

# Kelli S. Boling

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## Education

### **Ph.D. in Mass Communications**

#### **Certificate in Women & Gender Studies**

University of South Carolina (May 2020)

Dissertation: Fundamentally Different Stories that Matter: True Crime Podcasts and the Domestic Violence Survivors in their Audiences

**M.M.C. in Integrated Marketing Communications** – University of South Carolina (May 2007)

**B.S. in Business Administration/Marketing** – Winthrop University (May 1999)

## Research

### **Refereed Journal Articles**

#### **Published**

**Boling, K. S.**, Hull, K., & Moscovitz, L. M. (In Press). Missing, or just missed? Mediating loss in the *Missing Richard Simmons* podcast. Accepted for publication at the *Journal of Radio and Audio Media*. DOI: [10.1080/19376529.2019.1682585](https://doi.org/10.1080/19376529.2019.1682585)

**Boling, K. S.** (2019). True crime podcasting: Journalism, justice, or entertainment? *International Radio Journal*, 17(2), 161-178. DOI: [10.1386/rjao\\_00003\\_1](https://doi.org/10.1386/rjao_00003_1)

**Boling, K. S.** (2019). #ShePersisted, Mitch: A memetic critical discourse analysis on an attempted Instagram feminist revolution. *Feminist Media Studies*. DOI: [10.1080/14680777.2019.1620821](https://doi.org/10.1080/14680777.2019.1620821)

**Boling, K. S.**, & Hull, K. (2018). *Undisclosed* information – *Serial is My Favorite Murder*: Examining motivations in the true crime podcast audience. *Journal of Radio and Audio Media*, 25(1), 92-108. DOI: [10.1080/19376529.2017.1370714](https://doi.org/10.1080/19376529.2017.1370714)

Mortensen, T., Hull, K., & **Boling, K. S.** (2017). Really Social Disaster: An examination of photo sharing on twitter during the #SCFlood. *Visual Communication Quarterly*, 24(4), 219-229. DOI: [10.1080/15551393.2017.1388704](https://doi.org/10.1080/15551393.2017.1388704)

#### **Under Review**

**Boling, K. S.** (under review). “We matter”: The cultural significance of a counter-narrative Black public affairs program in Columbia, S.C. Under review (R&R) at *Journalism History*.

Walker, D., & **Boling, K. S.** (under review). Black maternal mortality in the media: How journalists cover a deadly racial disparity. Under review at *Journalism*.

Alharbi, K., **Boling, K. S.**, & Pardun, C. J. (under review). Saudi women take the wheel: A content analysis of how Saudi Arabian car companies reached women on social media. Under review at the *International Journal of Advertising*.

### **Works in Progress**

**Boling, K. S.**, & Moscovitz, L. M. (in progress). Truth, justice, and sexual harassment: A comparative analysis of the Op-Eds in the Hill-Thomas and Ford-Kavanaugh hearings. (revising for journal submission)

**Boling, K. S.**, & Walker, D. (in progress). The impact of race, ethnicity, and gender on perceived objectivity of broadcasters on Twitter. (revising for journal submission)

**Boling, K. S.**, Pardun, C. J., & Moscovitz, L. M. (in progress). Ethical eating and compassionate consumption: The impact of quiet ego and media use on the purchase intent of ethical foods. (revising for journal submission)

**Boling, K. S.** (in progress). Femvertising in a #MeToo era: An analysis of Corporate Social Advocacy. (collecting data)

### **Refereed Book Chapters**

#### **Published**

Hull, K., & **Boling, K. S.** (2018). "I was very intoxicated": An Examination of the Image-Repair Discourse of Ryan Lochte Following the 2016 Olympics in *Case Studies in Sport Communication: You Make the Call*.

### **Refereed Conference Presentations**

#### **Accepted**

**Boling, K. S.**, & Walker, D. (2020, August). The impact of race, ethnicity, and gender on perceived objectivity of broadcasters on Twitter. Accepted for presentation at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

Walker, D., & **Boling, K. S.** (2020, August). Black maternal mortality in the media: How journalists cover a deadly racial disparity. Accepted for presentation at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

**First Place Student Paper, Minorities and Communication Division**

**Boling, K. S., & Moscowitz, L. M.** (2020, August). Truth, justice, and sexual harassment: A comparative analysis of the Op-Eds in the Hill-Thomas and Ford-Kavanaugh hearings. Accepted for presentation at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

Alharbi, K., Pardun, C. J., & **Boling, K. S.** (2020, August). Saudi women take the wheel: A content analysis of how Saudi Arabian car companies reached women on social media. Accepted for presentation at the 2020 Association for Journalism and Mass Communication (AEJMC) conference in San Francisco, CA.

**Boling, K. S.** (2019, August). Lost in translation: The disturbing decision to limit access to audio court files for podcasters. Presented at the 2019 Association for Journalism and Mass Communication (AEJMC) conference in Toronto, Canada.

**Third Place Student Paper, Law & Policy Division**

**Boling, K. S., Hull, K., & Moscowitz, L. M.** (2019, August). Missing, or just missed? Mediating loss in the *Missing Richard Simmons* podcast. Presented at the 2019 Association for Journalism and Mass Communication (AEJMC) conference in Toronto, Canada.

**Boling, K. S.** (2019, May). #ShePersisted, Mitch: A memetic critical discourse analysis on an attempted Instagram feminist revolution. Presented at the annual International Communication Association (ICA) conference in Washington, D.C.

**Boling, K. S.** (2019, March). A “travesty of fundamental fairness” or a “mass moral reckoning”: An analysis of the Op-Ed discourse during the Hill-Thomas and Ford-Kavanaugh hearings. Presented at the annual Association for Journalism and Mass Communication (AEJMC) Southeast Colloquium in Columbia, S.C.

**Top Student Paper, Newspaper & Online News Division**

**Boling, K. S., Moscowitz, L. M., & Pardun, C. J.** (2019, February). Eating for change: How media use and social justice impact consumer perceptions of ethical labels. Presented at the annual Interdisciplinary Conference at Winthrop University, Rock Hill, S.C.

**Boling, K. S.** (2018, August). “We matter”: The launching of a counter-narrative Black public affairs program in Columbia, S.C. Presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C.

**Third Place Student Paper, History Division**

**Boling, K. S.** (2018, August). Enjoying crime: Examining disposition theory in the true crime podcast audience. Presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Washington, D.C.

**Boling, K. S.** (2018, March). "The Bad Guys": Examining Consumer Perceptions and Media Myths about Registered Sex Offenders. Paper presented the annual Association for Journalism and Mass Communication (AEJMC) Southeast Colloquium in Tuscaloosa, AL.

**Boling, K. S.** (2018, March). Lost in translation: The disturbing decision to limit access to audio court files for podcasters. Paper presented the annual Association for Journalism and Mass Communication (AEJMC) Southeast Colloquium in Tuscaloosa, AL.

**Top Student Paper, Law and Policy Division**

**Boling, K. S.** (2017, April). True Crime Podcasting: Journalism, Justice, or Entertainment? Paper presented at the Annual Conference for the Broadcast Education Association (BEA) in Las Vegas, NV.

**Boling, K. S.** (2017, April). Understanding the True Crime Podcast Audience: An Exploration of Uses and Gratifications. Paper presented at the annual Discover USC conference in Columbia, SC.

**Boling, K. S.** (2017, August). *Undisclosed* Information – *Serial* is My Favorite Murder: Examining Motivations in the True Crime Podcast Audience. Paper presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Chicago, IL.

Walker, D., & **Boling, K. S.** (2017, August). "Hands Up, Don't Shoot": Media Portrayals of Race and Responsibility Framing in Police Shootings. Paper presented at the annual Association for Journalism and Mass Communication (AEJMC) conference in Chicago, IL.

**Second Place Student Paper, Minorities and Communication Division**

## **Invited Publications**

Pardun, C. J., & **Boling, K. S.** (2020). Caveat Emptor. *Journalism & Communication Monographs*, 22(2), 160-163.

## **Teaching Experience**

**Instructor** – University of South Carolina (Spring 2020)

Instructor for Creative Strategy in Advertising (JOUR 416), a junior-level class focusing on converting key insights into effective advertising campaigns.

**Instructor** – University of South Carolina (Spring 2019, Fall 2019, and Spring 2020)

Instructor for Minorities, Women and Mass Media (JOUR 311/WGST 311), a sophomore-level elective focusing on the representation of minorities and women in the mass media.

**Instructor** – University of South Carolina (Fall 2018)

Instructor for Account Planning (JOUR 220), a sophomore-level class focusing on account planning and data mining for advertising.

**Instructor** – University of South Carolina (Fall 2017 and Spring 2018)

Instructor for PR Writing (JOUR 436), a junior-level class focusing on special areas of writing for public relations.

**Adjunct Instructor** – Winthrop University (Spring 2012, 2013, and 2014)

Instructor for the College of Journalism, teaching Advertising Principles, a sophomore-level class focusing on introductory advertising concepts.

## Invited Lectures & Guest Speaker

**Clayton State University, College of Arts & Sciences**

- ◆ “Podcasting Pedagogy: True Crime” – July 2020
- ◆ <https://www.youtube.com/watch?v=jo19hvt5yDc>

**Washington and Lee University, Department of Journalism and Mass Communications**

- ◆ “Microaggressions” – Media Stereotypes (JOUR 295), May 2020

**University of South Carolina, Center for Teaching Excellence**

- ◆ “Race, Gender, Media, and Reality: Fostering Inclusivity and Empowering Change” – Workshop for graduate students and faculty members, focusing on those participating in the Teaching for Inclusive Excellence certificate program, January 2020

**AEJMC Conference Panel**

Bronstein, C., Boling, K., Jenkins, J., Madden, S., & Reynolds, C. (2019, August).

#SocialJustice as branded content: The politics of visibility (Panelist). Panel conducted at the annual Association for Journalism and Mass Communication (AEJMC) conference in Toronto, Canada.

**University of South Carolina, School of Journalism and Mass Communications**

- ◆ “True Crime Podcasting” – JOUR 499, May 2020
- ◆ “Feminist Theory and the media” – Minorities, Women and Mass Media (JOUR 311), September 2018
- ◆ SIPA Photography Workshop – Invited photography workshop co-host for the 2018 Southern Interscholastic Press Association (SIPA). SIPA is an organization for middle and high school students operated by the University of South Carolina College of Information and Communications.
- ◆ “Podcasting Conversation” – Podcasting Panel Discussion (JOUR 499), March 2017
- ◆ “Adobe InDesign Review” – Graphics for Visual Communication (JOUR 346), November 2016

**Winthrop University, College of Journalism**

- ◆ “Campaign Metrics” – Integrated Campaigns (MCOM 456), October 2011

## Service

### **Feminist Media Studies**

- ◆ Reviewer

### **Journal of Radio and Audio Media**

- ◆ Reviewer

### **AEJMC**

- ◆ Commission on the Status of Women – Co-Research Chair (2019 – present)
- ◆ Commission on the Status of Women – Co-Newsletter editor (2018 – 2019)
- ◆ Commission on the Status of Women – 100<sup>th</sup> anniversary Suffrage Committee (2019)
- ◆ Commission on the Status of Women – Conference Paper Reviewer (2019)
- ◆ Task Force on Graduate Education – A one-year task force designed to determine how to best position AEJMC to serve graduate students and educators. (2018)

### **University of South Carolina**

- ◆ Public Relations Search Committee – Graduate student member of a faculty search committee for an Associate Professor in Public Relations.

### **Local Service**

- ◆ Pop Up Dojo Board of Directors: Pop Up Dojo is a martial arts program focusing on martial arts for children with special needs.
- ◆ Ambassador/Marshal Hole 7, 2018 Wells Fargo Championship, Quail Hollow Club

## Awards

**First place student paper**, AEJMC Minorities and Communication Division, 2020 AEJMC National Conference, San Francisco, CA (Virtual)

**Kappa Tau Alpha**, Conferred membership into the National Honor Society for Journalism and Mass Communication, April 2020

**Breakthrough Graduate Scholar**, One of 14 graduate students recognized campus-wide for excellence in teaching and research, University of South Carolina, January 2020

**Mass Communications and Society Graduate Research Award**, MC&S Division, 2019 AEJMC National Conference, Toronto, Canada, \$5,000

**Mary Gardner Award for Graduate Student Research**, Commission on the Status of Women, 2019 AEJMC National Conference, Toronto, Canada

**Third place student paper**, AEJMC Law & Policy Division, 2019 AEJMC National Conference, Toronto, Canada.

**The Graduate School at USC Conference Travel Grant Award**, University of South Carolina, Funded \$500, May 2019

**Top Student Paper**, AEJMC Newspaper & Online News Division, 2019 Southeast Colloquium, Columbia, SC

**Third place student paper**, AEJMC History Division, 2018 AEJMC National Conference, Washington, DC

**Excellence in teaching award**, 2018 Graduate student excellence in teaching award, University of South Carolina School of Journalism and Mass Communications, \$500

**Top student paper**, AEJMC Law and Policy Division, 2018 Southeast Colloquium, Tuscaloosa, AL

**Second place student paper**, AEJMC Minorities and Communication Division, 2017 AEJMC National Conference, Chicago, IL

**University of South Carolina Graduate School Fellowship**, University of South Carolina, Funded \$26,000 a year, 2016 - 2019

**The Graduate School at USC Conference Travel Grant Award**, University of South Carolina, Funded \$500, April 2017

## Professional Communications Experience

**Red K Photography, LLC**, Indian Land, SC (September 2004 – May 2016)

### **Owner/Photographer**

- ◆ Small business owner and professional photographer specializing in weddings and corporate events

**Red Ventures**, Fort Mill, SC (June 2009 – April 2012)

### **Marketing Manager**

- ◆ Managed efforts that drove inbound phone calls into the sales center and generated a positive ROI.
- ◆ Managed a team of five creative professionals designing websites, writing copy and executing online campaigns.

**AAA Carolinas**, Charlotte, NC (September 2004 – June 2009)

**Marketing Manager, Brand & Membership** (March 2006 – June 2009)

**Marketing Manager, Car Care & Insurance** (September 2004 – March 2006)

- ◆ Managed all marketing efforts related to general brand awareness, membership acquisition and retention for the 1.7-million-member organization
- ◆ Coordinated and tracked direct mail efforts of over nine million pieces of mail each year to result in over 282,000 new members annually
- ◆ Developed and maintained yearly budget for membership growth across all acquisition and retention channels
- ◆ Conducted market research and performed demographic analyses of current and potential customers

**Family Trust Federal Credit Union, Rock Hill, SC (June 1999 – August 2004)**

**AVP Marketing & Public Relations (November 2001 – August 2004)**

**Marketing Director (June 1999 – October 2001)**

- ◆ Lead and managed the marketing, advertising and promotion of the \$145 million asset credit union including: coordinating advertising efforts with local media, conducting marketing research, and managing the credit union's image in the five branch lobbies.

## Professional Development

### **Preparing Future Faculty Certificate**

Certificate program designed to prepare students to serve in faculty roles by requiring completion of activities in the areas of teaching, research and service.

### **Teaching Online for Graduate Students Certificate**

An eight-week certificate program designed to prepare graduate students for online class instruction.

### **MOOCs**

**University Teaching 101** from John's Hopkins University (Coursera – April 2014)

Verified Certificate Number R69M4882WY

**How to Change the World** from Wesleyan University (Coursera – March 2014)

Verified Certificate Number 93JSZYTRNX

## Memberships

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

2017 – present

**International Communication Association (ICA)**

2019 – present