

Updated: January 2022

Kyle Heim, Ph.D.

Associate Professor

Department of Communication, Journalism and Media

Shippensburg University of Pennsylvania

1871 Old Main Drive

Shippensburg, PA 17257

Email: krheim@ship.edu

Web: <https://kyleheim.com>

ACADEMIC POSITIONS

Shippensburg University of Pennsylvania, Shippensburg, PA

Department of Communication, Journalism and Media

Associate professor (tenured)

September 2021 – present

Assistant professor

August 2015 – August 2021

Graduate program coordinator

January 2018 – present

Seton Hall University, South Orange, NJ

Department of Communication and the Arts

Assistant professor

August 2010 – May 2015

Program coordinator, Journalism and
Public Relations

September 2014 – May 2015

Instructor

August 2009 – May 2010

University of Missouri-Columbia, Columbia, MO

Missouri School of Journalism

Research assistant, graduate instructor

January 2006 – December 2008

EDUCATION

University of Missouri-Columbia (Missouri School of Journalism), Columbia, MO

Doctor of Philosophy in Journalism (Graduated May 2010)

Dissertation: *The boys on the blogs: Intermedia agenda setting in the 2008 U.S.
presidential campaign*

Dissertation committee chair: Dr. Wayne Wanta

Northwestern University (Medill School of Journalism), Evanston, IL

Master of Science in Journalism (Graduated with distinction, August 1990)

Reporting and writing concentration (Urban and legal reporting in
Chicago, IL, and political reporting in Washington, DC)

Macalester College, St. Paul, MN

Bachelor of Arts in Political Science (Graduated cum laude, May 1989)

GRANTS/FELLOWSHIPS

2017-18 Shippensburg University Council of Trustees Presidential Faculty Development Grant. Awarded \$1,000 from the Center for Faculty Excellence in Scholarship and Teaching (CFEST) for “Separating Fact from Fiction: Developing Students’ News and Information Literacy Skills,” a project to research the teaching of news and information literacy with the goal of enhancing Shippensburg University’s instruction in this area.

2014-15 AEJMC/Scripps Howard Foundation Visiting Professor in Social Media Grant. Awarded one of six \$4,000 grants nationwide (chosen from 43 applicants). Visited *The Knoxville News Sentinel* for two weeks in July 2014 to study the newspaper’s use of social media and multimedia. Organized a reciprocal visit to Seton Hall University in February 2015 by a *News Sentinel* editor.

REFEREED JOURNAL ARTICLES

Heim, K. (2021). Tweets and source diversity: Newspapers’ sourcing of Twitter posts from 2009 to 2016. *Mass Communication and Society*, 24(3), 394-417.
<https://doi.org/10.1080/15205436.2021.1883063>

Heim, K. (2015). Need for orientation predicts reporters’ reliance on blogs. *Newspaper Research Journal*, 36(4), 455-468. <https://doi.org/10.1177/0739532915618406>

Heim, K. (2015). Live tweeting a presidential primary debate: Comparing the content of Twitter posts and news coverage. #ISOJ *Journal (Journal of the International Symposium on Online Journalism)*, 5(1), 208-228. <https://isojournal.wordpress.com/2015/04/15/live-tweeting-a-presidential-primary-debate-comparing-the-content-of-twitter-posts-and-news-coverage/>

Heim, K. (2013). Framing the 2008 Iowa Democratic caucuses: Political blogs and second-level intermedia agenda setting. *Journalism & Mass Communication Quarterly*, 90(3), 500-519.
<https://doi.org/10.1177/1077699013493785>

BOOK CHAPTERS

Heim, K. (2021). Crunching the data: Crowdsourcing and the Lay’s potato chip ‘Do Us a Flavor’ contest. In R. Luttrell, S. Emerick & A. Wallace, *Digital strategies: Data-driven public relations, marketing, and advertising* (pp. 147-160). New York: Oxford University Press.

Heim, K., & Craft, S. (2020). Transparency in journalism: Meanings, merits and risks. In L. Wilkins and C. G. Christians (Eds.), *The Routledge handbook of mass media ethics* (2nd ed., pp. 308-320). New York: Routledge. (Note: This was an extensive update from the previous edition.)

Craft, S., & **Heim, K.** (2009). Transparency in journalism: Meanings, merits and risks. In L. Wilkins and C. G. Christians (Eds.), *The handbook of mass media ethics* (pp. 217-228). New York: Routledge.

BOOK REVIEWS

Heim, K. (2019). Review of the book *The Presidency and Social Media: Discourse, Disruption, and Digital Democracy in the 2016 Presidential Election* by Dan Schill and John Allen Hendricks (Eds.). *Presidential Studies Quarterly*, 49(1), 249-250. <https://doi.org/10.1111/psq.12520>

Heim, K. (2015). Review of the book *Presidential Campaigning and Social Media: An Analysis of the 2012 Campaign* by John Allen Hendricks and Dan Schill (Eds.). *Presidential Studies Quarterly*, 45(2), 410-412. <https://doi.org/10.1111/psq.12196>

REFEREED CONFERENCE PAPERS

Heim, K. (2022, May). *The tweets heard round the world: Twitter as a source in New York Times international coverage*. Paper to be presented at the annual meeting of the International Communication Association (Journalism Studies Division). Paris, FR. [virtual presentation]

Heim, K. (2018, August). *All the news that tweets: Newspapers' use of Twitter posts as news sources from 2009 to 2016*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Newspaper and Online News Division). Washington, DC.

- **Top faculty paper in the division**

Heim, K. (2015, April). *Live tweeting a presidential primary debate: Comparing the content of Twitter posts and news coverage*. Paper presented at the annual International Symposium on Online Journalism. Austin, TX.

Heim, K. (2014, August). *Blog sites and blog cites: Newspaper journalists' use of blogs as news sources (2004-2013)*. Poster session at the annual meeting of the Association for Education in Journalism and Mass Communication (Newspaper and Online News Division), Montreal, QC.

Heim, K. (2013, June). *Inverting the pyramid? The interactions of elite and non-elite U.S. political journalists on Twitter*. Paper presented at the annual meeting of the International Communication Association (Journalism Studies Division), London, UK.

Heim, K. (2011, August). *Follow the leaders: Newspaper journalists' networks of association on Twitter*. High-density session at the annual meeting of the Association for Education in Journalism and Mass Communication (Newspaper Division), St. Louis, MO.

Heim, K. (2010, August). *Need for orientation and journalists' use of political blogs in covering the 2008 presidential campaign*. Poster session at the annual meeting of the Association for Education in Journalism and Mass Communication (Mass Communication and Society Division), Denver, CO.

Eckler, P., **Heim, K.** & Rodgers, S. (2009, March). *Effects of congruity, sponsor type, and news story valence on psychological processing of E-sponsors*. Paper presented at the annual meeting of the American Academy of Advertising, Cincinnati, OH.

Heim, K. (2008, August). *Fair comment? The ethics of anonymous postings on news Web sites*. Poster session at the annual meeting of the Association for Education in Journalism and Mass Communication (Media Ethics Division), Chicago, IL.

- **Runner-up, Carol Burnett/University of Hawaii/AEJMC Award for graduate research in media ethics**

Heim, K. (2008, August). *Blogs and the Iraq War: A time-series analysis of intermedia agenda setting and agenda building*. High-density session at the annual meeting of the Association for Education in Journalism and Mass Communication (Mass Communication and Society Division), Chicago, IL

- **Third place, best student paper in the division**

Heim, K. & Rodgers, S. (2008, August). *Effects of congruity, sponsor type, and news story valence on E-newspaper outcomes*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication (Newspaper Division), Chicago, IL.

Heim, K. & Craft, S. (2008, May). *In the interest of full disclosure: Transparency at The New York Times*. Paper presented at the annual meeting of the International Communication Association (Journalism Studies Division), Montreal, QC.

Heim, K. (2007, August). *Does gender still matter? Issue emphasis in 2006 U.S. House and Senate campaign ads*. Poster session at the annual meeting of the Association for Education in Journalism and Mass Communication (Mass Communication and Society Division), Washington, DC.

Heim, K. (2007, May). *Editor's notes and transparency: What do major U.S. newspapers deem noteworthy?* Paper presented at the annual meeting of the International Communication Association (Journalism Studies Division), San Francisco, CA

- **Top-three student paper in the division**

TEACHING

Shippensburg University of Pennsylvania

- COM 111: Introduction to Mass Communication
- COM 112: Media Writing
- COM 285: News Writing and Reporting
- COM 293: Editing
- COM 294/490: Social Media Strategy
- COM 345: Communication Law and Ethics
- COM 381: Promotional Publication Design
- COM 520: Applied Mass Communication Research (graduate course)
- Adviser, graduate students' professional research projects
 - Jonas Choplosky, "Social Media Gains: A Social Media Marketing Campaign for Personal Trainer Austin Dunham/365 Fitness" (Spring 2022)
 - Emily Koontz, "Paws + Police: Protection4Paws Campaign" (Fall 2021)
 - Stephanie Leader, "Focus on the Fresh: Reclaiming the Name of Dairy" (Fall 2020)
 - Vail Forbeck, "Carlisle Area Family Life Center: Social Media Strategy" (Spring 2020)

- Zhiyin Mai, “Begin Your International Journey at Ship: A Campaign for the International Studies Program” (Spring 2019)
- Cassandra Friedenberger, “WITF’s Audience: Creating Awareness and Gaining Listeners’ Opinions” (Summer 2018)
- Amna Abushaqara, “Women and the Guardianship System in Saudi Arabia: Obstacles and Challenges” (Spring 2018)
- Crystal Conzo, “Raiders for Financial Success: A Campaign to Improve the Financial Literacy of Shippensburg University Undergraduate Students” (Fall 2017)

Seton Hall University

- COMM 1421: Writing for the Media
- COMM 2135: Communication Research Methods
- COJR 2431: American Journalism History
- COJR 3422: Social Media in Journalism and Public Relations
- COJR 3426: Magazine Writing
- Adviser, three independent study/senior thesis projects

University of Missouri

- J2100: News
- J8008: Qualitative Research Methods (graduate course)

ACADEMIC ADVISING

Shippensburg University of Pennsylvania

- Faculty adviser, *The Cumberland* yearbook (August 2015 – September 2019)
- Academic adviser, 30 communication/journalism majors and minors

Seton Hall University

- Faculty adviser, Lambda Pi Eta communication honor society (January 2012 – May 2015)

TALKS AND MEDIA APPEARANCES

Panel discussions

- Panelist, “13th Annual Criminal Justice Symposium: Men, Women and the #MeToo Movement: Is It Justice?” Shippensburg University (September 26, 2019)
- Panelist, “Campaign 2018: Midterm Election Panel Discussion,” Shippensburg University (October 24, 2018)

Radio talk show

- Guest, State of the Newspaper Industry, “Smart Talk,” WITF-FM (public radio station), Harrisburg, PA (July 27, 2018)

Newspaper column

- “Journalists Embrace New Digital Platforms” (Trending column). *The Knoxville News Sentinel* (July 20, 2014)

Web article

- “Experts Weigh In on Current Job Market Trends,” *Zippia: The Career Expert*, <https://www.zippia.com/marketing-associate-jobs/trends> (December 16, 2020)

SERVICE

Shippensburg University of Pennsylvania

- Graduate program coordinator, Communication, Journalism and Media Department (Strategic Communication master’s program) (Spring 2018 – present)
- Member, University Graduate Council (Fall 2016 – present)
- Member, University Committee on Research with Human Subjects (IRB) (Fall 2017 – present)
- Member, Communication/Journalism/Media Graduate Studies and Curriculum committees (Fall 2018 – present)
- Member, H.O.P.E. Diversity Scholarship and CETL (Center for Excellence in Teaching and Learning) Campus Support committees (Fall 2019 – present)
- Search committee member, assistant professor of communication/journalism (Fall 2018)
- Search committee member, assistant professor of public relations (Spring 2017)
- Participant, Communication/Journalism Department ACEJMC reaccreditation self-study report, curriculum/instruction standard (2016-17)

Seton Hall University

- Program coordinator, Journalism and Public Relations (September 2014 – May 2015)
- Search committee chair, assistant professor of public relations (Spring 2015)
- Member, Department of Communication and the Arts Marketing, Branding, Student Engagement, and Traditions Committee (May 2014 – May 2015)
- First alternate member, Faculty Senate (May 2014 – April 2015)
- Member, Faculty Senate Admissions Committee (May 2014 – April 2015)
- Member, College of Arts & Sciences Bylaws Committee (August 2012 – July 2014)
- Member, College of Arts & Sciences Nominations and Elections Committee (August 2011 – July 2012)
- Recorder of minutes, Department of Communication and the Arts faculty meetings (August 2013 – May 2014)
- Participant, Department of Communication and the Arts self-study report for American Communication Association (ACA) accreditation (Spring 2013)

Service to the profession

- Journal manuscript reviewer
 - *Journalism & Mass Communication Quarterly* (9 manuscripts, 2011 – present)

- *Mass Communication and Society* (13 manuscripts, 2013 – present)
- *Journalism Studies* (3 manuscripts, 2018 – present)
- *Journal of Communication* (2 manuscripts, 2015 - 2016)
- *The International Journal of Press/Politics* (1 manuscript, 2013)
- Journal manuscript copy editing
 - *Teaching Journalism & Mass Communication* (2 manuscripts, 2019)
- Conference paper reviewer
 - Annual conferences of the Association for Education in Journalism and Mass Communication (AEJMC), Newspaper and Online News Division and Political Communication Interest Groups (2012 – 2014, 2017 – 2018, 2021)
 - Annual conferences of the International Communication Association (ICA), Journalism Studies and Political Communication Divisions (2011 – 2016, 2020, 2022)
- Judge, Teaching News Terrifically in the 21st Century competition sponsored by the Newspaper and Online News Division of AEJMC (2012 – 2014, 2016)

PROFESSIONAL JOURNALISM EXPERIENCE

Argus Leader, Sioux Falls, SD August 2003 – December 2005
 Assistant metro editor/nights
 Managed the print and digital newsroom in the evenings and served as weekend city editor on a rotating basis. Helped coordinate local news coverage, edited stories, and posted web updates.

Star Tribune, Minneapolis, MN May 2001 – July 2003
 Copy editor
 Edited metro and state news as a member of the night general assignment team. Occasionally served as a slot editor, overseeing the work of other copy editors.

Chicago Tribune, Chicago, IL February 1998 – April 2001
 Metro copy editor
 Edited city and suburban news. Worked with reporters and project editors as the copy editor for several long-form pieces and special projects, including one that won a Pulitzer Prize and another that was a Pulitzer finalist.

Pennsylvania State University, University Park, PA October 1994 – January 1998
 News adviser, *The Daily Collegian*
 Coached, trained and advised student editors and reporters at a 20,000-circulation independent campus newspaper as a full-time professional employee of Collegian Inc., reporting to the general manager.

Waterloo-Cedar Falls Courier, Waterloo, IA January 1991 – September 1994
 Copy editor/regional reporter
 As a copy editor, served as the Page 1/wire editor twice a week, edited news stories, wrote headlines, and designed news and features pages. As a regional reporter, covered news and features in a five-county region.

Midway/Como Monitor, St. Paul, MN January 1989 – May 1989
 Reporting intern
 Covered neighborhood issues at a monthly community newspaper.

Mac Weekly, St. Paul, MN

August 1988 – December 1988

Editor in chief

Led the staff of the student-run weekly newspaper at Macalester College.

TECHNOLOGY AND MULTIMEDIA SKILLS

Certification and training

- Google Data Analytics Professional Certification (Google/Coursera)
- Hands-On Data Journalism: Techniques of Analysis and Visualization (Knight Center)
- Hootsuite Platform Certification

Knowledgeable in the following platforms and software

- **Research and productivity:** SPSS, Qualtrics
- **Programming languages, data analytics, and data visualization:** SQL, R/RStudio, Tableau Public, Datawrapper
- **Social media analytics, blogging, and web publishing:** Hootsuite, Keyhole, WordPress, Medium
- **Web design:** Adobe Dreamweaver, basic knowledge of HTML and CSS
- **Multimedia design and editing:** Adobe Creative Cloud (InDesign, Premiere Pro, Photoshop, Audition), iMovie, Canva
- **Course management:** Desire2Learn (D2L) Brightspace, Blackboard, Zoom

AWARDS AND HONORS

Awards and honors for research and service

- Top faculty paper submitted to the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication (AEJMC) annual conference, \$100 award, 2018.
- Special commendation as a top reviewer for *Journalism & Mass Communication Quarterly*, 2016.
- Runner-up, Carol Burnett/University of Hawaii/AEJMC Award for graduate research in media ethics (for paper submitted to the Media Ethics Division of the AEJMC annual conference), \$150 award plus \$125 travel stipend, 2008.
- Third-place best student paper submitted to the Mass Communication and Society Division of the AEJMC annual conference, 2008.
- Top-three student paper submitted to the Journalism Studies Division of the International Communication Association (ICA) annual conference, 2007.

Professional journalism awards and honors

- Recipient of in-house Flash Award at the *Star Tribune* for showing initiative in coaching and mentoring young editors, 2003.
- Copy editor for “Gateway to Gridlock,” a *Chicago Tribune* special series on air-travel problems that won the Pulitzer Prize for Explanatory Reporting, 2001.

- Copy editor for “The Failure of the Death Penalty in Illinois,” a *Chicago Tribune* special series that was a finalist for the Pulitzer Prize for Public Service, 2000.
- As news adviser, helped lead *The Daily Collegian* to several awards in state and national contests, including a Columbia Scholastic Press Association Gold Crown, awarded to the six best college newspapers in the nation, 1997.

MEMBERSHIPS AND AFFILIATIONS

- Association for Education in Journalism and Mass Communication (member of Mass Communication and Society, Newspaper and Online News, and Political Communication divisions)
- International Communication Association (member of Journalism Studies and Political Communication divisions)
- Kappa Tau Alpha, journalism honor society
- Pi Sigma Alpha, political science honor society
- College Media Advisers (1995 - 1997)
- Society of Professional Journalists (1995 - 1997)