

# Carolyn Mae Kim

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## EDUCATION

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**Doctorate of Philosophy, Communication** May 2014

Regent University, Virginia Beach, VA

Dissertation Title: Credibility and Digital Public Relations: Understanding Publics' Perceptions of Organizational Credibility Through Social Media

**Accredited in Public Relations (APR)** April 2012

Universal Accreditation Board

**Master of Arts, Christian Apologetics** May 2008

Biola University, La Mirada, CA Highest Honors

**Bachelor of Arts, Journalism, Emphasis in Public Relations** Dec. 2006

Biola University, La Mirada, CA Summa Cum Laude

Dean's List 2003 - 2006

## ACADEMIC PUBLICATIONS

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### Books

Kim, C. (Ed.) (2019). *Public Relations: Competencies and Practice*. New York: Routledge.

Kim, C. (2016). *Social Media Campaigns: Strategies for public relations and marketing*. New York: Routledge.

### Peer Reviewed Journal Articles

Kim, C. & Freberg, K. (2020). Social Care and Professional Standards: Developing an Ethical Decision-Making Model. *Public Relations Journal*, 13(3), 1-24.

Kim, C. (2019). Virtues in Public Relations Education. *Teaching Journalism and Mass Communication*, 9(2), 22-33.

Kim, C. & Freberg, K. (2018) Online pedagogy: Navigating perceptions and practices to develop learning communities. *Teaching Journalism and Mass Communication*, 8(2), 11-20.

Kim, C. (2018). Millennial learners and faculty credibility: Exploring the mediating role of out-of-class communication. *Journal of Public Relations Education*, 4(2), 1-24.

Ewing, M., Kim, C., Kinsky, E.S., Moore, S., & Freberg, K. (2018). Teaching digital and social media analytics: Exploring best practices and future implications for public relations pedagogy. *Journal of Public Relations Education*, 4(2), 51-86.

## CURRENT POSITION

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**Associate Professor – Public Relations**  
Biola University

**Chief Research Editor – Digital Media Research Center**  
Institute for Public Relations

## RESEARCH EXPERTISE

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Public Relations Education  
Credibility  
Social Media

## AWARDS & HONORS

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Priscilla Award: Award for Teaching and Mentoring  
Biola University (2018)

Top Teaching Paper Award (4<sup>th</sup>)  
Public Relations Division; AEJMC (2018)

Provost Award for Excellence in Scholarship  
Biola University (2017)

Top Teaching Paper Award (4<sup>th</sup>)  
Public Relations Division; AEJMC (2017)

Distinguished Service Award  
Orange County PRSA (2016)

Top Teaching Paper Award (3<sup>rd</sup>)  
Public Relations Division; AEJMC (2016)

Award of Excellence – Silver Anvil Ceremony  
Public Relations Society of America (2016)

PROTOS Award  
Community Relations/Institutional Program  
Orange County PRSA (2015)

Top Teaching Paper Award (1<sup>st</sup>)  
Public Relations Division; AEJMC (2015)

## ACADEMIC PUBLICATIONS CONTINUED

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### Peer Reviewed Journal Articles (Continued)

Pressgrove, G., & Kim, C. (2018). Stewardship, credibility and political communications: A content analysis of the 2016 election. *Public Relations Review*.

Kim, C. (2017). Millennial Learners and Out-Of-Class Communication: Expectations and perceptions. *Teaching Journalism and Mass Communication*, 7(2), 23-31.

Freberg, K., & Kim, C. (2017). Social media education: Industry leaders recommendations for curricular and faculty competencies. *Journalism and Mass Communication Educator*, 1-13.

Kim, C. (2017). Out-Of-Class Communication and Personal Learning Environments via Social Media: Students' Perceptions and Implications for Faculty Social Media Use. *Teaching Journalism & Mass Communication*, 7(1), 62 -76.

Kim, C. & Freberg, K. (2016). The State of Social Media Curriculum: Exploring Professional Expectations of Pedagogy and Practices to Equip the Next Generation of Professionals. *Journal of Public Relations Education*, 2(2), 68-82.

Kinsky, E.S., Freberg, K., Kim, C., Kushin, M., and Ward, W. (2016). Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success. *Journal of Public Relations Education*, 2(1), 1-18.

- Top Downloaded Article in 2017 From JPPE

Kim, C. and Brown, W. (2015). Conceptualizing Credibility in Social Media Spaces of Public Relations. *Public Relations Journal*, 9(4), 1-17.

Kim, C. (2015). Pedagogical Approaches to Student-Run PR Firms Using Service Learning: A Case Study. *Teaching Journalism & Mass Communication* (5) 1, 57-68.

Kim, C. (2013). Service Learning: What Faculty Can Learn from the Theory of Coordinated Management of Meaning. *Teaching Journalism & Mass Communication*. Small Programs Interest Group.

### Book Chapters

Kim, C. (2017). "Perception is Reality: Understanding Tactics that Enhance or Diminish Credibility in Social Media" in Duhé, S (Ed) *New media and public relations*, 3<sup>rd</sup> edition. New York: Peter Lang.

Kim, C. & Keeler, J. (2014). "Compassion International & Pinterest: A Case Study" in Waters, R. (Ed) *Non-Profit Public Relations*. Routledge Research Series.

## ACADEMIC POSTER & PAPER PRESENTATIONS

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Kim, C. (October 19, 2019). "iReviews: Designing a Responsive Learning Environment" Public Relations Society of America Educators Academy. Super Saturday Teaching Poster Session. San Diego, CA.

## AWARDS & HONORS (Cont'd)

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Great Ideas for Teacher Competition Finalist  
"Worth a Thousand Words"  
AEJMC (2015)

Great Ideas for Teacher Competition Finalist "#Competition"  
AEJMC (2015)

Ginger Rudeseal Carter Miller  
Teacher of the Year  
Small Programs Interest Group:  
AEJMC (2014)

PR Serving America Award: Second Place  
Orange County PRSA  
Community Service Committee  
PRSA National (2013)

Award of Excellence  
Community Relations/Institutional Programs Orange County PRSA (2012)

## MEMBERSHIPS

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Association of Educators in Journalism and Mass Communication Educators (AEJMC)

AEJMC Public Relations Division

AEJMC Small Programs Interest Group

AEJMC Advertising Division

Public Relations Society of America (PRSA)

Orange County PRSA

PRSA's Educators Academy

## GRANTS

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The Arthur W. Page Center for Integrity in Public Relations Legacy Scholar Grant (2018)  
CSR Initiatives & Trust: A cross-national study

## ACADEMIC POSTER & PAPER PRESENTATIONS (CONTINUED)

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Kim, C. & Freberg, K. (August 6, 2018) "Online pedagogy: Navigating perceptions and practices to develop learning communities." Association of Journalism & Mass Communication Educators National Conference: Public Relations Division. High Density + Top Teaching Paper Session. Washington D.C.

Kim, C. (October 7, 2017). "Millennial Learners: Perceptions and expectations for Out-of-Class Communication." Public Relations Society of America Educators Academy Super Saturday. Teaching Paper. Boston, MA.

Kim, C. (August 9, 2017). "Millennial Learners and Faculty Credibility: Exploring the Meditating Role of Out-Of-Class Communication." Association of Journalism & Mass Communication Educators National Conference: Public Relations Division. Top Teaching Paper Session. Poster Session. Chicago, IL.

Freberg, K. & Kim, C. (November 10, 2016). "Social Media Educators: Exploring Faculty Competencies and Practices in Higher Education." National Communication Association National Conference: Public Relations Division. Philadelphia, PA.

Pressgrove, G. & Kim, C. (August 6, 2016). "Stewardship and Credibility Strategies in Political Websites." Association of Journalism & Mass Communication Educators National Conference: Public Relations Division. Poster Session. Minneapolis, MN.

Kim, C. & Freberg, K. (August 4, 2016). "The State of Social Media Curriculum: Exploring Professional Expectations of Pedagogy and Practices to Equip the Next Generation of Professionals." Association of Journalism & Mass Communication Educators National Conference: Public Relations Division. Top Teaching Paper Session. Minneapolis, MN.

Kim, C. (November 7, 2015). "Ethical Courage: Equipping students to be a voice of conscience." Public Relations Society of America Educators Academy. Super Saturday. Atlanta, GA.

Kinsky, E.S., Freberg, K., Kim, C., Kushin, M., and Ward, W. (August 9, 2015). "Hootsuite University: Equipping Academics and Future PR Professionals for Social Media Success." AEJMC National Conference: Public Relations Division. Top Teaching Paper Session. San Francisco, CA.

Kim, C. (August 6, 2015). "#Competition: Empowering Students to Illustrate Public Relations Concepts." AEJMC National Conference: Great Ideas for Teaching. Kim, C. (August 6, 2015). "Worth A Thousand Words: Using Infographics to Capture Student Learning." AEJMC National Conference: Great Ideas for Teaching. Poster Session. San Francisco, CA.

Kim, C. (May 8, 2015). "The Contribution of Chuck Colson Toward Communication and Civility in Culture." CCT Annual Conference: *Intellectual Virtue & Civil Discourse*. Biola University, La Mirada, CA.

Kim, C. (August 7, 2014). "Student-Run Public Relations Firms & Experiential Learning Pedagogy." AEJMC National Conference: Small Programs Interest Group. Poster Session. Montreal, Canada.

## GRANTS (Cont'd)

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The Arthur W. Page Center for Integrity in Public Relations Legacy Scholar Grant (2017)  
Social Care and Organizational Credibility Research Project Funded

The Arthur W. Page Center for Integrity in Public Relations Legacy Scholar Grant (2016)  
National PR Ethics Curriculum | Develop the "Introduction to Ethics" module.

Certificate in Principles of Public Relations (2015 – 2016)  
Developed an online training module for students to complete, focused on "programming."

## SERVICE

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Commission on Public Relations Education (2017-present)

Executive Committee  
PRSA Educator's Academy (2015 – 2018)

Educators Academy Liaison  
AEJMC Public Relations Division (2016)

Committee on Women (Inaugural Member)  
Biola University (2016-Present)

Faculty Assessment Fellow  
Biola University (2015 – 2017)

Protection of Human Rights in Research Committee  
Biola University (2015 – 2016)

Social Media Committee  
AEJMC Public Relations Division (2014 – 2015)

Board of Directors  
OC PRSA (2012 – 2014)

Social Media Chair  
AEJMC Small Programs Interest Group (2012 – 2015)

## ACADEMIC PANEL PRESENTATIONS & ROUNDTABLES

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Kim, C. (August 8, 2013). "Compassion International & Pinterest: A Case Study." AEJMC National Conference: Public Relations Division. Poster Session. Washington DC.

Kim, C., Kinsky, E. S., Mundy, D. (October 6, 2017). "The Commission on PR Education Report: Diving into Diversity, Digital and Online Education." Super Saturday. PRSA Educators Academy. Austin, TX.

Rutherford, L., Kim, C., Nardone, P. (2018). "Looking Ahead: Communicating in a Technology-driven, Fast-paced Society." The Institute for Public Relations Bridge Conference. Panel. Washington, D.C.

Kim, C., Moore, S., and Stansberry, K. (October 7, 2017). "Digital analytics and public relations. Teaching and practicing digital analytics now and in the future." Super Saturday. PRSA Educators Academy. Boston, MA.

Kim, C. (August 5, 2015). "Google Analytics: The what, why and how our students need to know." AEJMC National Conference: Public Relations Division Pre-Conference. San Francisco, CA.

Kim, C., McCorkindale, T., Freberg, K., and Bailey, K. (August 8, 2014). "Combining Theory and Practice with Mobile Tools in Your Classroom." Panel Session." AEJMC National Conference: Public Relations Division. Panel Member. Montreal, Canada.

Kim, C., Gonzalez de Bustamante, C., Williams, J., and Rios, D. (August 7, 2014). "International Engagement: Projects and Partnerships that Globalize Education." Panel Session." AEJMC National Conference: Small Program Interest Group. Panel Member. Montreal, Canada.

Kim, C., Smith, M., Buchanan, C., Finucane, M., and Bird, D. (August 8, 2013). "Service Learning In Journalism and Mass Communications." Panel Session. AEJMC National Conference: Small Program Interest Group. Panel Member. Washington DC.

Kim, C., Jones, R., Smith, M., Zibluk, J. (August 11, 2012). "Equal Opportunity for All: Tips for Teaching Students with Disabilities" Panel Member. AEJMC National Conference: Small Programs Interest Group. Chicago.

## ACADEMIC EXPERIENCE

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**Director of Public Relations Program – Biola University August 2011 – Present**

**Shaped** the public relations program in the Journalism and Integrated Media department for the School of Arts and Sciences, ultimately launching the emphasis into a major in the 2014-2015 school year and launching four program concentrations in August 2016. During this time, the number of PR students more than doubled within the program.

**Implemented** robust curriculum change, with the goal of a strategic design in education to equip students with core competencies needed in the

## SERVICE (Cont'd)

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APR Facilitator  
PRSA National Online APR Course  
(2012 – 2015)

VP of Marketing Search Committee  
Biola University (2014)

Fall Faculty Conference Committee  
Biola University (2014)

Faculty Town Hall Steering  
Committee  
Biola University (2012 – 2013)

Fundraising Co-Chair  
AEJMC Public Relations Division  
(2012 – 2013)

## CERTIFICATIONS

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Social Media Marketing Certification  
Podium (2015)

Hootsuite Professional Certification  
Hootsuite (2015)

Bruce Clay SEO ToolSet Certification  
Bruce Clay (2010)

Google Adwords Qualified  
Google (2010)

## FACULTY ADVISER

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### **Biola PRSSA (Fall 2010-Current)**

Led the group from 3 to over 40, developing the Chapter into a nationally award-winning group that produced three students who served on the PRSSA National Committee, including one who became the PRSSA National President.

### **PR Fellows (Fall 2014 – Current)**

Initiated an honors program for the Biola PR major, designed to provide students leaders with intentional mentorship by industry professionals, as well as leading the students through an academic research project to present at a conference during the year.

profession. I created the program learning outcomes (PLOs), course learning outcomes (CLO), and key assignments in each course to accurately assess student learning.

**Designed** PRime Time, a series of events throughout the academic calendar to help students with academic advising and pre-professional preparation competencies, as well as retention for key student groups within the program.

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## ACADEMIC EXPERIENCE CONTINUED

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**Served** as the faculty adviser for the PR student groups including Biola's PRSSA chapter, turning the chapter from a struggling chapter of three students into a nationally recognized chapter, carefully building networks within the local professional community with the chapter and also helping mentor student-leaders, with one result being Biola's selection as a regional conference host in 2015.

**Launched** the student run firm, 6<sup>th</sup> Street PR, an opportunity for students to gain hands-on opportunities with real-world clients, developing portfolio pieces. Helped the firm gain national affiliation through PRSSA and receive a national award.

**Initiated** the honors program, PR Fellows, which connected students with professional, industry mentors, facilitated the PR Fellows mentoring incoming PR students to create a better culture for new students, and guided the students through original research to present at an academic conference.

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## PROFESSIONAL PRESENTATIONS

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Kim, C. (June 21, 2018). "Social Media Engagement." Summer Residency Program. Biola Apologetics. Biola University, La Mirada, CA.

Kim, C. (February 21, 2018). "Navigating a technopoly world: the intersection of identity and relationships." After Dark. Biola University, La Mirada, CA.

Kim, C. (February 4, 2018). "The Human decision: Navigating identity and connection in the digital age." Impact Conference. Azusa Pacific University, Azusa, CA.

Kim, C. (October 6, 2017). "Tips and Tricks for Public Relations Student Society of America Faculty Advisers." PRSSA National Conference Faculty Adviser Session. Boston, MA.

Kim, C. (2016, March 4). "Four Ways to Gain Credibility in Social Media." *Institute for Public Relations*. Available at: <http://www.instituteforpr.org/four-ways-to-gain-credibility-in-social-media/>

Kim, C. (2016). "The Syllabus Challenge: Using Infographics for Learning Maps." *Educators Academy Winter 2016 Newsletter*.

Kim, C. (2014, August 20). "How to Use Social Media in a Classroom." *Melissa Agnes.com*. Available at: <http://melissaagnes.com/use-social-media-in-the-classroom/>

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## FACULTY ADVISER (Cont'd)

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### **Leadership Certificate Cohort Leader**

Served as an adviser for a group of students studying in Biola's Leadership Certificate program.

### **6<sup>th</sup> Street PR (Fall 2011 – Spring 2016)**

Designed and launched Biola's award-winning, student-run PR agency, gaining national affiliation within two years of its creation. Developed strategic relationships with organizations to allow the students to gain hands-on experience with real-world clients, while training the student leaders to develop self-sustaining methods to maintain clients and projects.

### **Above and Beyond Mentor**

A program for students who come from non-traditional backgrounds and face additional challenges in navigating a university setting.

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## TEACHING PHILOSOPHY

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Teaching is not simply the act of providing information – it is a journey with students that helps to introduce, develop and master concepts that students can display. As an educator, I see my role as one that is to help constructs and information come to life in engaging ways so that students from a variety of backgrounds and learning styles are provided an equitable opportunity to develop competencies.

In today's modern landscape of higher education, I think the integration of multiple learning techniques is more important than ever. Incorporating digital and social tools along side of traditional pedagogical approaches like lecture and small group activities allows for multiple opportunities of learning.

Kim, C. (2013). "Pinterest and ROI: Finding and Mining the Value of a Picture." PR News' *Measurement Guidebook*; Vol. 7. Rockville, MD: Access Intelligence, LLC.

Kim, C. (2013). "Get Social Media Plan Right Before a Crisis Hits Your Organization." PR News' *Crisis Communication Guidebook*; Vol. 6. Rockville, MD: Access Intelligence, LLC.

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## PROFESSIONAL PRESENTATIONS CONTINUED

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Kim, C. (2012). "Highlight Social ROI Through the Four W's." PR News' PR *Measurement Guidebook*; Vol. 6. Rockville, MD: Access Intelligence, LLC.

Kim, C. (2011). "3 Principles to Guide Your Social Media Crisis Communication Strategy." PR News' *Crisis Communication Guidebook*; Vol 5. Rockville, MD: Access Intelligence, LLC.

Kim, C. (July 21, 2016). "Social Media: Connecting, Inspiring, and Engaging Alumni." CCCU Alumni Professionals Conference. Westmont University, Santa Barbara, CA.

Kim, C. (March 14, 2016). "Public Relations Research." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (Feb. 23, 2016). "Relationships & Technology." Guest Lecturer. Biola University, La Mirada, CA.

Kim, C. (Feb. 15, 2016). *Public Relations--A Management Function*. APR Facilitator. Public Relations Society of America APR online course.

Kim, C. (June 3, 2015). "Engaged Social Media: Developing Communities of Participation." Biola Digital Conference, Biola University, La Mirada, CA.

Kim, C. (April 15, 2015). "Soul Etching: Our Call to Credible Influence." Chapel speaker, Biola University, La Mirada, CA.

Kim, C. (March 23, 2015). "History, Law & Media Relations in PR." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (March 2, 2015). "Public Relations Research." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (February 20, 2015). "Ethical Courage." Biola University's PRSSA Regional Conference. La Mirada, CA.

Kim, C. (November 5, 2014). "Fostering Friendships in the Age of Social Media." Student Development Fall Awareness Week, Biola University, La Mirada, CA.

Kim, C. (June 17, 2014). "Social Women: Identity, Relationships & Rest in a Digital World." Women of Compassion, Compassion International, Colorado Springs, CO.

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## PHILOSOPHY (Cont'd)

Learning is a process and people will adopt concepts at different paces. That makes assessment as an integrated part of education important – it's not something just for the end of a course or learning process. Educators and students need to be measuring and adjusting throughout an educational experience.

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## COURSES TAUGHT

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Introduction to Public Relations

Crisis Public Relations

PR Management, Philosophy & Ethics

PR Leadership & Advanced Campaign Analysis

Social Media, SEO and Digital Strategy

Public Relations & Journalism Research

Media Relations

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## PROFESSIONAL EXPERIENCE

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### **PR & Digital Strategy Private Consultant**

2010 – Present

### **Account Executive & Communications Specialist**

Ambassador Advertising Agency  
October 2007 – June 2011

### **Director of Public Relations and Communications**

AP Driving School  
April 2010 – April 2011

Kim, C. (June 12, 2014). "Social Media & Students." Biola Staff Development Conference, Biola University, La Mirada, CA.

Kim, C. (June 4, 2014). "Credibility & Audiences." Biola Digital Conference, Biola University, La Mirada, CA.

Kim, C. (March 22, 2014). "The Social Media Cycle." Public Relations Society of America Western District Conference. Roundtable Leader. San Diego, CA.

## **PROFESSIONAL PRESENTATIONS CONTINUED**

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Kim, C. (March 10, 2014). "Alumni Relations: Connecting and Inspiring Alumni with Social Media." Christian Alumni Professionals (CAP). Biola University, La Mirada, CA.

Kim, C. (February 27, 2014). "Connecting People: Social Media Tips, Techniques & Strategies for Business." Biola Alumni Association. Costa Mesa, CA.

Kim, C. (October 15, 2013). "Careers & Job Hunting: Using Social Media To Enhance Your Personal Brand." Student Alumni Association. Biola University. La Mirada, CA.

Kim, C. (July 17, 2013). "The Building Blocks of Social Media." Gianneschi Summer School for NonProfits. California State University Fullerton. Fullerton, CA.

Kim, C. (June 6, 2013). "How To Ignite Your Pinterest Boards: Steps to Double Your Engagement & Measure Your ROI." Biola Digital Conference. Biola University. La Mirada, CA.

Kim, C. (March 16, 2013). "Super Heroes and Super Brands." PR Pros Assemble. Cal State Fullerton's Regional PRSSA Conference. Fullerton, CA.

Kim, C. (February 28, 2013). "Ethics and Law in Public Relations." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (February 13, 2013). "Public Relations Research in Program Planning and Evaluation." Orange County Public Relations Society of America APR Course. Orange County, CA.

Kim, C. (February 9, 2013). "Social Media and Career Counselors." Consortium of Liberal Arts and Independent Schools. Biola University. La Mirada, CA.

Kim, C. (November 15, 2012). "Students Use of Technology in the Classroom: The Use We Approve and the Use We Abhor." Panel member. Faculty and Student Development, Biola University. La Mirada, CA.

Kim, C. (October, 24, 2012). "Social Media: Friend or Foe?" Student Development. Biola University. La Mirada, CA.

Kim, C. (July 12, 2012). "Social Media Savvy for Non-Profits: From Grassroots To Global—How OC Nonprofits are Effectively Marketing for Change." Orange County Public Relations Society of America session in the Cal State University Fullerton Summer School for Non-Profits. Fullerton, CA.

