

Curriculum Vitae
CAITLIN RING CARLSON
2018

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HIGHLIGHTS

- Named Faculty of the Year by Class of 2015
- Student course evaluations global average for AY17-18 - 4.71/5.0
- Elected to College of Arts & Sciences Curriculum Committee
- Six single/first author publications (Four student co-authors)
- Seven conference presentations while at SU
- Top faculty paper, AEJMC 2018 Law & Policy Division

EDUCATION

PhD: Communication, Emphasis: Media Studies (2013)

University of Colorado, Boulder, CO

Master of Science: Public Relations, Summa Cum Laude (2004)

Recipient of Harold Mendelsohn Award of Excellence for the most outstanding graduate student in the Department of Media, Film, and Journalism Studies

University of Denver, Denver, CO

Bachelor of Arts: Communication, Minor: Journalism, Magna Cum Laude (2001)

Clemson University, Clemson, SC

TEACHING

Appointments:

Assistant Professor, Department of Communication

University of Seattle

2013 - Present

Seattle, WA

- Design and teach courses in Media Law, Strategic Communications, Social Media Management, Research Methods, Public Affairs, and Project Management
- Conduct and publish research regarding mass media law, policy and ethics from a feminist perspective
- Serve as an academic advisor to 25 Strategic Communications students
- Faculty Advisor to the Public Relations Student Society of America (PRSSA)

Graduate Part-Time Instructor

University of Colorado

2010 - 2013

Boulder, CO

- Served as primary instructor for seven courses: Media Law (2), Contemporary Media Analysis (3), and Principles of Journalism (2)
- Developed course syllabi and materials, including lectures, assignments, and evaluations, for classes with 40 to 75 students
- Assisted other graduate instructors with course development; coordinated course objectives and evaluations for introductory mass communications course
- Helped plan and execute summer courses and journalism boot camp for 20 first-generation college students as part of the Diverse Scholars Bridge Program

Awards and Honors:

Most Outstanding Faculty of the Year, Seattle University
Selected by the Class of 2015

2015

Best Can Teach Silver Award, University of Colorado Boulder

2012 & 2011

Courses Taught:

Seattle University

Communication Law Rights & Justice

Media Law

Communication and Media Project Capstone

Social Media Management

Intro. to Strategic Communications (Online and in-person)

Strategic Communications Consultancy

Strategic Communications Research

Strategic Communications Writing

Public Affairs

Global Reputation Management

University of Colorado

Media Law

Principles of Journalism

Contemporary Media Analysis

SCHOLARSHIP

Peer-Reviewed Publications:

Published

Carlson, C.R. (2018). Half the spectrum: A Title IX approach to broadcast ownership regulation. *Communication Law & Policy*, 23(3), pp. 221-242.

Carlson, C.R. (2017). Censoring hate speech in social media content: Understanding the user's perspective. *Communication Law Review*, 17(1).

Carlson, C.R. & Le, U. (2017). Trim the ribbon, reconsidering the ethics of breast cancer campaigns. *Journal of Mass Media Ethics*, 32(3), 168-178.

Carlson, C. R. (2016). Hashtags and hate speech: The legal and ethical responsibilities of social media companies to manage content online. In B. Vannacker & D. Heider (Eds.), *Ethics for a Digital Age* (123-140). Bern, Switzerland: Peter Lang.

Ring, C. E. (2013). Curbing deception: Why the FCC should establish formal news distortion regulations for broadcast programming. *Communication Law Review*, 13(1).

Accepted and Awaiting Publication

Carlson, C.R. (2018). Misogynistic hate speech and its chilling effect on women's free expression during the 2016 U.S. presidential campaign.

Accepted, publication pending: *Journal of Hate Studies*.

Under Review

Carlson, C.R. Hate Speech. MIT Press Essential Knowledge Series.
Carlson, C.R. & Rousselle, H. Report and Repeat: Investigating Facebook's Hate Speech Removal Process.
Submitted to *Communication Law & Policy*

Terry, C. & Carlson, C.R. Hatching Some Empirical Evidence: Minority Ownership Policy and the FCC's "Incubator Program."
Submitted to *Communication Law & Policy*

In Progress

Carlson, C.R., Witt, H. & Collier, M. Online harassment of women journalists and its impact on U.S. press freedom.

Terry, C. & Carlson, C.R. Establishing the missing link: How broadcast ownership diversity impacts media content.

Le, U. & Carlson, C.R. Pink PR: A case study analysis of breast cancer campaigns.

Mainstream Media Publications:

Carlson, C.R. (2016, March 26). Hate speech is often free speech, but how can we stop it? *Seattle Times*.

Academic Conference Presentations:

Carlson, C.R. & Rousselle, H. (2018). Report and repeat: Investigating Facebook's Hate Speech Removal Process

Association of Educators in Journalism and Mass Communication (AEJMC) National Conference.
Washington, D.C.

Named Top Faculty Paper for Law & Policy Division.*

Carlson, C.R. (2018). Online harassment of women journalists and its impact on U.S. press freedom.
International Association of Mass Communication Research (IAMCR), Law Division. Eugene, Oregon.

Carlson, C.R. (2017). Half the spectrum: A title IX approach to broadcast regulation.
Association of Educators in Journalism and Mass Communication (AEJMC) National Conference.
Chicago, Illinois.

Named Top Poster Presentation for Law & Policy Division.*

Carlson, C. R. (2016). Free the nipples: Protecting speech in private virtual spaces.
What is Media? Conference. Portland, Oregon.

Carlson, C.R. (2016). Censoring hate speech in social media content: Understanding the user's perspective.
Western States Communication Association. San Diego, California.

Carlson, C.R. (2016). What is Feminist Pedagogy?
Western States Communication Association, Women in Communication Preconference. San Diego, California.

Ring, C. & Nixon, B. (2015). Positive policy? A debate on the role of media policy to promote social justice.
Western States Communication Association. Spokane, Washington.

Ring, C., Gershberg Z., Tatum, N. & Godfried, A. (2015). Classroom cred: Accentuating the positives of being relevant.

Western States Communication Association. Spokane, Washington.

Ring, C. E. (2014). Hashtags and hate speech: The legal and ethical responsibilities of social media companies to manage content online.

Fourth Annual Digital Ethics Symposium. Chicago, Illinois.

Ring, C.E. (2012). www.hate.com: A neo-nazi discussion forum as a commonplace for material, spiritual and cultural (Re)Production.

Rocky Mountain Communication Association Annual Conference. Loveland, Colorado.

Received Top Graduate Student Paper Award.*

Ring, C. E. (2012). Bleeping bleep: Identifying variations on the two-word phenomenon of racial insults.

Western States Communication Association. Albuquerque, New Mexico.

Ring, C. E. (2012). Watching your way to weight loss: The impact of “Biggest Loser” viewership on perceived self-efficacy.

What Is Television? Conference, University of Oregon. Portland, Oregon.

Halone, K. K. & Ring, C. E. (2003). Accounting for organizational image upon planned organizational change: A stakeholder identification approach.

National Communication Association. Miami, Florida.

One of Four Top Papers in Applied Communication*

** Indicates top paper award*

Featured as Expert:

- Guest on KNKX, “Online harassment of women journalists and its impact on press freedom.” May 1, 2018.
- Guest on KUOW’s The Record, “Working through the dilemma of free speech on College Campuses.” February 10, 2018.
- Cited in 770KTTH article, “Seattle U professor: Free speech, like democracy, is messy,” by Jacob Rummel. October 7, 2017.
- Cited in *Deutsche Welle* article, “Hate speech curb should look beyond Facebook, Twitter,” by Michael Knigge. July 5, 2017.
- Cited in *Seattle Times* article, “WWU Cancels Classes Tuesday After Racial Threats on Social Media,” by Katherine Long and Coral Garnick. November 24, 2015.

Public Scholarship:

- Public panel, “#MeToo: Women, Media, and the Law.” Seattle University, January 16, 2018.
- Public panel, “Is Hate Speech Free Speech?” Seattle University, September 26, 2017.
- Sharon James public lecture, “Pinkwashing: The Dirty Business of Selling Breast Cancer.” Seattle University, April 16, 2014.

Awards and Funding:

- Seattle University College of Arts & Sciences Student Assistantship Award, 2018
- Received first place in AEJMC Law & Policy Division Poster Presentation Competition, 2017
- Selected as Fellow for the Lillian Kopenhagen Center for the Advancement of Women in Communication, 2017
- Seattle University Dean’s Fellowship Award, 2016

- Seattle University Summer Faculty Fellowship Award, 2014
- Received travel grant to attend Fourth Annual Symposium on Digital Ethics

PROFESSIONAL EXPERIENCE

Positions:

Principal

2016 – 2017

Caitlin Ring Carlson Consulting

Seattle, WA

CRCC is a small consulting firm I began during my sabbatical to support clients with their media and messaging needs.

- Serve clients by engaging in a range of public relations activities, including: media relations, social media outreach and measurement, message platform development, executive media training, email marketing, speaker placement and preparation
- Clients: Good to Great Consulting, Grow West MD, Greenhaus Industries

Account Executive

2007 – 2009

104 West Partners

Denver, CO

104 West is a public relations firm specializing in breakthrough communications strategies for technology companies

- Lead multiple company and product launches for technology start-ups, facilitating media and analyst tours that resulted in meetings and placements in top-tier publications such as *The Wall Street Journal*, *The New York Times*, *NBC Nightly News*, *Business Week* and *USA Today*
- Secured placements with local and national publications, as well as technology trade publications and blogs
- Managed social media outreach for clients. Crafted press releases, media alerts, bylined articles, fact sheets, FAQs, Web content, blog postings and award submissions to increase awareness of clients' businesses and products
- Prepared C-level executives for media interviews through development of key messages and media training
- Clients: DailyMakeover.com, Format Dynamics, Intermap Pelago, TruEffect, and Webroot Software

Communications Director

2006 – 2007

Colfax Marathon Partnership, Inc.

Denver, CO

The Colorado Colfax Marathon is a community-based sporting event founded by the cities of Aurora, Denver and Lakewood to bring positive attention to the Colfax Avenue corridor and promote fitness to Colorado's youth

- Planned and executed media relations campaign that generated more than 19 million impressions in local and national print and broadcast outlets
- Established and managed key relationships with city governments, media partners, sponsors and other community entities to facilitate mutually beneficial outcomes on behalf of the Colorado Colfax Marathon
- Developed and managed advertising, marketing and promotions for the event. Responsible for creating and maintaining event Web site and creating event marketing materials including e-communications and print collateral

Account Manager

2003 – 2006

MGA Communications, Inc.

Denver, CO

MGA was a leading public relations agency in the Rocky Mountain west and considered one of the region's foremost communications firms

- Key member of Client Service team that generated nearly \$2.5 million in fee revenue per year
- Participated in new business development efforts and client remarketing initiatives that helped secure six new clients and client programs totaling more than \$300,000 in revenue, including the inaugural Colorado Colfax Marathon account
- Day-to-day supervisor and professional development coach for three client service team members
- Managed and supervised internship program that successfully secured three talented communications professionals
- Clients: Cabela's, Colorado Colfax Marathon, Denver Community Leadership Forum, Flying Dog Brewery, Heidi's Brooklyn Deli, JP Morgan Chase, Pfizer, Questar Market Resources, Snell & Wilmer, LLP, Spivack Vision Center, and Women's Bean Project

Professional Awards:

- **American Marketing Association Colorado Chapter PEAK Award** 2007
Colorado Colfax Marathon, community relations category
- **Public Relations Society of America Gold Pick** 2006
JP Morgan Chase Contactless Credit Card Launch, media relations category
Colorado Colfax Marathon, special event category
- **Public Relations Society of America Silver Pick** 2006
Colorado Colfax Marathon, writing and brochure categories
- **Holmes Report SABRE Award** 2006
JP Morgan Chase Contactless Credit Card Launch, business to consumer marketing category
Colorado Colfax Marathon, special event category
- **Public Relations Society of America Colorado Chapter Silver Anvil** 2006
Colorado Colfax Marathon, community relations category

SERVICE

Service to Discipline:

- Newsletter Coordinator & Webmaster, AEJMC Law & Policy Division 2017 – Present
- Reviewer, *Social Media & Society*, *Howard Journal of Communication*, *Communication Law & Policy*, & IAMCR 2017 – Present
- Secretary, Freedom of Expression & Political Communication Division 2015 - 2016
Western States Communication Association (WSCA)

Academic Service:

University Service

- Faculty Advisor for the Seattle University Chapter of the Public Relations Student Society of America (PRSSA) 2013 – Present

College Service

- College of Arts & Sciences Undergraduate Curriculum Committee 2017 - Present

Department Service

2013 - Present

- Faculty Advisor to 25 Strategic Communications students
- Served on three tenure track hiring committees and act as resource for adjunct professors
- Serve on department committees, including APR committee and scheduling committee
- Worked with colleagues to create new Communication and Media major

- Revised Strategic Communications curriculum: Introduced two new courses
- Organize and attend department activities such as fun lunches and holiday parties
- Advisory Board Member for SU Film and Family Homelessness Project

Community Service:

- First Hill Improvement Association **2017 - Present**
- Spruce Park Neighborhood Group **2014**
- Girls on the Run, Inc., Volunteer **2012**
- AIR Foundation, Media Relations Committee Chair **2007 – 2008**
- Metro Denver Health and Wellness Commission, Marketing Committee Member **2007**
- University of Denver Communications Summit, Planning Committee Member **2006**
- Mental Health Association of Colorado, Marketing Committee Member **2005 - 2006**