

Curriculum Vitae
CAITLIN RING CARLSON
2020

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206-220-8531

HIGHLIGHTS

- Named Most Outstanding Teacher of the Year by College of Arts & Sciences, 2019
- Student course evaluations global average for AY19-20 – 4.66/5.0
- Elected to the College of Arts & Sciences Curriculum Committee
- Book forthcoming with MIT Press, 2021
- Top faculty paper, AEJMC 2019, Commission on the Status of Women
- Top faculty paper, AEJMC 2018, Law & Policy Division

EDUCATION

Ph.D.: 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:

Associate Professor, Department of Communication

Seattle University

2013 - Present

Seattle, WA

- Design and teach courses in Communication Law, Strategic Communication, Social Media Management, Research Methods, and Project Management
- Conduct and publish research regarding mass media law, policy, and ethics with a focus on social equity
- Serve as an academic advisor to 35 Communication and Media 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 the 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 an 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:

Outstanding Teaching Award Selected as Teacher of the Year by the Seattle University College of Arts and Sciences	2019
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
Media Law
Communication and Media Project Capstone
Social Media Management
Intro. to Strategic Communication (Online and in-person)
Strategic Communication Consultancy
Strategic Communication Research
Strategic Communication 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. (2020). Exploring legal responses to hate speech in the United States. *Journal of Media Law & Ethics*, 8(1), 32-54.

Carlson, C.R. & Rousselle, H. (2020). Report and repeat: Investigating Facebook's hate speech removal process. *First Monday*, 25(2). <https://doi.org/10.5210/fm.v25i2.10288>

Carlson, C.R. (2019). Media ownership and the marketplace of ideas. *Journalism History* First Amendment Essay Series. <https://journalism-history.org/2019/12/10/carlson-essay-media-ownership-and-the-marketplace-of-ideas/>

Terry, C. & Carlson, C.R. (2019). Hatching some empirical evidence: Minority ownership policy and the FCC's "Incubator Program." *Communication Law & Policy*, 24(3), 403-432.

Carlson, C.R. (2018). Misogynistic hate speech and its chilling effect on women's free expression during the 2016 U.S. presidential campaign. *Journal of Hate Studies*, 14(1), 97-111.

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

Carlson, C.R. (2017). Censoring hate speech in social media content: Understanding the user's perspective. *Communication Law Review*, 17(1), 24-45.

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), 48-71.

Accepted and Awaiting Publication

Carlson, C.R. *Hate Speech*. MIT Press, Essential Knowledge Series. Anticipated publication date: Spring 2021.

Carlson, C.R. Hate speech as a structural phenomenon. *First Amendment Studies* special issue on Race, Coloniality, and Free Speech. Anticipated publication date: Fall 2020.

Carlson, C.R. Reflecting on Catharine MacKinnon's contributions to communication law. *Communication Law & Policy*. 25th Anniversary Issue. Anticipated publication date: Fall 2020.

Carlson, C.R. & Cousineau, L. Are you sure you want to view this community? Exploring the ethics of Reddit's quarantine practice. Accepted for inclusion in *Journal of Mass Media Ethics* Special Issue. Anticipated publication date: Fall 2020.

Carlson, C.R. Prior restraint. *Sage Encyclopedia of Journalism*.

Carlson, C.R. Telecommunications Act of 1996. *Sage Encyclopedia of Journalism*.

In Progress

Carlson, C.R., Measuring the emotional harm of hate speech.

Terry, C. & Carlson, C.R., Regulating media ownership and race: A new framework for judicial review.

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

Carlson, C.R. & Henein, L. Access denied: How online harassment limits access to public accommodations offline.

Mainstream Media Publications:

Terry, C. & Carlson, C.R. (2020, April 22). Here We Go (Again): FCC Media Ownership Policy, Prometheus Radio Project and (now) the Supreme Court. *Benton Institute for Broadband & Society Digital Beat*. <https://www.benton.org/blog/here-we-go-again>

Carlson, C.R. & Witt, H. (2019). Research in Progress: Online Harassment of U.S. Women Journalists and its Impact on Press Freedom. *Media Report to Women*.

Carlson, C.R. (2016, March 26). Hate speech is often free speech, but how can we stop it? *Seattle Times*. <https://www.seattletimes.com/opinion/hate-speech-is-often-free-speech-but-how-can-we-stop-it/>

Academic Conference Presentations:

Carlson, C.R. (2020). Do what works: Journalism ethics as a framework for social media content moderation.

Association of Educators in Journalism and Mass Communication (AEJMC) National Conference.
Virtual

Carlson, C.R. & Cousineau, L. (2019). Reddit's new rules: Adopting a consequentialist approach to content moderation.

Ninth Annual Symposium on Digital Ethics. Chicago, Illinois.

Carlson, C. R. & Witt, H (2019) Online harassment of women journalists and its impact on U.S. press freedom.

Association of Educators in Journalism and Mass Communication (AEJMC) National Conference.
Toronto, Canada

Named Top Faculty Paper for the Commission on the Status of Women in Media*

Carlson, C.R. (2019). Exploring legal solutions for solving the problem of hate speech in the United States. Association of Educators in Journalism and Mass Communication (AEJMC) National Conference. Toronto, Canada

Carlson, C.R. (2019). Masterpiece cakes and the legality of discrimination.

Western States Communication Association. Seattle, Washington.

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.E., 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:

- Cited in the *Wall Street Journal*, “Why Some Hate Speech Continues to Elude Facebook’s AI Machinery,” by David Uberti. July 9, 2020. https://www.wsj.com/articles/facebook-ai-hate-speech-continues-to-elude-facebook-ai-machinery-11594287000?mod=tech_lead_pos6
- Cited in *U of Wisconsin-Madison Center for Journalism Ethics Blog*, “A Guide to Covering Hate Speech Without Amplifying It,” by Abigail Steinberg. June 29, 2020. <https://ethics.journalism.wisc.edu/2020/06/29/a-guide-to-covering-hate-speech-without-amplifying-it/>
- Cited in *Wired*, “Facebook’s AI for Hate Speech Improves. How Much is Unclear,” by Tom Simonite. May 12, 2020. <https://www.wired.com/story/facebook-ai-hate-speech-improves-unclear/>
- Cited in *The Stranger*, “Amid Protests, Seattle Public Library Affirms Commitment to Free Speech,” by Katie Herzog. January 13, 2020. <https://www.thestranger.com/slog/2020/01/13/42551375/amid-protests-seattle-public-library-affirms-commitment-to-free-speech>
- KIRO7, “Starbucks to Stop Selling Newspapers Nationwide.” July 12, 2019. <https://www.kiro7.com/news/local/starbucks-to-stop-selling-newspapers-in-september/966489782>
- Guest on KUOW’s The Record, “Can Gov. Inslee Block You on Facebook?” March 20, 2019. <https://www.kuow.org/stories/congresswoman-jayapal-explains-her-plan-for-medicare-for-all>
- KIRO7, “Seattle U Survey Reveals Online Harassment Could Threaten Freedom of the Press.” February 28, 2019. <https://www.kiro7.com/video?videoId=926269775&videoVersion=1.0>
- Guest on KUOW’s The Record, “First Amendment v. Anti-Semitism.” December 9, 2018. <https://www.kuow.org/stories/when-voter-fraud-comes-to-call>
- Guest on KUOW’s The Record, “Jim Walsh being sued over Facebook blocking.” October 30, 2018. <https://www.kuow.org/stories/with-great-talent-comes-mental-illness-says-this-psychiatrist>
- 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. <https://kuow.org/stories/working-through-dilemma-free-speech-college-campuses/>
- Cited in 770KTH article, “Seattle U professor: Free speech, like democracy, is messy,” by Jacob Rummel. October 7, 2017. <http://mynorthwest.com/776553/free-speech-is-messy/>
- Cited in *Deutsche Welle* article, “Hate speech curb should look beyond Facebook, Twitter,” by Michael Knigge. July 5, 2017. <https://www.dw.com/en/hate-speech-curb-should-look-beyond-facebook-twitter/a-39550114>
- Cited in *Seattle Times* article, “WWU Cancels Classes Tuesday After Racial Threats on Social Media,” by Katherine Long and Coral Garnick. November 24, 2015. <https://www.seattletimes.com/seattle-news/education/western-washington-university-cancels-classes-as-hate-speech-is-investigated/>

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.

Funding Awards:

- Seattle University Summer Faculty Fellowship Award, 2019 & 2014
- Seattle University College of Arts & Sciences Student Assistantship Award, 2018
- Selected as Fellow for the Lillian Kopenhaver 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

Caitlin Ring Carlson Consulting

2016 – 2017

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

104 West Partners

2007 – 2009

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,
- 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

Colfax Marathon Partnership, Inc.

2006 – 2007

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:

- Media Law Scholars Conference Steering Committee **2020 – Present**
- Research Chair, AEJMC Law & Policy Division **2019 – Present**

- Clerk, AEJMC Law & Policy Division 2015 – 2016
- Reviewer: *Social Media & Society*, *New Media & Society*, *Journal of Hate Studies*, IAMCR, WSCA, AEJMC
- Secretary, Freedom of Expression & Political Communication Division 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

- Faculty Advisor to 35 Strategic Communications students 2013 - Present
- Launched and manage Alumni Mentorship Program
- Served on three tenure track hiring committees and acted as resource for adjunct professors
- Serve on department committees, including curriculum committee

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