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## **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](mailto: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.** (in progress). Chapter on transparency in digital journalism for *The Routledge companion to digital journalism studies* (2nd ed.). (Chapter due in January 2023.)

**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 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

- **Undergraduate courses**
  - COM 111: Media Literacy
  - COM 112: Media Writing
  - COM 285: Basic News Reporting
  - COM 293: News Editing and Design
  - COM 294: Social Media Strategy
  - COM 345: Media Law (formerly Communication Law and Ethics)
  - COM 375: Advanced News Reporting
  - COM 381: Promotional Publication Design

- **Graduate courses**
  - COM 520: Strategic Communication Research
  - COM 525: Social Media Analytics and Strategy
- **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 and Media Department’s Graduate Studies and Academic Appeals committees (Fall 2018 – present)
- Member, university H.O.P.E. Diversity Scholarship committee (Fall 2019 – present)
- Member, university CETL (Center for Excellence in Teaching and Learning) Campus Support committee (Fall 2019 – Spring 2022)
- 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* (10 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* (3 manuscripts, 2019, 2022)
- 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
- Hands-On Data Journalism: Techniques of Analysis and Visualization (Knight Center)
- Data-Driven Design: Quantitative Research for UX; Conducting Usability Testing (Interaction Design Foundation)
- Using NodeXL for Social Network Analysis
- HubSpot Social Media Marketing Certification
- Hootsuite Platform Certification

### Knowledgeable in the following platforms and software

- **Research and productivity:** SPSS, Qualtrics, SurveyMonkey
- **Data analysis and 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), Canva
- **Course management:** Desire2Learn (D2L) Brightspace, Blackboard

## 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)