

Curriculum Vitae

Solyee Kim, Ph.D.

she/her/hers

Assistant Professor

Department of Communication Studies
Cathy Hughes School of Communications
Howard University

Contact Information

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1.0 Education

Ph.D. in Journalism and Mass Communication, May 2022, University of Georgia
Major: Public Relations

Dissertation: DEI Sensemaking and Social Identity Signaling in Public Relations: Recruitment of Practitioners with Marginalized Racial and Ethnic Identities and Queer Identities through DEI cues ***The 2023 ICA James E. Grunig & Larissa A. Grunig Outstanding Dissertation Award**

Advisor/Dissertation Committee Chair: Dr. María E. Len-Ríos; Members: Drs. Karen Miller Russell, Bartosz Wojdyski, and Glenna Read

M.A. in Journalism and Mass Communication, May 2016, University of Georgia
Major: Public Relations

B.A. in Liberal Arts, Feb. 2013, Chung-Ang University
Major: German Language and Literature
Minor: Political Science and Diplomacy

Exchange Student Program, 2009-2010, Goethe Universität Frankfurt am Main
Major: Political Science

Intensive German language course, Summer 2009, Universität Bremen

2.0 Academic Appointments

Assistant Professor of Strategic Communication Aug. 2023 – Present
Department of Communication Studies
Cathy Hughes School of Communications
Howard University, Washington, D.C.

Visiting Lecturer Aug. 2022 – May 2023
Department of Advertising and Public Relations

College of Journalism and Mass Communications
University of Georgia, Athens, GA

3.0 Professional Experience

DEI Intern 22Squared, Atlanta, GA	June 2022 – July 2022
Freelance researcher, writer, and consultant on DEI Bernadette Davis Communications, Dallas, TX	Jan. 2022 – Feb. 2022
Account Coordinator & Consultant KPKinteractive, Atlanta, GA	Oct. 2016 – May 2018
Public Relations Intern Office of International Education, University of Georgia, Athens, GA	July 2016 – Sept. 2016
Communications Intern United Nations Non-Governmental Liaison Service, New York, NY	June 2015 – Aug. 2015
Translator & Interpreter for Cross-Cultural Awareness Program The Korean Federation of UNESCO, Seoul, South Korea	March 2014 – July 2014
Volunteer Interpreter The Special Olympics, Pyeong-Chang, Gangwon Do, South Korea	Jan. 2013 – Feb. 2013
Freelance Translator & Interpreter In U.A.E., Oman, Yemen, and U.S.A.	Dec. 2012 – July 2014

4.0 Scholarship – Creative Works/Publications

4.1 Creative Works or Campaigns

4.2 Articles – Refereed (print or e-Journals)

Kim, S. (2024). Somewhere between authenticity and adaptation: Cultural economy of Public Relations among South Korean restaurants in the United States. *Asian Journal of Public Relations*, 7(1), 33-50. <https://data.doi.or.kr/10.61115/ajpr.2024.7.1.33>

Len-Ríos, M. E., Neumann, R., & **Kim, S.** (2024). Challenging Politicians on Race in Interviews: Social Dominance Orientation, Perceived Journalistic Credibility, Bias, and Appropriateness. *Journalism Practice*, 18(2), 413-432. <https://doi.org/10.1080/17512786.2023.2242826>

Kim, S. (2023). Social Identity Signaling in Public Relations: Job Pursuit Intention among Students with Marginalized Racial and Ethnic Identities and Queer Identities. *Journal of Public Relations Research*, 35(5-6), 418-449. <https://doi.org/10.1080/1062726X.2023.2233101>

Kim, S. & Len-Ríos, M. E. (2023). A Discourse Analysis of the South Korean Embassy's Facebook Page and Communicating its Role in Strategic Relationships. *International Journal of Strategic Communication*. 17(2), 97-112.

<https://doi.org/10.1080/1553118X.2022.2142589>

Pjesivac, I., Ahn, S. J., Briscoe, A. G., & **Kim, S.** (2022). 360° Journalism as a Gateway to Information Seeking: The Role of Enjoyment and Spatial Presence. *Journalism Practice*. 18(4), 818-839. <https://doi.org/10.1080/17512786.2022.2059545>

Meng, J., **Kim, S.**, & Reber, B. (2022). Ethical Challenges in an Evolving Digital Communication Era: Coping Resources and Ethics Trainings in Corporate Communications. *Corporate Communications: An International Journal*. <https://doi.org/10.1108/CCIJ-11-2021-0128> *2023 Emerald Literari Outstanding Paper Award

Kim, S. & Jun, H. (2022). First-generation immigrants' and sojourners' believability evaluation of disinformation. *Howard Journal of Communications*, 33(2), 216-232.

<https://doi.org/10.1080/10646175.2022.2027296>

Meng, J, Jin, Y., Lee, Y.-I., & **Kim, S.** (2019). Can Google Analytics Certification Cultivate PR students' competency in digital analytics? A longitudinal pedagogical research. *Journalism & Mass Communication Educator*, 74(4), 388-406.

<https://doi.org/10.1177/1077695818816916>

4.3 Other General Articles

Assistant researcher in Meng, J., Reber, B. H., Berger, B. K., Gower, K. K., & Zerfass, A. (2021). *North American Communication Monitor 2020-2021. The impact of COVID-19 pandemic, ethical challenges, gender issues, cybersecurity, and competence gaps in strategic communication*. Tuscaloosa, AL: The Plank Center for Leadership in Public Relations. ISBN (electronic): 978-0-578-90837-3.

Voges, T., Ervin, S., **Kim, S.**, & Lee, J.H. (May 2021). PR Headed in Right Direction on Diversity, Empathy and Ethics, Though Long Road is Ahead, *PR News*, Issue 5, 6-7.

Eaddy, L., Ervin, S., Lee, J.H., & **Kim, S.** (April 2021). Data Vault: Survey notes diversity issues, importance of leaders in sticky crises, *PR News Crisis Insider*, 3-4.

Ervin, S. & **Kim, S.** (March 2021). Data Vault: Early data in CI-UGA survey show differences in PR Pros' views of DEI, *PR News Crisis Insider*, 5 & 7.

Assistant researcher in Meng, J., Reber, B. H., Berger, B. K., Gower, K. K., & Zerfass, A. (2019). *North American Communication Monitor 2018-2019. Tracking trends in fake news, issues management, leadership performance, work stress, social media skills, job satisfaction and work environment*. Tuscaloosa, AL: The Plank Center for Leadership in Public Relations. ISBN (paperback): 978-0-578-50179-6. ISBN (electronic): 978-0-578-50180-2.

4.4 Book Chapters

Kim, S., Edrington, C. L., & Len-Ríos, M. E. (Forthcoming). Insensitive Provocation: A Case Study on American Eagle's 2025 ad "Sydney Sweeney has Great Jeans (Genes)." In Brunner, B. & Hickerson, C. (Ed.), *Cases in Public Relations: Translating Ethics into Action*, Volume 2. Cognella Academic Publishing.

Len-Ríos, M. E., **Kim, S.**, Edrington, C. L., (Forthcoming). Organizational Justice and Ethics of Care in the NFL: Examining the NFL's Hiring Practices, Management of Player Activism, and Support for Players with CTE. In Brunner, B. & Hickerson, C. (Ed.), *Cases in Public Relations: Translating Ethics into Action*, Volume 2. Cognella Academic Publishing.

Kim, S. & Jun, H. (2023). First-generation immigrants' and sojourners' believability evaluation of disinformation. In Onwumechili, C. (Ed.) *Donald J. Trump's Presidency: Communicating Race and Migration*, Taylor & Francis.

Kim, S. & Lee, J. H. (2023). Management of Cybersecurity through Internal Communication in *Internal Communication and Employee Engagement*. In N. McCown, Men, L. R., Jiang, H., & Shen, H (Ed.), *Internal Communication and Employee Engagement*. Routledge.

Meng, J., Neill, M. S., & **Kim, S.** (2022). Barriers to leadership advancement in an age of turbulence: Perspectives from Women in PR in the United States. In M. Topic (Ed.), *Towards a New Understanding of Masculine Habitus and Women and Leadership in Public Relations*. London: Routledge.

4.5 Newsletter articles or commentaries

4.6. Manuscripts (articles and/or books) in Progress

4.7. Editorship

5.0 Scholarship – Presentations

5.1 Invited Presentations at Professional Association Meetings

5.2 Presentations at Professional Conventions/Conferences

Ertem-Eray, T., Vasquez, R. A., & **Kim, S.** (2026, June 26-27). Is American higher education in crisis? An examination of international doctoral students in public relations. The 33rd International Public Relations Research Symposium, Lake Bled, Slovenia.

Kim, S., Mills Cox, B., Williams, A., & Tindall, N. T. J. (2026, June 4-8). Application of Community Cultural Capital to Reframe Perceptions of Individual and Collective Efficacy in Public Relations, Annual Conference of the International Communication Association, Cape Town, South Africa.

Mills Cox, B., **Kim, S.**, Williams, A. & Tindall, N. T. J. (2025, Aug. 7-10). Advancing Racial Equity in Public Relations: Analyzing Representation, Inclusion and Accountability Through a Critical Race Theory Lens, Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA, United States.

Zhao, W., Zhang, L., Perera, A., Andrea Robayo Sanchez, K., Romero-Castro, G., Shivers, B. N., Fiore, L., **Kim, S.**, Yan, Y., Bailey, R., Wojdowski, B., Read, G. (2025, June 12-16). Effect of point-of-view on interpretation of body-worn camera footage: A psychophysiological investigation of cognitive processing and evaluation of culpability, Annual Conference of the International Communication Association, Denver, CO, United States.

Lee, J. J. & **Kim, S.** (2024, June 20-24). Utilizing Artificial Intelligence in Strategic Communication: Cognitive and Affective Trust in Crisis Communication with Generative AI, Annual Conference of the International Communication Association, Gold Coast, Australia.

Lee, Y.-I., Lu, X., Zhao, W., **Kim, S.**, Duncan, J., Choi, S. I., Seo, Y., Hatfield, H., Sun, S., & Read, G. (2024, June 20-24). The Role of Image Frame and Corrective Strategy on Processing Partial Misinformation about Depression Treatments, Annual Conference of the International Communication Association, Gold Coast, Australia.

Frank, A., Read, G. L., Duncan, J., Hatfield, H. R., & **Kim, S.** (2023, May 25-29). Examining the effects of violence level and provocation on aversive motivation activation and resource allocation in violent humorous ads, Annual Conference of the International Communication Association, Toronto, Canada.

Len-Ríos, M. E., Neumann, R., & **Kim, S.** (2022, Sept. 10-15). The psychology of political communication: How personality, emotions, and processing styles relate to political communication—Navigating Confrontational Journalist-Politician Interactions: The Impact of Social Dominance Beliefs and Political Orientations on Audience Perceptions of Bias, Intrusiveness, and Interview Appropriateness, Annual Conference of Deutsche Gesellschaft für Psychologie, Hildesheim, Germany

Kim, S. (2022, Aug. 3-6). Social Identity Signaling in Public Relations: Recruitment of BIPOC and LGBTQIA+ Practitioners, Annual Conference of the Association for Education in Journalism and Mass Communication, Detroit, MI, United States. ***First Place Top Student Paper Award, Public Relations Division**

Kim, S. (2022, May 26-30). Making sense of DEI: The construction of diversity, equity, and inclusion at public relations agencies in the United States, Annual Conference of the International Communication Association, Paris, France.

Len-Ríos, M. E., Neumann, R., & **Kim, S.** (2022, May 26-30). Journalistic Challenges to a Politician's Race-Related Policies: Rules for Interview Appropriateness and

Perceptions of Bias and Credibility, Annual Conference of the International Communication Association, Paris, France.

Voges, T. S., **Kim, S.**, Eaddy, L. L., Lee, J. J., Ervin, S., Jin, Y., Reber, B., & Arenstein, S. (2022, May 26-30). Threat Assessments and Organization Resources for DEI and Ethics: Practitioner Insights on Sticky Crises, Annual Conference of the International Communication Association, Paris, France.

Lu, X., Hatfield, H. R., Sun, S., Seo, Y., **Kim, S.**, Choi, S. I., Zhao, W., Duncan, J., Yoon, H. J., Wojdyski, B., & Read, G. L. (2022, May 26-30). Gaining insights into effects appeals for COVID-19 vaccine messages targeting 18-23 year old college students, Annual Conference of the International Communication Association, Paris, France.

Meng, J., **Kim, S.**, & Reber, B. (2021, October 7-9). Ethical Challenges in an Evolving Digital Communication Era: Coping Resources and Ethics Trainings. Annual Congress of the European Public Relations Education and Research Association, Pamplona, Spain.

Kim, S. (2021, August 4-7). What does the Korean Embassy's Facebook page show us? The Roles and Relationships of the Korean Embassy Through a Discourse Analysis of its Facebook Page. Annual Convention of the Association for Education in Journalism and Mass Communication, New Orleans, LA, United States. ***Second Place in the Markham Student Competition of International Communication Division**

Kim, S. & Meng, J. (2021, August 4-7). Women in communication: Assessing and advancing gender equality. Annual Convention of the Association for Education in Journalism and Mass Communication, New Orleans, LA, United States.

Kim, S. & Jun, H. (2020, August 6-9). First-generation immigrants' and sojourners' susceptibility to disinformation. Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, United States.

Kim, S. (2020, August 6-9). Communicating the culture through Korean food between authenticity and adaptation. Annual Convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA, United States. ***Third Place Top Student Paper Award, Minorities And Communication Division**

Pjesivac, I., Ahn, S. J., Briscoe, A., & **Kim, S.** (2020, May 20-27). 360° Journalism and Information Seeking: The Role of Enjoyment and Spatial Presence. M., Gold Coast, Australia.

Trude, B., Phua, J., Liu, J., Ham, T., **Kim, S.**, & Downs, K. (2019, May 24-28). Content Analysis of JUUL Electronic Cigarette Posts and Comments on Instagram. Annual Conference of the International Communication Association, Washington, D.C., United States.

Meng, J., Xie, T., **Kim, S.**, & Lee, J.H. (2019, May 24-28). Building Trusting and Committed Relationships: The Role of Job Cognition and Face-and-Favor in the Context of Chinese Organizations. Annual Conference of the International Communication Association, Washington, D.C., United States.

Meng, J., Jin, Y., Lee, Y.-I., & **Kim, S.** (2017, August 9-12). Integrating web and social analytics into Public Relations Research Course design: A longitudinal pedagogical research on Google Analytics Certification. Annual Convention of the Association for Education in Journalism and Mass Communication, Chicago, IL, United States. ***Top 5 Teaching Paper Award, Public Relations Division**

5.3 Presentations - Invited Speaker and Lectures

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| Guest lecture on social identity signaling
CCMS 759: Seminar in Internet and Society, Howard University | Nov. 26, 2024 |
| Guest lecture on global crisis communication
ISC 382: Global Public Relations Strategies, University of Kentucky | April 6, 2023 |
| Panel for the UGA PRSSA DEI Committee Meeting
College of Journalism and Mass Communication, University of Georgia | Feb. 21, 2023 |
| Guest lecture on nonprofit case study: NAACP x 22Squared
The 2022 AdPR Academy, Atlanta, Georgia | Nov. 12, 2022 |
| Guest speaker on multi-method research
JRMCM 8010: Mass Comm Research, University of Georgia | Oct. 24, 2022 |
| Panel for the webinar on ethical challenges in the digital PR practice
Public Relations Society of America Board of Ethics and Professional Standards | Sept. 27, 2022 |
| Panel for the UGA PRSSA DEI Committee Meeting
College of Journalism and Mass Communication, University of Georgia | March 22, 2022 |
| Guest speaker on navigating the doctoral program
JRMCM 9030: Critical, Cultural, and Naturalistic Approach, University of Georgia | Feb. 25, 2022 |
| Guest lecture on social class and inequality in strategic communication
JOUR 534: Diversity in Media, University of Kansas | March 31, 2021 |
| Guest lecture on Crisis communication
ADPR 5910: Public Relations Management, University of Georgia | Oct. 24 & 29, 2019 |
| Guest lecture on case studies
ADPR 5910: Public Relations Management, University of Georgia | Sep. 17, 2019 |
| Guest lecture on Google Analytics certificate acquisition | Feb. 4, 2016 |

ADPR 3510: Public Relations Research, University of Georgia

5.4 Invited Presentations at Howard University

BYOL Communication Studies Department Symposium
Cathy Hughes School of Communications, Howard University

Oct. 31, 2024

5.5 Student Mentored Papers [Presentations at Professional Meetings by Students]

5.6 Video Clips

5.7 Television Interviews

6.0 Scholarship – Grants Experience

6.1 Funded Grants

6.2 Unfunded Proposals

Kim, S. (PI) & Lee, J. H. Communication rules and the role of transparency in organization's use of generative AI on sensitive issues, Funding Agency: The Arthur W. Page Center's Page/Johnson Legacy Scholar & Educator Grant. Period of funding: 2025-2026; Amount of funding: \$1,831.33

Kim, S. (PI). Communication rules for organization's use of generative AI on sensitive issues, Funding Agency: The 2024 AEJMC's Emerging Scholar Grant. Period of funding: 2024-2025, Amount of funding: \$3,100

Kim, S. (PI) & Lee, J. H., Communication rules for organization's use of generative AI on sensitive issues, Funding Agency: The Arthur W. Page Center's Page/Johnson Legacy Scholar & Educator Grant. Period of funding: 2024-2025; Amount of funding: \$3,630

7.0 Teaching

7.1 Howard University

7.1.1 Courses

Undergraduate Courses

Spring 2026

COMM 202: Introduction to Communication Theory

COMM 202: Introduction to Communication Theory

COMM 325: Principles of Persuasion

Fall 2025

COMM 202: Introduction to Communication Theory

COMM 202: Introduction to Communication Theory

COMM 325: Co-Curricular

Spring 2025

COMM 202: Introduction to Communication Theory
 COMM 202: Introduction to Communication Theory
 COMM 325: Principles of Persuasion

Fall 2024

COMM 202: Introduction to Communication Theory
 COMM 202: Introduction to Communication Theory
 COMM 325: Co-Curricular

Spring 2024

COMM 202: Introduction to Communication Theory
 COMM 203: Principles of Persuasion
 COMM 203: Principles of Persuasion

Fall 2023

SLMC 202: Introduction to Communication Theory
 SLMC 202: Introduction to Communication Theory
 SLMC 325: Co-Curricular

Graduate Courses

7.1.2 Student Supervision

7.1.3 Theses or Dissertations Directed

Dissertation Advisor

Serve(d) on Dissertation Committee

- Deanna Hayden (Ph.D. '25, with distinction)
- Joslynn White (ABD, In progress)

7.2 Other Universities

7.2.1 Courses

Undergraduate Courses

Visiting Lecturer, University of Georgia

ADPR 5910 PR Management, 15 students Jan. – May 2023

ADPR 5120 Crisis Communication, 16 students Jan. – May 2023

ADPR 3400 Insights & Analytics, 30 students Jan. – May 2023

ADPR 5930e/7930e PR ethics, diversity, and leadership, 35 students Jan. – May 2023

ADPR 5120 Crisis Communication, 14 students Aug. – Dec. 2022

ADPR 5930e/7930e PR ethics, diversity, and leadership, 36 students Aug. – Dec. 2022

Instructor of record, University of Georgia

ADPR 5910 PR Management, 16 students Jan. – May 2022

ADPR 5910 PR Management, 20 students Aug. – Dec. 2021

ADPR 5910 PR Management, 23 students Jan. – May 2021

ADPR 5910 PR Management, 17 students	Aug. – Dec. 2020
ADPR 5910 PR Management, 31 students	Jan. – May 2020

Graduate Courses

ADPR 5930e/7930e PR ethics, diversity, and leadership, 35 students	Jan. – May 2023
JOUR 7940 PR Foundation, 16 students	Aug. – Dec. 2022

7.1.2 Student Service/Supervision

8.0 Honors, Awards, and Other Distinctions

<i>Asian Journal of Public Relations</i> Paper Award	Nov. 2024
\$300 Award from Korean Academic Society of Public Relations	
The Lillian Lodge Kopenhagen Center Fellowship	Aug. 2024
AEJMC Commission on the Status of Women	
Outstanding Paper Award	Aug. 2023
2023 Emerald Literati Award from Emerald Publishing	
The James E. Grunig and Larissa A. Grunig Outstanding Dissertation Award	May, 2023
\$500 Award from ICA Public Relations Division	
First Place Top Student Paper Award	Aug. 2022
Award from AEJMC Public Relations Division	
JMCQ Publication Process & Peer Review Training program	2022-2023
Mentorship from associate editors at <i>Journalism and Mass Communication Quarterly</i>	
The Michael Haley Travel Grant for the 72 nd ICA Conference	May 2022
Travel funding \$800	
The Paul C. and Margaret B. Broun Student Support Scholarship	April 2022
Research funding \$439.88	
The Koonin Award for Spring 2022	Nov. 2021
Research funding \$1,285	
Second Place in the Markham Student Paper Competition	Aug. 2021
Award from AEJMC International Communication Division	
The Dana Blackmar Scholarship for Fall 2021	April 2021
Scholarship funding \$1,250	
Third Place Top Student Paper Award	Aug. 2020
Award from AEJMC Minorities And Communication Division	

The AEJMC Diversity & Inclusion Career Development Workshop AEJMC Graduate Student Membership	Aug. 2020
The 2020 Carolyn Stroman Award AEJMC Minorities and Communication Division Membership	Aug. 2020
The Koonin award for Spring 2020 Research funding \$1,400	Nov. 2019
The Paul C. and Margaret B. Broun Student Support Scholarship Research funding \$1,155	April 2019
The Bronze Anvil Award of Commendation for Facebook Engagement Public Relations Society of America	May 2018

9.0 Service

9.1 HU University Committees

AI Council Subcommittee: AI Capacity & Expertise	2024 – 2025
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9.2 College-wide Committees

Research & Creative Works Committee	2025 – Present
Technology & Facilities Committee	2024 – Present

9.3 Departmental Committees

Technology & Facilities Committee	2023 – Present
Student affairs and grievance	2023 – Present
Graduation Recognition Ceremony Planning	2024

9.4 Professional/Community Services

Editorial Board Member <i>Communication Reports</i>	2025 – Present
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Inclusion & Engagement Committee Commission on Public Relations Education	2025 – Present
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Public Relations Division Graduate Student Mentor Association for Education in Journalism and Mass Communication	2025 – 2026
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Minorities and Communications Division Newsletter editor Association for Education in Journalism and Mass Communication	2023 – 2025
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Public Relations Division DEI Committee Member Association for Education in Journalism and Mass Communication	2020 – 2022
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Public Relations Division Graduate Student Committee Member Association for Education in Journalism and Mass Communication	2019 – 2020
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Ad-hoc Journal Reviewer:

- *Journal of Public Relations Research*
- *Public Relations Review*
- *Public Relations Inquiry*
- *Communication Reports*
- *International Journal of Strategic Communication*
- *Journal of Language and Social Psychology*

Conference Reviewer:

- International Communication Association
- Association for Education in Journalism and Mass Communication

College of Journalism and Mass Communication, University of Georgia

- AdPR Academy, Nov. 9-13, 2022
- Graduate Student Representative for the Diversity Committee, 2018 – 2021
- Co-President of the Graduate Caucus, 2019 - 2020
- Student Counselor for the Media & Leadership Academy, June 7-12, 2019
- Student Volunteer for the Crisis Communication Think Tank, April 18, 2019

9.5 Public Service

10.0 Memberships In Professional Societies

Association for Educators in Journalism and Mass Communication
International Communication Association

11.0 Specialized Training and Certifications

AI Curriculum Development Workshop
Howard University

Oct. 6, 2025

References

Dr. María E. Len-Ríos

lenr0001@umn.edu

Associate Director and Professor
Hubbard School of Journalism & Mass Communication
University of Minnesota, Twin Cities

Dr. Karen Miller Russell

russell.uga@gmail.com

Professor Emerita
Department of Advertising and Public Relations
College of Journalism and Mass Communication
University of Georgia

Dr. Natalie Tindall

natalie.tindall@austin.utexas.edu

Professor

Stan Richards School of Advertising & Public Relations

Moody College of Communications

University of Texas at Austin