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# Kevin Hull, Ph.D.

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

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## EDUCATION

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### **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

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## ADMINISTRATIVE EXPERIENCE

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### **Sports Media Lead**

University of South Carolina  
School of Journalism and Mass Communications  
October 2019-present

### **Journalism Sequence Head**

University of South Carolina  
School of Journalism and Mass Communications  
May 2018-July 2019

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## ACADEMIC APPOINTMENTS

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### **Assistant Professor**

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

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**REFEREED JOURNAL ARTICLES**

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*Underlined co-author names: Graduate student advisee*

**Hull, K.**, & Wilson, B. (accepted for publication). Journalism or public relations? Coverage of sports teams in high school journalism programs. *Journal of Sports Media*

**Hull, K.**, & Romney, M. (accepted for publication). Welcome to the big leagues: Exploring rookie sports broadcasters' adjustment to new careers. *Journalism and Mass Communication Educator*.

Vincent, J., Lee, J. W., **Hull, K.**, & Hall, J. (accepted for publication). Where legends are made: A case study of an advertising and branding campaign at the University of Alabama. *International Journal of Sport Communication*.

Boling, K., **Hull, K.**, & Moscovitz, L. (advanced online publication). Missing or just missed?: Mediating loss in the Missing Richard Simmons podcast. *Journal of Radio and Audio Media*. doi:10.1080/19376529.2019.1682585

Harrison, G., Pegoraro, A., Romney, M., & **Hull, K.** (advanced online publication). The “angry Black woman”: How race, gender, and American politics influenced user discourse surrounding the Jemele Hill controversy. *The Howard Journal of Communications*. doi:10.1080/10646175.2019.1608483

**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

Yan, G., Watanabe, N., Shapiro, S., Naraine, M., & **Hull, K.** (2019). Unfolding the Twitter scene of the 2017 UEFA Champions League Final: Social media networks and power dynamics. *European Sport Management Quarterly*, 19(4), 419-436. doi:10.1080/16184742.2018.1517272

**Hull, K.**, Romney, M., Pegoraro, A., & Harrison, G. (2019). “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*, 8(1), 35-54. <http://www.thejsms.org/index.php/TSMRI/article/view/500>

**Hull, K.**, Kim, J. K., Stilwell, M. (2019). Fotos de Béisbol: An examination of the Spanish-language Instagram accounts of Major League Baseball teams. *Howard Journal of Communication*, 30(3), 249-264. doi:10.1080/10646175.2018.1471756

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

- Hull, K.**, Romney, M., Pegoraro, A., & **Stilwell, M.** (2018). #SelfPromote: A case study analyzing promotion on NBC's official 2016 Instagram account. *Global Sports Business Journal*, 6(2), 1-16.  
<http://www.gsbassn.com/Journal/Vol6-2/GSBJ-Vol6-Iss2-Hull-pp1-16.pdf>
- 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
- 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
- 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
- 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
- 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](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
- 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
- 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
- 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

- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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

**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

**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

**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

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## INVITED JOURNAL CONTRIBUTION

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

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## BOOK CHAPTER

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*Underlined co-author names: Graduate student advisee*

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

**Hull, K., Romney, M., & Cassilo, D.** (2019). Tune it or stream it? Can millennials and the internet save ESPN? In G. G. Armfield, J. McGuire, & A. Earnheardt (Eds.), *ESPN and the changing media landscape* (pp. 89-105). New York, NY: Peter Lang Publishing.

**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).

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## REFEREED CONFERENCE PRESENTATIONS

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*Underlined co-author names: Graduate student advisee*

*Double underlined co-author names: Undergraduate student advisee*

**Hull, K., & Romney, M.** (2020, April). *Sport: A television newsroom afterthought?* Paper to be presented at International Association for Communication and Sport (IACS) 2020 Summit on Communication and Sport, St. Petersburg, FL.

- Hull, K., Choi, M., & Stilwell, M.** (2020, April) *“Bravo, Mr. Love”: A case study analyzing reader comments regarding mental health in sports.* Paper to be presented at International Association for Communication and Sport (IACS) 2020 Summit on Communication and Sport, St. Petersburg, FL.
- Pellizzaro, K., **Hull, K.**, & Myers, C. (2020, April). *Fragmentation of Self-Presentation? How Broadcast Journalists use Different Online Platforms to Promote Their Brand.* Paper to be presented at Broadcast Education Association (BEA) 2020 Annual Convention, Las Vegas, NV.
- Hull, K.**, & Romney, M. (2019, August). *Welcome to the big leagues: Exploring rookie sports broadcasters’ adjustment to new careers.* Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2019 National Conference (Internship and Careers Interest Group), Toronto, Canada.
- Boling, K., **Hull, K.**, & Moscovitz, L. (2019, August). *Missing or just missed? Mediating loss in the Missing Richard Simmons podcast.* Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2019 National Conference (Cultural and Critical Studies Division), Toronto, Canada.
- Johnson, R., Romney, M., **Hull, K.**, & Pegoraro, A. (2019, August). *Shared space: How North American Olympic broadcasters framed gender on Instagram.* Paper presented at Association for Education in Journalism and Mass Communication (AEJMC) 2019 National Conference (Sports Communication Interest Group), Toronto, Canada.
- 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 presented at the 69<sup>th</sup> International Communication Association (ICA) Annual Conference, Washington D.C.
- Hull, K.**, & Schmittel, A. (2019, May). *Loyalty or team beliefs? Examining fan reaction to players kneeling during the national anthem.* Paper presented at the 69<sup>th</sup> 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 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 11<sup>th</sup> 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 67<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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 10<sup>th</sup> 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.**, & Schmittl, 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 9<sup>th</sup> 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 9<sup>th</sup> 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 9<sup>th</sup> Summit of the International Association of Communication and Sport, Grand Rapids, MI.
- Reichert 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 8<sup>th</sup> 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 8<sup>th</sup> 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 7<sup>th</sup> Summit of the International Association of Communication and Sport, New York, NY.
- Reichert 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 7<sup>th</sup> 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.

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## ACADEMIC PANELS

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**Moderator** (2019, November). *A conversation with David Aldridge*. Panel held at Sports Entertainment & Venues Tomorrow (SEVT) Conference, Columbia, SC.

**Chair** (2019, May). *Sports Journalism, Credibility, and Politics*. Panel held at the 69<sup>th</sup> 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.

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## NON-ACADEMIC PUBLICATION

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

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## TEACHING EXPERIENCE

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### 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

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## COURSES TAUGHT

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### 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; Fall 2019; Spring 2020
  - Lecture and Lab Instructor: Spring 2016; Fall 2016; Spring 2017; Spring 2018
- **Sports Media & Society (JOUR391)**
  - Lecture Instructor: Fall 2016; Fall 2017; Fall 2018; Fall 2019
  - New class created at the University of South Carolina
- **Sports Journalism (JOUR461)**
  - Lecture Instructor: Spring 2019; Spring 2020
- **Principles of Journalism (JOUR204)**
  - Online lecture Instructor: Summer 2018; Summer 2019
  - 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; Fall 2019;
  - New class created at the University of South Carolina

- **Sports Media & Society (JOUR599)**
  - Fall 2018; Fall 2019
  - New class created at the University of South Carolina

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

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**COURSES CREATED**

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**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.
- **Sports Journalism (JOUR461)**
  - Approved by University to become a permanent class starting in Fall 2020.
- **Social Media for Sports Media (JOUR399)**
  - Approved by Journalism School faculty to become a temporary class in 20-21 school year.
  - Offered online
- **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.
- **Sports Media & Society (JOUR599)**
  - First offered in Fall 2018 as a temporary class

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**STUDENT ADVISING**

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**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 (MA, 2019)

**Honors College Senior Thesis Director**

- Catherine Freeman, School of Journalism and Mass Communications (BA, 2019)
- Grace McKenna, School of Journalism and Mass Communications (BA, 2019)
- Jacob Nave, Darla Moore School of Business (BA, 2017)
- Zach Driver, School of Journalism and Mass Communications (BA, 2016)
- Alexander Shepard, School of Journalism and Mass Communications (2018-present)
- Landon Stamper, School of Journalism and Mass Communications (2019-present)

**Honors College Senior Thesis Committee Member**

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

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

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

**UNIVERSITY OF FLORIDA**

**Senior Project Advisor**

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

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## INVITED LECTURES & GUEST SPEAKER

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### UNIVERSITY OF SOUTH CAROLINA

*“Follow your passion in research”*

- Literature of Mass Communication (JOUR749)
  - October 2019

*“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; April 2019

*“Overview of the Sports Media”*

- Media and Society (JOUR101)
  - September 2019; November 2019
- 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

### UNIVERSITY OF FLORIDA

*“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)



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## ACADEMIC AWARDS AND HONORS

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### **Breakthrough Star**

- University of South Carolina
- “Recognizes relatively early-career assistant and associate professors who demonstrate considerable contributions to their field in terms of research and scholarly activity while at USC.”
  - January 2020

### **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

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## **STUDENT SUPERVISED AWARDS**

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

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

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## **FELLOWSHIPS AND GRANTS**

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**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

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## NATIONAL SERVICE

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### 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
  - 2019 Conference – Sports Communication Interest Group
- 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
- 2020 Conference
- International Communication Association (ICA)
  - 2019 Conference

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## UNIVERSITY SERVICE

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### 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-Fall 2019)

#### Departmental Committees, School of Journalism and Mass Communications

- Faculty Search Committee: Sports Media instructor (2019)
  - Served as chair
- Sport Media Committee (Fall 2018-present)
  - Served as chair
- 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)
- Master of Mass Communications curriculum subcommittee (2015-2016)
- Master of Mass Communications 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)

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## PROFESSIONAL MEMBERSHIPS

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

**International Association for Communication and Sport (IACS),** member

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## PROFESSIONAL MEDIA EXPERIENCE

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**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**

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## BROADCASTING AWARDS AND HONORS

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**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)

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**TRAINING**

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**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

**UNIVERSITY OF FLORIDA**

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

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## **TECHNOLOGY SKILLS**

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### **Proficient with:**

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