Scholastic Journalism Division (AEJMC) Midwinter Meeting, St. Petersburg, FL.

ACADEMIC PANELS

Chair (2019, May). *Sports Journalism, Credibility, and Politics.* Panel to be held at the 69th International Communication Association (ICA) Annual Conference, Washington D.C.

Panelist (2019, March). *The road to success in academe: Grad school and post-grad survival strategies.* Panel held at Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Columbia, SC.

Panelist (2018, October). *Rethinking classroom pedagogy in higher ed: Implications of the Horizon Report, 2017.* Panel held at 2018 Oktoberbest: A Celebration of Teaching, University of South Carolina

Panelist (2018, August). *The status of graduate teaching assistants: Update 2018*. Panel held at Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Co-sponsored by Electronic News Division and Graduate Student Interest Group), Washington D.C.

Panel Co-organizer & Moderator (2017, August). *The future of online sports content*. Panel held at Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting (Co-sponsored by Sports Communication Interest Group and Media Management, Economics, & Entrepreneurship Division), Chicago, IL.

Conference Session Chair (2014, October) *All aTwitter: Popular Culture in Social Media*. Panel held at Popular/American Culture Association in the South Annual Meeting, New Orleans, LA.

Moderator (2014, March). *Newspapers and Online Division research panel*. Panel held at Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium, Gainesville, FL.

Conference Session Chair (2013, October). *Sports Humor and Heroes*. Panel held at Popular/American Culture Association in the South Annual Meeting, Savannah, GA.

NON-ACADEMIC PUBLICATION

Hull, K. (2013, Spring). Using Facebook in the classroom. *Quill and Scroll*. 4.

TEACHING EXPERIENCE

UNIVERSITY OF SOUTH CAROLINA

- **Assistant Professor**
School of Journalism and Mass Communications
Columbia, SC
 - August 2015-present

UNIVERSITY OF FLORIDA

- **Course Instructor and Graduate Assistant**
College of Journalism and Communications
Gainesville, FL
 - August 2012-August 2015

TOPSAIL HIGH SCHOOL

- **Digital Media Teacher**
Hampstead, NC
 - August 2009-May 2012

COURSES TAUGHT

UNIVERSITY OF SOUTH CAROLINA, School of Journalism and Mass Communications

Undergraduate

- **Introductory Writing and Reporting (JOUR361)**
 - Lecture Instructor: Fall 2015; Fall 2017; Fall 2018; Spring 2019
 - Lecture and Lab Instructor: Spring 2016; Fall 2016; Spring 2017; Spring 2018

- **Sports Media & Society (JOUR391)**
 - Lecture Instructor: Fall 2016; Fall 2017; Fall 2018
 - New class created

- **Sports Journalism (JOUR499)**
 - Lecture Instructor: Spring 2019

- **Principles of Journalism (JOUR204)**
 - Online lecture Instructor: Summer 2018
 - Created online version of class

Graduate

- **Communication Research Design (JOUR801)**
 - Lecture Instructor: Spring 2017; Spring 2018

- **Foundations of Multimedia Journalism (JOUR750)**
 - Lecture Instructor: Spring 2019

Undergraduate & Graduate Combined

- **The Atlanta Public Relations Experience (JOUR499 & JOUR599)**
 - Lecture Co-Instructor: Summer 2016; Summer 2017 (with Lisa Sisk)

UNIVERSITY OF FLORIDA, College of Journalism and Communications

Undergraduate

- **Investigative Reporting (RTV3305)**
 - Instructor of Record: Spring 2014

- **Electronic Field Production (RTV3320)**
 - Instructor of Record: Summer 2013; Summer 2014
 - Teaching Assistant: Fall 2012; Spring 2013; Fall 2013; Spring 2015

TOPSAIL HIGH SCHOOL

- **Digital Media I**
 - Teacher: Fall 2009-Spring 2012

- **Digital Media II**
 - Teacher: Spring 2010-Spring 2012

COURSES CREATED

UNIVERSITY OF SOUTH CAROLINA, School of Journalism and Mass Communications

Undergraduate

- **Sports Media & Society (JOUR391)**
 - First offered in Fall 2016 as a temporary class (JOUR499)
 - Approved by University to become a permanent class starting in Fall 2017.
- **Principles of Journalism (JOUR204 – online version)**
 - Approved by University to become a permanent class starting in Summer 2018.

Graduate

- **Foundations of Multimedia Journalism (JOUR750)**
 - Co-Created with Dr. Laura Smith
 - Approved by University to become a permanent class starting Spring 2018.

STUDENT ADVISING

UNIVERSITY OF SOUTH CAROLINA

Dissertation Committee Chair

- Matt Stilwell, School of Journalism and Mass Communications (2016-present)

Dissertation Committee Member

- Kelli Boling, School of Journalism and Mass Communications (2018-present)
- Minhee Choi, School of Journalism and Mass Communications (2018-present)
- Daniel Haun, School of Journalism and Mass Communications (2018-present)
- Alex Luchsinger, School of Journalism and Mass Communications (Ph.D., 2017)

Graduate Thesis Committee Chair

- Denetra Walker, School of Journalism and Mass Communication (MA, 2018)

Graduate Thesis Committee Member

- Reece Funderberk, School of Journalism and Mass Communication (2018-present)

Honors College Senior Thesis Director

- Grace McKenna, School of Journalism and Mass Communications (2018-present)
- Jacob Nave, Darla Moore School of Business (BA, 2017)
- Zach Driver, School of Journalism and Mass Communications (BA, 2016)

Honors College Senior Thesis Committee Member

- Anjali Patel, School of Journalism and Mass Communications (2019-present)

**Shafto Scholars Fellowship winner supervisor
(research and practice fellowship in broadcast journalism)**

- Grace McKenna (Spring 2018)
- Briana Trusty (Spring 2017)
- Zach Driver (Spring 2016)

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Senior Project Advisor

- Marissa King, College of Journalism and Communications (2014)

INVITED LECTURES & GUEST SPEAKER

UNIVERSITY OF SOUTH CAROLINA

“How to Effectively Communicate Scholarship to a Variety of Audiences

- Graduate Student Workshop
 - March 2019 (with Brooke McKeever)

“Analyzing your Data”

- Communication Research Design (JOUR801)
 - March 2019

“Media Coverage of Minorities in Sports”

- Minorities, Women, and the Mass Media (JOUR311)
 - October 2018

“Overview of the Sports Media”

- Introduction to Sport Management (SPTE201)
 - October 2018

“Wide World of Sports – Jobs in Sports Communication”

- November 2017

“The Journalism Sequence”

- Media and Society (JOUR101)
 - November 2016; April 2017; October 2017; April 2018; November 2018

“Lessons Learned and Advice for new PhD Students”

- Graduate Student Orientation
 - August 2015

“How to Succeed at the School of Journalism and Mass Communications”

- Undergraduate Student Orientation
 - August 2015

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“Teaching and Curriculum Development”

- Mass Communication Teaching (MMC6930)
 - April 2016 (via Skype)

“Preparing for the Job Search”

- Mass Communication Teaching (MMC6930)
 - November 2015 (via Skype)

“How Sports Broadcasters Are Using Social Media”

- Introduction to Social Media (MMC5636: online class)
 - December 2014 (via Skype)

“An Examination of Katherine Webb’s Rise to Fame”

- Sports Media & Society (MMC6936)
 - October 2013; October 2014

“Being a Productive Scholar”

- Communication Colloquium (MMC6929)
 - September 2013; September 2014

“Creating an Online Portfolio”

- Mass Communication Teaching (MMC6930)
 - April 2014; December 2014; April 2015

“Teaching Students with Disabilities”

- Mass Communication Teaching (MMC6930)
 - November 2012

FOR ORGANIZATIONS

“Pre-planning Your Story Ideas”

- Southern Interscholastic Press Association’s Spring Conference (2018)
 - April 2018

“A Little to the Left: On Camera Interviewing”

- Southern Interscholastic Press Association’s Annual Convention (2018)
 - March 2018

“Smartphone Reporting”

- Southern Interscholastic Press Association’s *Carolina Journalism Institute*
 - June 2016

“Social Media in Sports”

- ESPN Professional Enrichment Program: “Pepfest”
 - April 2014 (with Annelie Schmittel)

ACADEMIC AWARDS AND HONORS

Promising Professor

- Association for Education in Journalism and Mass Communication (AEJMC) Mass Communication and Society Division
 - August 2018

Article of the Year Finalist

- *Journal of Issues in Intercollegiate Athletics*
 - April 2018
 - Co-authored with Jason Lee, Ryan Zapalac, and Matt Stilwell

Professor for Student Affordability

- Awarded by University of South Carolina Libraries for providing freely available course materials for students
 - December 2017

Minorities and Communication Division Third Place Faculty Paper

- Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Chicago, IL.
 - August 2017
 - Co-authored with graduate students Joon Kim and Matthew Stilwell

Two Thumbs Up Award

- Awarded by Office of Student Disability Services at the University of South Carolina
- “Recognizes faculty and staff members across campus who have made a significant difference in a student’s experience at the University of South Carolina”
 - April 2017

Guido Stempel Award for Graduate Student Division Top Paper

- Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Montreal, Canada
 - August 2014
 - Co-authored with Annelie Schmittel

Sports Communication Interest Group Top Student Paper

- Association for Education in Journalism and Mass Communication (AEJMC) Annual Meeting, Montreal, Canada
 - August 2014
 - Co-authored with Annelie Schmittel

Graduate Student Research Award

- University of Florida College of Journalism and Communications
 - 2013-2014 School Year, awarded March 2014

Top Research Paper

- Broadcast Education Association District II Conference, Boca Raton, FL.
 - November 2013

“Kennedy Scholar”

- North Carolina Agricultural and Technical State University, Master’s Degree Program
 - May 2011

Teacher of the Month

- Topsail High School
 - May 2011

STUDENT SUPERVISED AWARDS

University of South Carolina, Discover USC (1st place, Graduate Student): Dan Haun, 2018. *Like, share, follow: Measuring brand engagement through purposive behaviors on Instagram*

University of South Carolina, Discover USC (2nd place, Undergraduate Student): Briana Trusty, 2017. *How news organizations are using Instagram to engage audiences.*

FELLOWSHIPS AND GRANTS

School of Journalism and Mass Communication Online Teaching Development Grant, University of South Carolina, 2017-2018 school year, Funded \$2,500, October 2017

University of Florida Graduate School Fellowship, University of Florida, Funded \$25,000 a year, 2012-2015

College of Journalism and Communications Conference Travel Award, University of Florida, 2014-2015, Funded \$150, March 2015

College of Journalism and Communications Conference Travel Award, University of Florida, 2014-2015, Funded \$400, August 2014

College of Journalism and Communications Conference Travel Award, University of Florida, 2013-2014, Funded \$150, November 2013

College of Journalism and Communications Conference Travel Award, University of Florida, 2013-2014, Funded \$400, August 2013

NATIONAL SERVICE

Teaching Co-Chair

- AEJMC Sports Communication Interest Group
 - August 2017-August 2018

Social Media Chair

- AEJMC Sports Communication Interest Group
 - August 2015-August 2017

Communication Co-Chair

- AEJMC Sports Communication Interest Group
 - August 2014-August 2015

Journal Manuscript Reviewer (Ad Hoc)

- *Communication & Sport*
- *Communication Reports*
- *Electronic News*
- *Howard Journal of Communications*
- *International Journal of Sport Communication*
- *International Review for the Sociology of Sport*
- *Journal of Broadcasting & Electronic Media*
- *Journal of Contemporary Athletics*
- *Journal of Legal Aspects of Sport*
- *Journal of Media and Communication Studies*
- *Journal of Radio and Audio Media*
- *Journal of School Public Relations*
- *Journal of Sports Media*
- *Journalism & Mass Communication Quarterly*
- *Journalism Practice*
- *Mass Communication and Society*
- *Social Media and Society*
- *Sport, Business, and Management: An International Journal*

Conference Submission Reviewer

- Association for Education in Journalism and Mass Communication (AEJMC)
 - 2016 Conference – Sports Communication Interest Group
 - 2017 Conference – Sports Communication Interest Group
 - 2018 Conference – Sports Communication Interest Group
 - 2019 Southeast Colloquium
- Broadcast Education Association (BEA)
 - 2016 Super Regional
 - 2017 Conference – Sports Division
 - 2017 Conference – Student Newscast Competition
- International Association for Communication and Sport Summit (IACS)
 - 2016 Conference
 - 2017 Conference
 - 2018 Conference
 - 2019 Conference
- International Communication Association (ICA)
 - 2019 Conference

UNIVERSITY SERVICE

UNIVERSITY OF SOUTH CAROLINA

University Service

- Guest speaker at Preparing Future Faculty Awards Reception
 - Spoke about navigating the tenure track
- Faculty speaker at First Night Carolina 2017
 - Gave a presentation in front of 6,000 first year students as the sole representative of the University of South Carolina faculty.
- University graduation announcer (December 2015; May 2016; December 2016; May 2017)

Student Organizations

- National Sports Media Association, University of South Carolina chapter
 - Founded organization in 2017-2018 school year
 - Faculty Advisor 2017-present

Departmental Committees, College of Information and Communication

- Strategic Planning Committee (Spring 2019-present)

Departmental Committees, School of Journalism and Mass Communications

- Sport Media Concentration Committee (Fall 2018-present)
- Strategic Planning Committee (Fall 2017-Spring 2018)
- Shafto Scholars Fellowship Selection Committee (2015-present)
- Faculty Search Committee: Broadcast Journalism instructor (2017)
- Faculty Search Committee: Public Relations professor (2016)
- Faculty Search Committee: Mass Communications Law professor (2015-16)
- Graduate Council (Fall 2015-Fall 2017)
- Masters of Mass Communication curriculum subcommittee (2015-2016)
- Masters of Mass Communication admissions committee (Fall 2015-Fall 2017)
- ACEJMC College Accreditation, "Faculty standard" Committee (2016-17 Accreditation)

UNIVERSITY OF FLORIDA

Departmental Committee, College of Journalism and Communications

- Dean's Graduate Student Advisory Council (October 2014-August 2015)

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC),
member

International Association for Communication and Sport (IACS), member

International Communication Association (ICA), member

PROFESSIONAL MEDIA EXPERIENCE

SCETV (PBS), November 2018

Election Night Host

- Appeared at the social media desk to moderate conversation with two journalism students
- Provided updates on what the conversation was on social media regarding the election results
- Show appeared live throughout South Carolina on PBS

WECT-TV (NBC) & WSFX-TV (Fox), Wilmington, NC, 2002-2009

Sports Reporter/Sports Anchor

- Filmed, reported, wrote and edited live and taped sports stories
- Anchor sportscasts
- Created “Friday Night Football” web page

WECT-TV (NBC), Wilmington, NC, 2000-2002

News Reporter

- Filmed, reported, wrote and edited live and taped news stories
- Fill-in news anchor
- Wrote stories for station website

WHDH-TV (NBC), Boston, MA, 1999-2000

Sports Department Intern

Neighborhood Network News (Independent), Boston, MA, 1999

News Writer

WABU-TV (Independent), Boston, MA, 1999

News Department Intern

WNYT-TV (NBC), Albany, NY, 1994-1996

Sports Department Intern

BROADCASTING AWARDS AND HONORS

Best Sports Feature, Radio and Television News Directors Association of the Carolinas

First Place

- 2008: *UNCW Selection Show*
- Fall 2006: *The Ripken Experience*
- Spring 2006: *Bulldog Fever*
- 2005: *Super Bowl Autographs*
- 2004: *Mission Impossible*
- 2003: *Sharks Road Trip*

Second Place

- 2007: *Hammerheads Changes*
- 2005: *Super Bowl Unknowns*
- 2002: *Wizard Tickets*

Best Sports Special, Radio and Television News Directors Association of the Carolinas

- 2004: *UNCW Basketball Preview Show*

Best Sports Feature, Associated Press

- 2002: *Friday Night Football*

General News, Associated Press

- 2001 (First Place & Honorable Mention)

Best Weather, Associated Press

- 2001: *Hot Day* (Honorable Mention)

TRAINING

UNIVERSITY OF SOUTH CAROLINA

Getting Started Teaching Online

- February-April 2018

Title IX Training

- November 2015

Human Subject Training: Social and Behavioral Researchers

- October 2015

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Adobe Video Production Tools Workshop

- May 2013

Advising 101

- October 2012

Using Media in UF's Wired Classrooms

- September 2012

Teaching Assistant Orientation

- August 2012

Sexual Harassment Seminar

- July 2012

TOPSAIL HIGH SCHOOL

Using iPads in the classroom

- March 2012

TECHNOLOGY SKILLS

Proficient with:

- Most Panasonic/JVC/Sony video cameras
- Adobe Premiere
- Adobe Photoshop
- Smartphone reporting apps
- ENPS
- Twitter
- WordPress
- Microsoft Office