

January 2018

KAREN WHITEHILL KING

Jim Kennedy Professor of New Media and
Josiah Meigs Distinguished Professor
Department of Advertising and Public Relations
Grady College of Journalism and Mass Communication
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HOME:

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Duluth, GA 30097
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EDUCATION:

Ph.D., Communications: Institute of Communications Research
University of Illinois, Urbana
Major emphases: Advertising and Marketing

M.S., Advertising: University of Illinois, Urbana

B.S., Advertising: University of Illinois, Urbana

ACADEMIC POSITIONS HELD:

Department of Advertising and Public Relations,
Henry W. Grady College of Journalism and Mass Communication, The University of
Georgia. Jim Kennedy Professor of New Media (2011-present), Department Head (2/02-
7/05, 9/06-8/10), Professor (8/01-present), Associate Professor (1991-2001), Assistant
Professor, (1985-1991)

Courses taught: Media Strategy and Activation, formerly Media Planning
(Undergraduate, Graduate and Honors Option)
Advertising Research (Undergraduate)
Advertising and Communication Campaigns (Undergraduate and
Graduate)
Cannes Lions Study Abroad Program (summer 2013, summer 2016)
Social Effects of Mass Media (*UGA Oxford Program*, 2012)
Communication Research (Undergraduate)
Advertising Lecture Series (Undergraduate)
Freshman Seminar

Graduate Teaching Assistant

Department of Advertising
University of Illinois, Urbana, 1982-1983

Course Taught: Introduction to Advertising

Research Assistant for the Department Head (Arnold Barban)

Department of Advertising
University of Illinois, Urbana 1977-1978

Responsibilities: Assisted with Advertising Media Strategy and Tactics and with
Advanced Media Strategy and Tactics courses

PROFESSIONAL EXPERIENCE

- Lintas: New York
Visiting Professor, summer 1993
Selected participant in Advertising Education Foundation's Visiting Professor program
Centers for Disease Control and Prevention, Atlanta
Visiting Researcher, 1991, 1992
Worked with the Applied Communication Research Evaluation and Epidemiology
Division on the AIDS public service campaign
Foote, Cone & Belding Communications, Inc., Chicago
Research Supervisor/Project Director, 1979-1982
Responsible for planning, implementation, and analysis of research projects
for major packaged goods, retail and service clients including Kraft, Pearle
Vision, Adolph Coors, Sears Roebuck, Borg-Warner, Amana, and Armour-Dial
Head, FCB Chicago Staff Committee, 1982
Media Planner/Buyer, 1978-1979
Media Planning responsibilities for a variety of clients including Armour-Dial,
Sunbeam Appliances, International Harvester, and Cummins
- Research Consultant 1983-present
Provided research expertise to several clients including: Macro Research, Atlanta, GA
(principal liaison for the Academic Research Partner Group for their Health
Communication Evaluation contract with the Centers for Disease Control and Prevention);
CDC National Center for Environmental Health, Atlanta, GA; Bernstein and Associates,
Atlanta, GA; WAGA-TV, Atlanta, GA; Sylvan Learning Centers, Montgomery, AL;
King and Spalding, Atlanta, GA; Carle Clinic, Urbana, IL; Promedica Medical Research
Company, San Francisco, CA; G. D. Searle Company, Glenview, IL

JOURNAL ARTICLES

- Kwon, Eun Sook, Karen Whitehill King, Gregorly Nyilasy and Leonard N. Reid, "Impact of
Media Context on Advertising Memory: A Meta-Analysis," *Journal of Advertising
Research*, (accepted for publication July 2017)
- Hayes, Jameson, Yan Shan and Karen Whitehill King, "The interconnected role of strength of
brand and interpersonal relationships and user comment valence on brand video sharing
behavior," *International Journal of Advertising*, (August 23, 2017)
<http://www.tandfonline.com/doi/full/10.1080/02650487.2017.1360576>
- Nikolinakou, Aggeliki and Karen Whitehill King, "Viral Video Ads: Examining Motivation
Triggers to Sharing" accepted for publications in *Current Issues and Research in
Advertising* (accepted December 2016)
- Hayes, Jameson L., Karen Whitehill King and Artemio Ramirez, "Brands, Friends, & Viral
Advertising: A Social Exchange Perspective on the Ad Referral Brands, Friends, & Viral
Advertising: A Social Exchange Perspective on the Ad Referral," *Journal of Interactive
Marketing* 36 (November 2016) pp. 31-45.
- Kim, Kyongseok, Karen Whitehill King and Jooyoung Kim, "Processing
Contradictory Brand Information from Advertising and Social Media: An Application of the
Multiple-Motive Heuristic-Systematic Model," (published online Feb. 02, 2016), *Journal of
Marketing Communications*. (<http://dx.dio.org/10.1080/13527266.2015.1129356>)

JOURNAL ARTICLES (continued)

- Shan, Yan and Karen Whitehill King, "The Effects of Interpersonal Tie Strength and Subjective Norms on Consumers' Brand-Related eWOM Referral Intentions" accepted for publication in *Journal of Interactive Advertising*, (2015), 15:1, 16-27.
- Lee, Mina, Karen Whitehill King and Leonard Reid, "Factors Influencing Consumers' Attitudinal and Behavioral Responses to Prescription and Non-Prescription Drug Advertising," *Journal of Health Communication*, (2015), 20:4, 431-444.
- Baek, Tae Hyun and Karen Whitehill King, "When Comparative Valence Frame Affects Brand Extension Evaluations: The Moderating Role of Parent-Extension Fit," *International Journal of Advertising* (2015), 34:2, 382-402.
- Hayes, Jameson and Karen Whitehill King, "The Social Exchange of Viral Ads: Referral and Coreferral of Ads Among College Students," *Journal of Interactive Advertising*, (2014), 14:2, 98-109.
- King, Karen, Vicki Friemuth, Mina Lee and Ashani Johnson-Turbes, "The Effectiveness of Bundling Health Messages on Recall," *American Journal of Health Promotion*, (2013) 27:3, pp S28-S35.
- Lee, Mina and Kyongseok Kim and Karen Whitehill King, "Audience Responses to Product Placement and Its Regulations: Focusing on Regulatory Conditions in the United States and Korea," *Journal of International Consumer Marketing*, (2012), 24:4, pp 275-290.
- Hojoon Choi, Hye-Jin Paek and Karen Whitehill King, "Are Nutrient Content Claims Always Effective? Match-up Effects between Product Type and Claim Type in Food Advertising," *International Journal of Advertising*, (2012) 31:2, pp 421-443.
- Rollins, Brent, Karen Whitehill King, George Zinkhan and Matthew Perri, "Non-Branded or Branded Direct-to-Consumer Prescription Drug Advertising - Which is More Effective?" *Health Marketing Quarterly*, (2011), 28:1, pp 86-98.
- Nilasy, Gregely, Karen Whitehill King, Leonard N. Reid, "Key Findings from Fifty Years of Newspaper and Magazine Advertising Research," *Journal of Advertising Research*, (2011) 51:1(Supplement), pp 167-175.
- Rollins, Brent, Karen Whitehill King, George Zinkhan and Matthew Perri, "Behavioral Intentions and Information Seeking Behavior: A comparison of Non-Branded Direct-to-Consumer Prescription Advertisements," *Drug Information Journal*, (2011), 44:6, pp 673-683.
- Baek, Tae Hyun, Karen Whitehill King, "Exploring the Consequences of Brand Credibility in Services," *Journal of Services Marketing*, (2011) 25:4, pp 260-272.
- Hennink-Kaminski, Heidi, Leonard N. Reid and Karen Whitehill King, "The Content of Cosmetic Surgery Advertisements Placed in Large City Magazines, 1985-2004," *Journal of Current Issues and Research in Advertising*, (2010) 32: 2, pp. 41-57.

JOURNAL ARTICLES (continued)

- Yu Hyunjae, Karen Whitehill King and Hye Jin Yoon, "How Much are Health Websites Influenced by Culture? Content Analysis of Online Diet Programs in the US, the UK, and Korea," *Journal of Website Promotion*, 16:3 (July 2010), pp. 331-359.
- Soh, Hyeonjin, Leonard N. Reid, and Karen Whitehill King, "Measuring Trust in Advertising: Development and Validation of the ADTRUST Scale," *Journal of Advertising*, (2009) 38:2, pp. 83-103. **Selected as Top Paper in the Journal of Advertising for 2009**
- Wonsuk Jerry Kim and Karen Whitehill King, "Product Category Effects on External Search for Prescription and Non-Prescription Drugs," *Journal of Advertising*, (2009) 38:1, pp.5-19
- Hyeonjin Soh, Leonard N. Reid, and Karen Whitehill King, "Trust in Different Advertising Media," *Journalism & Mass Communication Quarterly*, 84:3 (Autumn 2007), pp. 455-476.
- Reid, Leonard N. and Karen Whitehill King, "Performance of Daily Newspapers on Media Selection Criteria of Importance in Local Advertising," *Newspaper Research Journal*, 26: 2 & 3, (Spring/Summer 2005), pp. 27-42.
- Reid, Leonard N., Karen Whitehill King, Hugh Martin, and Hyeonjin Soh , "Local Advertising Decision Makers' Perceptions of Media Effectiveness and Substitutability," *Journal of Media Economics*, 18: 1, (2005), pp. 35-53.
- King, Karen Whitehill, Leonard N. Reid and Wendy Macias, "Selecting Media for National Accounts Revisited: Criteria of Importance to Large-Company Advertising Managers," *Journal of Current Issues and Research in Advertising*," 26:1 (Spring 2004), pp. 59-67.
- Reid, Leonard N. and Karen Whitehill, "Advertising Managers' Perceptions of Sales Effects and Creative Properties of National Newspaper Advertising: The Medium Revisited," *Journalism and Mass Communication Quarterly*, 80:2 (Summer 2003), pp. 410-430.
- Reid, Leonard N. and Karen Whitehill King, "Agency Creatives Like TV Advertising Best," *Newspaper Research Journal*, 24:3 (Summer 2003), pp. 6-22.
- Krugman, Dean M. and Karen Whitehill King, "Teenage Exposure to Cigarette Advertising in Popular Consumer Magazines," *Journal of Public Policy and Marketing*, 19:2 (Fall 2000), pp. 183-188.
- Reid, Leonard N. and Karen Whitehill King, "A Demand Side View of Media Substitutability in National Advertising: A Study of Advertisers Opinions About Traditional Media Options," *Journalism and Mass Communication Quarterly*, 77:2 (Summer 2000), 292-307.
- King, Karen Whitehill King and Margaret Morrison, "A Media Buying Simulation Game Using the Internet," *Journalism and Mass Communication Educator*, 53:3 (Autumn 1998), 28-36.
- Reid, Leonard N., Karen Whitehill King, and Denise E. DeLorme, "Top-Level Agency Creatives Look at Advertising Creativity Then and Now," *Journal of Advertising*, 27:2 (summer 1998), 1-15. **Selected one of the top five papers in this journal in 1998.**

JOURNAL ARTICLES (continued)

- King, Karen Whitehill and Leonard N. Reid, "Selecting Media for National Accounts: Factors of Importance to Agency Media Specialists," *Journal of Current Issues and Research in Advertising*, 19:2 (Fall 1997), 55-64.
- King, Karen Whitehill, Leonard N. Reid, and Margaret Morrison, "Large-Agency Media Specialists' Opinions on Newspaper Advertising for National Accounts," *Journal of Advertising*, 26:2 (Summer 1997), 1-17.
- King, Karen Whitehill, Leonard N. Reid, and Margaret Morrison, "Agency Media Pros Look at the Sales Effects of National Newspaper Ads," *Newspaper Research Journal*, 17: 1-2 (Winter 1996), 61-76.
- Reid, Leonard N., Karen Whitehill King, and Peggy J. Kreshel, "Models and Their Activities in Cigarette and Alcohol Ads: Representations of Black and White Life," *Journalism Quarterly*, 71, No. 4 (Winter 1994): 873-886.
- King, Karen Whitehill, Leonard N. Reid, and Amy L. Becham, "Themes and Verbal Claims in Cigarette and Alcohol Beverage Ads," *Journal of Current Issues and Research in Advertising*, 16, No. 2 (Fall 1994): 73-88.
- King, Karen Whitehill, John D. Pehrson, and Leonard N. Reid, "Pretesting TV Commercials: Methods, Measures, and Changing Agency Roles," *Journal of Advertising*, 22, (September 1993): 85-97. ***Selected one of the top four papers in this journal in 1993.***
- King, Karen Whitehill, Leonard N. Reid, Young Sook Moon, and Debra Ringold, "Changes in the Visual Imagery of Print Cigarette Ads, 1954-1986: The Years of Major Smoking and Health Events," *Journal of Public Policy and Marketing*, 10 (Spring 1991):63-80.
- King, Karen Whitehill and Spencer F. Tinkham, "The Learning and Retention of Outdoor Advertising," *Journal of Advertising Research*, 29 (December 1989/January 1990): 47-51.
- King, Karen Whitehill and Leonard N. Reid, "Fear Arousing Anti-Drinking and Driving PSAs: Do Physical Injury Threats Influence Young Adults?," *Current Issues and Research in Advertising*, 12, (1990): 155-175.
- Harkey, William H., Leonard N. Reid, and Karen Whitehill King, "The Promise of Army Advertising: Does It Measure Up?," *Journalism Quarterly*, 65, (Fall 1988): 719-725.
- King, Karen Whitehill and James E. Haefner, "An Investigation of the Physician Search Process," *Journal of Health Care Marketing*, 8, (June 1988): 4-13.
- King, Karen Whitehill, Leonard N. Reid, Spencer F. Tinkham and James Pokrywczynski, "The Perceived Informativeness of National and Retail Advertising Media," *Current Issues and Research in Advertising*, 10, (1987): 173-197.

CONFERENCE PAPERS

Kwon, Eun Sook, Karen Whitehill King, Leonard N., Reid and Gergerly Nyilasy, "A Meta-Analysis of the Impact of Media Context on Ad Attitudes, American Academy of Advertising Global Conference, July 2017, Tokyo, Japan.

Shan, Yan and Karen Whitehill King, "The Credibility of Online Product Reviews: How Much Do Consumers Trust Them?" presented at the American Academy of Advertising Conference, Chicago, IL, March 2015.

Shan, Yan, Jae Hoon Jeong, & Karen Whitehill, "Uses and Gratifications of Connected Tablets Among Millennials," presentation at the 2015 AEJMC Southeast Colloquium.

Kyongseok Kim, Karen Whitehill King and Jooyoung Kim, "Processing contradictory brand information from advertising and a third-party source: An application of the multiple-motive heuristic-systematic model," presented at the 2014 American Academy of Advertising Conference, Atlanta, GA, March 2014.

Lee, Mina, Karen Whitehill King and Leonard N. Reid, "Understanding Consumer Responses to Prescription and Non-Prescription Drug Advertising: Factors Influencing Attitudes and Behavioral Outcomes," presented at the American Academy of Advertising Conference, Albuquerque, NM, April 2013.

Baek, Taehyun and Karen Whitehill King, "The Impact of Comparative Valence Frame on Brand Extension Acceptance," accepted for presentation at the American Academy of Advertising Conference, Myrtle Beach, NC, April 2012.

King, Karen Whitehill King, "Advertising Education and Scholarship: What will Change and What will Endure?" presented in a Special Topics Session at the American Academy of Advertising Conference, Phoenix, AZ, April 2011.

King, Karen Whitehill King, "The Future of Media Planning Education," presented at the Preconference Session on Advertising Education the American Academy of Advertising Conference in Cincinnati, OH, March 2009.

King, Karen Whitehill, Vicki Freimuth and Mina Lee, "Preconception Health Message Bundling Study," presented at the National Conference on Health Communication, Marketing and Media sponsored by the Centers for Disease Control and Prevention, Atlanta, GA, August 2008.

Yu, Hyunjae and Karen Whitehill King, "Parents' Attitudes toward TV Snack/Fast-Food Ads Aimed at Children and their Perceptions of Governmental Regulations," presented at the American Academy of Advertising Conference, March 2008, San Mateo, CA.

Yu, Hyunjae and Karen Whitehill King, "Mothers' Perceptions about the Usage of Animated Characters in TV Food Advertising Targeting Children," presented at the American Academy of Advertising Conference, March 2008, San Mateo, CA.

Ellis, Kelly Burke, Spencer Tinkham and Karen Whitehill King, "The Impact of Advertising Music on Perceived Brand Personality," presented at the American Academy of Advertising Conference, March 2008, San Mateo, CA.

CONFERENCE PAPERS (continued)

Baek, Taehyun and Karen Whitehill King, "Applying the Framework of Brand Credibility Effects to Service Categories," presented at the American Academy of Advertising Conference, March 2008, San Mateo, CA.

Yoon, Hye Jin and Karen Whitehill King, "The Presence and Portrayals of Racial Minorities in Magazine Advertising," accepted for presentation at the American Academy of Advertising Conference, April 2007.

Kim, Wonsuk and Karen Whitehill King, "A Different Perspective for Direct-to-Consumer Pharmaceutical Advertising: Product Category Effects on Consumers' External Information Search for Prescription and Non-Prescription Drugs," abstracted in the 2006 Proceedings of the American Academy of Advertising, March 2006 in Reno, NV.

Yu, Hyunjae and Karen Whitehill King, "Before and After: An Exploration of Korean Advertising Agencies After Integration into Global Communication Groups," abstracted in Proceedings of 2006 American Academy of Advertising Conference, March 2006, Reno, NV.

Yu, Hyunjae and Karen Whitehill King, "A Cross Cultural content Analysis of Information Content and Appeals on Weight-Loss Websites in the United States and Korea," abstracted in Proceedings of the 2005 American Academy of Advertising Conference, p. 128.

Reid, Leonard N., Karen Whitehill King and Hyeonjin Soh, "Local Advertisers' Perceptions of Media Effectiveness and Substitutability," abstracted in Proceedings of the 2004 American Academy of Advertising Conference, p. 47.

King, Karen Whitehill and Leonard N. Reid, "Selecting Media for National Advertising Revisited: Criteria of Importance to Large-Company Advertising Managers," abstract in Proceedings of the 2002 American Academy of Advertising Conference, ed., Avery Abernathy, Jacksonville, FL March 2002.

Nussmeyer, Charlton E. and Karen Whitehill King, "Content Analysis of Advertising in Seventeen Magazine: 1976, 1986, and 1996," Proceedings of the 1999 American Academy of Advertising Conference, ed., Marilyn Roberts, Albuquerque, NM, March 1999.

Stout, Patricia, Steven Edwards and Karen Whitehill King. "The Effect of Threat Appeals in Anti-Drinking and Driving PSA's: A Test of Protection Motivation Theory," Proceedings of the 1999 American Academy of Advertising Conference, ed., Marilyn Roberts, Albuquerque, NM, March 1999.

King, Karen Whitehill and Patricia Stout, "Creating Synergy Through a Rich Communication Mix: The Case of the CDC's National HIV/AIDS Prevention Efforts," in Special Topics Session, abstract in Proceedings of the 1998 American Academy of Advertising Conference, ed., Darrel Muehling, Lexington, KY, March 1998.

King, Karen Whitehill, "Insights and Observations as a Reviewer for *Journal of Advertising*," delivered in a Special Topics Session at the 1998 American Academy of Advertising Conference, Lexington, KY, March 1998.

CONFERENCE PAPERS (continued)

Reddy, Srinivas K., Per J. Agrell, Antoinie Stam and Karen Whitehill King, "Smash: System for Media Advertising Scheduling," delivered at the INFORMS 1998 Marketing Science Conference, Fountainebleau, France, July 1998.

Stout, Patricia, Steven Edwards and Karen Whitehill King, "The Role of Message Variables and Individual in the Use of Fear Appeals: The Case of Drinking and Driving," delivered at a poster session at the 1997 Association for Consumer Research Conference, Denver, CO, October 1997.

King, Karen Whitehill and Margaret Morrison, "Using Interactive E-mail," delivered in a Special Topics Session, abstract in Proceedings of the 1997 American Academy of Advertising Conference, ed. Carole Macklin, St. Louis, MO, April 1997.

Reid, Leonard N. and Karen Whitehill King, "Researching the Creators: Advertising Organizations Decision Processes and Production Cultures," American Marketing Association's Winter Theory Conference, St. Petersburg, FL, February 1997.

Cameron, Glen T., Karen Whitehill King, and Dean M. Krugman, "Attention to Television Commercials: Do Length of Pod and Number of Commercials Make a Difference?," abstracted in the Proceedings of the 1997 American Academy of Advertising Conference, St. Louis, Missouri, April 1997.

King, Karen Whitehill and Margaret Morrison, "A Media Buying Simulation on the Internet," delivered in a Special Topics Session, abstract in Proceedings of the 1996 American Academy of Advertising Conference, Vancouver, Canada, March 1996.

Reid, Leonard N., Karen Whitehill King and Margaret Morrison, "At Variance With the Facts: Agency Media Professionals Look at the Sales Effects of National Newspaper Advertising," presented at the 1995 Conference of the Association for Education in Journalism and Mass Communication in Washington D.C., August 1995.

Top Paper Ad Division.

King, Karen Whitehill, Leonard N. Reid and Young Sook Moon, "Verbal Claims in Cigarette Ads, 1954-1986: Years of Major Smoking and Health Events and the Emergence of Comparative Ads," Proceedings of the 1995 Conference of the American Academy of Advertising, Charles S. Madden, ed., Norfolk, VA, March 1995, 87-94.

Reid, Leonard N., Karen Whitehill King and Heather L. Wyant, "Gender Portrayals in Modern Cigarette and Alcohol Ads," Proceedings of the 1994 Educators Conference of the American Marketing Association, 1994, 48-56.

King, Karen Whitehill, John D. Pehrson and Leonard N. Reid, "Agency Researchers Look at Industry TV Commercial Pretesting Practices," Proceedings of the 1993 Conference of the American Academy of Advertising, Esther Thorson, ed., Madison, WI, 1993, 137-152.

Trani, Sandra, and Karen Whitehill King, "Representation of Women and Portrayals of Intimacy in Newspaper Film Advertisements: 1969-1989," Proceedings of the 1992 Conference of the American Academy of Advertising, Leonard N. Reid, ed., Athens, GA, 1992, 33-41.

CONFERENCE PAPERS (continued)

Schwartz, Lisa and Karen Whitehill King, "A Study of the Effects of Vehicle Environment on Advertised Products in Special Interest vs. General Editorial Magazines," abstract Proceedings of 1990 Conference of American Academy of Advertising, Patricia Stout, ed., Austin TX, 1990.

King, Karen Whitehill, Leonard N. Reid and Young Sook Moon, "Changes in the Visual Imagery of Print Cigarette Ads, 1954-1986," presented at the August 1990 Public Policy Conference of the American Marketing Association.

Kinney, Terry Lance and Karen Whitehill King, "Consumer and Physician Attitudes Toward Advertising by Physicians," Proceedings of the 1988 Conference of the American Academy of Advertising, John D. Leckenby, ed., Austin, TX, 1988, RC93-98.

Reid, Leonard N. and Karen Whitehill King, "A Test of Variation in Advertising Media Informativeness Within and Between National and Retail Advertising," 1986 AMA Educators Proceedings, Terence C. Shimp, et al., eds., Chicago, IL, 1986, 206-210.

Reid, Leonard N. And Karen Whitehill King, "The Characteristics of Anti-Drinking and Driving PSAs: A Preliminary Look," Proceedings of the 1986 Meeting of the American Academy of Advertising, Ernest F. Larkin, ed., Norman, OK, 1986, 103-106.

TEXTBOOKS

Lane, W. Ronald and Karen Whitehill King and Tom Reichert, *Kleppner's Advertising Procedure* 18th edition, Upper Saddle River, NJ: Prentice-Hall, Inc (2010)

Lane, W. Ronald and Karen Whitehill King and J. Thomas Russell, *Kleppner's Advertising Procedure* 17th edition, Upper Saddle River, NJ: Prentice-Hall, Inc (2008)

Lane, W. Ronald and Karen Whitehill King and J. Thomas Russell, *Kleppner's Advertising Procedure* 16th edition, Upper Saddle River, NJ: Prentice-Hall, Inc (2005)

Lee, Hairong, Dennis Martin, Margaret Morrison, Amy Falkner, Hugh Cannon, Dale Coons and Karen Whitehill King, Advertising Media Planning: An Internet-Based Text. (online)

SUPPLEMENTS/INSTRUCTOR'S MANUAL

King, Karen Whitehill and Margaret Morrison, Media Buying Simulation, Upper Saddle River, NJ: Prentice-Hall, Inc (2000).

King, Karen Whitehill and Margaret Morrison, Media Buying Simulation Instructors' Manual, Upper Saddle River, NJ: Prentice-Hall, Inc (2000).

INVITED PRESENTATIONS

King, Karen Whitehill, "About Changing Habits: Communications," University System of Georgia Wellness Kick-off Meeting, Macon, GA, February 2017.

King, Karen Whitehill, "Let Us Entertain You: Advertisers Using Branded Content to Connect with Consumers," Honors College Lunchbox Series, November 2016.

King, Karen Whitehill "How to be Successful in College," Freshman Summer Orientation Speaker (approximately 1,000 attendees), July 13 and July 18, 2016

INVITED PRESENTATIONS (continued)

King, Karen Whitehill, “Beyond the Bad Men of Mad Men: How the Image Makers Kept America Beautiful, Made an Indian Cry, and Prevented Forest Fires,” Honors College Lunchbox Series, November 10, 2011.

King, Karen Whitehill, Vicki Freimuth and Mina Lee, “Preconception Health Message Bundling Study: Can Multiple Messages be Bundled to Maintain Communication Effectiveness?,” October 15, 2010.

Freimuth, Vicki, Donald Rubin and Karen W. King, “Lessons Learned at a CDC-Sponsored Center for Excellence in Health Marketing and Communication,” presented at the National Public Health Consortium Conference, October 2008, San Antonio, TX.

King, Karen Whitehill, Vicki Freimuth and Mina Lee, “Preconception Health Message Bundling Study,” presented at the 2nd Annual Preconception Health Conference, Oakland California, October 2007

“Historical Development of Risk Communication Theory and Practice—Tailoring Messages for Maximum Effectiveness,” (Karen King and Jeff Springston) at the National Conference on Health Communication, Marketing and Media sponsored by the CDC, Atlanta, GA, August 2007.

“Predicting Broadcasting in the New Millennium,” presented at the 55th Annual Georgia Associations of Broadcasters Annual Radio-TV Institute, February 1, 2000

“Fundamentals of Social Marketing and Health Communications,” presented as full-day session to the Georgia Rape Crisis Center Directors as part of an Emory University School of Public Health Symposium in Atlanta, with Glen Nowak, May 16, 1997.

“The Effect of Differing Spokesperson Executions in America Responds to AIDS PSAs,” presented at a CDC Control and Prevention Evaluation Dialogue in Atlanta, June 1993.

“How to Use What We Know About Threat Appeals to Create Audience-Specific Health Messages,” presented at a Centers for Disease Control and Prevention Evaluation Dialogue in Atlanta, Fall 1991.

GRANTS AND FELLOWSHIPS

Media News Alliance—“Return on Investment for Preprint in the Newspaper Industry,” Co-PI with colleagues at Michigan State and Oklahoma State, resubmitted, 2017-not funded

USDA—“Youth Obesity Undergraduate Research & Extension,” Co-PI, Start date March 2016 (\$273,287)

Centers for Disease Control and Prevention, “Preconception Health Message Bundling Study” Karen Whitehill King PI, Vicki Freimuth Co-PI, October 2006, (\$261,000)

Cox Institute for Newspaper Management, “Measuring Trust in Newspaper Advertising,” with Hyeonjin Soh, 2006 (\$2,441)

Cox Institute for Newspaper Management, “Advertisers, Newspapers and other Media Revisited: the Selection, Use and Perceived Effects of Media Options Among Local Advertisers, National Advertisers, and National Brand Advertisers,” with Leonard Reid, 2001 (\$11,700)

Cox Institute for Newspaper Management, “The Advertising Index,” with Glen Cameron, 1997 (\$33,130)

GRANTS AND FELLOWSHIPS (continued)

- Cox Institute for Newspaper Management, "Development of the Main Street Index: An Index of Local Newspaper Advertising from The University of Georgia," with Glen Cameron, 1996 (\$36,115)
- Cox Institute for Newspaper Management, "Why National Advertisers Don't Buy Newspapers for Their Brands? A Study of Leading National Advertisers," with Leonard Reid, 1996 (\$14,120)
- University of Georgia Vice President for Academic Affairs, "Multi-media Communication Lab," with Scott Shamp and W. Ronald Lane, 1996 (\$50,000).
- The Freedom Forum, "1995 Leadership Institute for Journalism and Mass Communication Education," Columbia University, June 11-16, 1995, fellowship covering all expenses.
- Cox Institute for Newspaper Management, "Why Media Planners Don't Buy Newspapers for National Accounts? A Study of Large Agency Media Planners," with Leonard Reid, 1993-94 (\$15,690)
- Advertising Research Foundation Fellowship for annual conference, April 1994 (\$800.00).
- Institute for Behavioral Research Fellowship, 1992 (\$5,570)
- Centers for Disease Control and Prevention, via Intergovernmental Personnel Act of 1970 (IPA), October-December, 1992 (\$3,001)
- Centers for Disease Control and Prevention, via Intergovernmental Personnel Act of 1970 (IPA), March-August, 1992 (\$11,560)
- Centers for Disease Control and Prevention, 1992, funded research project on the impact of spokespeople in AIDS public service announcements (\$14,593)
- Centers for Disease Control and Prevention, IPA, September-December, 1991 (\$14,490)
- Institute of Behavioral Research Mentor Program Grant, The University of Georgia, 1990, (\$3,000)
- Lilly Teaching Grant, The University of Georgia, 1987-1988 (\$2,000)
- The University of Georgia, College of Journalism and Mass Communication, Summer Research Stipend, 1987 (\$500), 1986 (\$1,400), 1998 (\$4,000)
- University of Georgia Faculty Research Grant, 1986 (\$3,400)
- University of Illinois Graduate College Grant, 1985 (\$150)

TRADE ARTICLES

King, Karen Whitehill, "Why Buyers Aren't Buying," *Presstime*, (October 1995): 19.

RECOGNITIONS AND HONORS

- Advertising Department Faculty Teaching Award Winner, 2017
- Josiah Meigs Distinguished Teaching Professorship, highest teaching award given by University of Georgia
- 2015 Charles H. Sandage Award for Teaching Excellence, international award given by the American Academy of Advertising.
- Best Paper Award, *Journal of Advertising*, 2009
- Inducted into the UGA Teaching Academy, 2001
- 1999 Educator of the Year, Donald G. Hileman Award, Seventh District, American Advertising Federation (\$500 award)--nominated by The UGA Ad Club and The Athens AAF Chapter
- Honorary Member, The University of Georgia Ad Club, 1998--1 of 4 given by the students in the past 30 years
- Research Fellow, UGA Institute of Behavioral Research, 1992-1993
- UGA Institute of Behavioral Research Mentor Program Fellow, 1990

RECOGNITIONS AND HONORS (continued)

- Gannett Advertising Teaching Fellow, University of North Carolina, 1988
- UGA Lilly Teaching Fellow, 1987-1988
- Kappa Tau Alpha, Journalism Honorary, 1984
- James Webb Young Fellow, 1977-1978

STUDENT ENRICHMENT PROGRAMS

Grady/PHD Worldwide Scholars Program (2011-12, 2012-13, 2013—14, 2014-15, 2015-16, 2016-17, 2017-18), Helped develop this annual project that allows a team of ADPR students to spend five to six months conducting research on Millennials for PHD. I am in the fifth year of advising the teams of 5-7 students in the research and development of a professional presentation and a book that is presented annually in New York to agency executives and their clients to rave reviews. In spring 2014, I supervised the team on their trip to SxSW for PHD while they conducted interviews with representatives from Facebook, Yahoo, Twitter, AOL's Shingy etc., maintained a blog for PHD and tweeted about their experience. This novel program has received industry attention and been written about twice in *AdWeek*.

Grady AdPR student trip to Silicon Valley (January 2017, January 2018), Helped create, organize and supervise trip to communication technology companies with alum Suzy Deering of eBay and Dr. Tom Reichert.

Grady AdPR trip to Chicago (October 2016, October 2017), Helped supervise the student trip to visit advertising and public relations agencies in the city.

STUDENT ENRICHMENT PROGRAMS (Continued)

UGA Cannes Lion Study Abroad Co-director (October 2017-present)

UGA Cannes Lion Publicis Health Mentor Program (June-July 2016) Helped select and worked with students to prepare a presentation given in New York to all Publicis Health New York interns on their observations of industry trends at the Cannes Lion Health Festival of Creativity. Travelled with them to New York for the presentation.

UGA Cannes Lion Publicis Media Student Team (June 2016) Helped select and worked with students to prepare a presentation for Publicis Media professionals at the Cannes Lion Festival of Creativity providing a millennial perspective on the festival.

Google/Performics AdWords Certification Program (2013, 2014, 2018--2015—assisted Elaine Lin), worked with executives at Performics to develop this mentoring program for our students to prepare to become AdWords Certified. In the two years of the program, we have had a 100% pass rate of the 10-12 students per year who participated. Several students have gone into SEM as a result of the program. I set-up (with Grady alum Dana Todd) and was the advisor to the program the first year and assisted Dr. Elaine Lin with the program in the second and third year.

Moxie Social Media Strategy Workshop (spring and fall 2014, spring and fall 2015, spring and fall 2016, spring and fall 2017), worked with executives at Moxie and Dr. Karen Russell to develop this half-day workshop to give our students experience with developing digital strategies for solving ADPR brand challenges.

Kennedy Symposia

Fall 2016, worked with Dr. Karen Russell to sponsor a lecture and three day visit to Grady including classroom visits and AdClub/PRSSA visits by invited creative professionals, Creative Director, Jason Kreher and Copywriter Mike Egan of Weidan Kennedy and freelance copywriter Tatum Shaw.

Spring 2016, worked with Dr. Karen Russell to sponsor a lecture and visit by virtual reality expert, Dr. Nick Yee

Fall 2014, worked with executives at Coca-Cola and Dr. Karen Russell to prepare this symposium that focused on the convergence of advertising and public relations. Panelists included, Annie Hou, Director of Global Marketing Strategies and Insights, Doug Busk, Group Director, Digital Communications and Social Media for Corporate Communications, and Tim Goudie, Social Media Director of Sustainability.

Social Media Certificate, Worked with a team of Grady ADPR professors to develop and maintain this online certificate. Created the first module on the potential, strategies, history, legal and ethical issues of social media. Revised the module in summer 2016.

SUPERVISION OF STUDENT RESEARCH

Doctoral Committee Chair: Hye Jin Bang (2017), Adam Avant (co-directing with Tom Reichert, in progress), EunSook Kwon (2016), Aggeliki Nikolinakou (2015), Yan Shan (2014), Kyongseok Kim (2013), Jameson Hayes and Mina Lee (2012), Tae Hyun Baek (2011), Lenette Golding (2011), Hyun Jae Yu (2007), Hyeonjin Soh (2006, co-directed with Len Reid), Heidi Hennink-Kaminski (2006, co-directed with Len Reid), Wonsuk (Jerry) Kim (2005)

Doctoral committees currently serving on:

Dooyeon Park, Junghwan Park

Completed doctoral dissertation committees served on:

Subir Sengupta, Young Sook Moon, Joseph Bonnici (Marketing), Eric Haley, Margaret Morrison, Yasmin Gopal, Courtney Bosworth, Mary Jane Land, Lisa Lyon, Karyn Jones, Jisu Huh, Adjit Menon (Pharmacy), Priscilla Holman (Health and Human Performance), Kyoo-Hoon Han, Sarah Smith, Pumsoon Park, Yongjun Song, Gergely Nylasy, Michael McNiven, Brent Rollins (Pharmacy), Hojoon Choi, Steve McCreery

Masters theses directed:

Lance Kinney (1987), Lisa Schwartz (1989), Janita Poe (1987), Sandra Trani (1990), Heather Wyant (1992), John Pehrson (1992), Amy Becham (1992), Charlton Nussmeyer (1997), Inga Kalinichenko (1998), Hyunjae Yu (2004), Hye Jin Yoon (2006), Taehyun Baek (2007), Hyunji Shin (2009), Stephanie Stevens (2013)

Served on numerous masters theses reading committees, directed graduate independent studies, honors projects and undergraduate independent studies. Also served on committees for Journalism MMC projects (1998) and a Sports Management masters examination committee (1998)

Special Student Projects:

Advised Faculty Supervising Turner Interns, summer 2016

Supervised Turner Interns

Summer 2015, with Dr. Yan Jin supervised interns with their research projects

Summer 2014, with Dr. Elaine Lin supervised interns with their research projects

Directing CURO Project

Spring 2015, Supervised Kim Nguyen's project on Cord-Cutters and Cord-Nevers

EDITORSHIPS OR REVIEWER

Editor: *Proceedings of the 1994 American Academy of Advertising Conference*

Editorial Review Board: *Journal of Interactive Advertising (2009-2015), Journal of Advertising Research (2017-present), Journal of Current Issues and Research in Advertising (2012 -present), Journal of Media Business Studies (2015-present), Journal of Advertising Education (2015-present)*

Reviewer: *Journal of Advertising, Journal of Advertising Research, Journal of Consumer Affairs, Journal of Business Research, Journal of Interactive Marketing, European Journal of Marketing, Journalism and Mass Communication Quarterly, Swiss Journal of Psychology, Journal of Marketing Education, Appetite, Journal of Health Communication, Journal of Public Policy and Marketing, Journal of the Academy of Marketing Science, American Academy of Advertising Proceedings, CDC National Conference on Health Communication, Marketing and Media, AMA Marketing Educator's Conference, Public Policy and Marketing Conference, American Academy of Advertising Conferences*

Textbooks Reviewed:

Scissors, Jack Z. and Lincoln Bumba, (1995), *Advertising Media Planning*, 5th edition, Lincolnwood, IL: NTC Books and Goodrich, William B. and Jack Z. Sissors, (1995) *Media Planning Workbook*, 5th edition, Lincolnwood, IL: NTC Books

Schultz, Don E. And Beth Barnes, *Strategic Advertising Campaigns*, (1994) 4th edition, Lincolnwood, IL: NTC Business Books (review panel member)

Jugenheimer, Donald W., Arnold M. Barban, and Peter B. Turk, (1992), *Advertising Media Strategy and Tactics*, Dubuque, IA: Wm. C. Brown Communications, Inc

EXTERNAL PROGRAM REVIEW

University of Texas at Austin:

One of three academics asked by the college dean to provide an extensive program review of the Advertising and Public Relations Department. Met with faculty, students and administrators before preparing and submitting a final report (November 2016)

PUBLIC SERVICE

Publications Committee, American Academy of Advertising, 2004-2007, 2016-present

Promotion and Tenure Reviews, Michigan State University and SMU, 2017

Atlanta Broadcast Advertising Club, Panel moderator, "Media Mosaic: The Fragmentation of the Advertising Eco-System." September 30, 2015

National Public Radio interview with Jim Michael-Burruss for *Marketplace* on the effectiveness of advertising by the paper and packaging industry, aired September 15, 2015

Sandage Symposium, member of four person organizing committee, Champaign, IL, 2015

National Public Health Information Coalition's awards for excellence in public health communications judge, 2013, 2014

Outstanding Contribution to Research Review Committee, American Academy of Advertising, 2009, 2010, 2011, 2014

Research Committee, American Academy of Advertising, appointed 1992, 1993, 1995, 1996, 1998, 1999, 2004, 2005, 2012, 2013, 2014, 2015, 2016--Responsible for reviewing faculty and doctoral research grant proposals and nominating top papers

Quality Awards Judge, Qualitative Research Consultants Association, 2011, 2012

Vice President, American Academy of Advertising, elected by the membership, 1994-1995

Responsible for 1994 conference competitive paper sessions and *Proceedings*
Advertising Education Foundation Visiting Professor Program, selection committee and
recruiting committee, 1994
Special Interest Group Committee, American Academy of Advertising, appointed 1992-1994
Secretary, American Academy of Advertising, elected by the membership, 1991
Membership Committee, American Academy of Advertising, Appointed, 1990-1991
Judged Campaign entries for the National Council of Farm Cooperatives, 1988

ADMINISTRATIVE SERVICES TO THE UNIVERSITY

Presidents Faculty Advisory Council, UGA, 2011-present
Josiah Meigs Distinguished Teaching Professor Selection Committee (2018)
UGA First-look Academic Panel, Faculty Panel Participant (June, November 2017)
Advertising Search Committee for two positions, Chair, July 2017-December 2017
Provost's Committee to Review University Promotion and Tenure Guidelines, 2014-2015
Co-Chair of the Persuasive Health and Marketing Communication Committee on the UGA
Obesity Initiative, 2013-present
Adhoc Department of Advertising and Public Relations Advertising Curriculum Review
Committee, 2016-2017
Graduate Committee, Grady College, 1988-92, 1996-99, 2004-2006, 2010-present
Lilly Fellowship Selection Committee, 2015
Ad hoc Graduate Curriculum Review Committee, present
Grady College Centennial Celebration Committee member, 2014-2015
Grady College Centennial Symposium Planning Committee member, 2014-2015
Responsible for organizing materials for ADPR Department new courses, Fall 2014
Dean's Search Committee, Grady College, 2012-2013.
Curriculum Committee, Grady College, 2010, Chair 2011-2013
Promotion and Tenure Policy Review Committee, Grady College of Journalism and Mass
Communication, 2001-2004, 2011
ADPR Search Committee, Grady College of Journalism and Mass Communication 2010,
2011, 2012
Search Committee for Sports Journalism Chair, Grady College of Journalism and Mass
Communication, 2011-present
Search Committee for Center for Health and Risk Communication Chair, Grady College of
Journalism and Mass Communication, 2011-2012
Chair of Committee to prepare Standard 4 for the AEJMC Accreditation Visit, 2011
Promotion and Tenure Policy Review Committee, Grady College, 2001-2004
Search Committee for Telecommunications, Grady College of Journalism and Mass
Communication spring 2011.
ADPR Certificate Program Planning Committee, Grady College of
Journalism and Mass Communication, 2011-present
Developer and Co- manager of the Grady ADPR Blog, Grady College of Journalism and Mass
Communication 2008-2011.
Co-Administrator Grady/LG Global Public Relations Benchmarking Program, 2010
Executive Committee, Grady College, 2001-2005, 2006-2010
Admissions Committee, Grady College, 2002-2005, 2006-2010
Grady/LG Global Public Relations Certificate Program, Co-Administrator, 2009-2010
University Tenure and Promotion Committee, University of Georgia, 2003, 2004, chair 2005
Grady Self-Study Curriculum and Instruction Committee, chair 2005
Graduate Student Teaching Awards Committee, University of Georgia, 2004, 2005
ADMINISTRATIVE SERVICES TO THE UNIVERSITY (Continued)
University Cable Policy Committee, University of Georgia, 2001-2005
Regent's Teaching Award Committee, University of Georgia, 2002-2003, 2003-2004

UGA Graduate Student Teaching Awards Committee, 2004
 Program Review and Assessment Committee for Department of Marketing, University of Georgia, 2002-2003
 Instructional Advisory Committee, University of Georgia, 2001-2003
 Advertising and Public Relations MMC Examination Committee, (1992-1994, 1998-2000)
 Graduate College Faculty Review Committee, University of Georgia, 1997-2000
 Co-Advisor to the student teams representing University of Georgia at the American Advertising Federation's annual student advertising competition, 1989, 1990, 1992, 1993, 1995, 1996, 1997, 1998, 1999.
 Kappa Tau Alpha, University of Georgia Chapter Advisor, 1995- 2001
 New Technology Committee, Department of Advertising and Public Relations, 1999-2000
 Internship Program Review Committee, Department of Advertising and Public Relations, chair, 1998-1999
 Administration and Governance Committee for Accreditation Self-Study, Grady College, 1998-1999
 Search Committee, Department of Advertising and Public Relations, 1998, 2000
 Curriculum Review Committee for Department of Advertising and Public Relations, 1997
 Tenure Review Committees, Department of Advertising and Public Relations, fall 1997 (2)
 Grady College Graduate Committee to Study Semester Conversion, 1996 and Department of Advertising and Public Relations Committees to Study Semester Conversion, Head of the graduate committee, 1996; Member of the undergraduate committee, 1996
 University Academic Honesty Review Panel, 1996-2001
 Search Committee, UGA Associate Dean for Research and Graduate Studies, Grady College, 1996
 Committee to Evaluate the Director of the Office of Instructional Development, member, appointed by the Vice President for Academic Affairs, 1996
 Dean's Review Committee, member, appointed by the Vice President for Academy Affairs, responsible for conducting the five-year review of the Dean, Grady College, 1995
 Program Review Committee, member, Department of Marketing, University of Georgia, 2002
 Promotion and Tenure Procedures Review Committee, Grady College, 2001–2002
 Promotion and Tenure Committee, member, Grady College, 2001-2002
 Program Review Committee, member, Department of Advertising and Public Relations, University of Georgia, 1994-95, chair 1995-96
 Faculty Scholarship, Research, and Professional Activities Committee for Accreditation Self-Study (chair), Grady College, 1992-1993
 Department Committee to Review Graduate Curriculum (chair), Department of Advertising and Public Relations, 1992
 Reading Room Committee, Grady College, 1988-1992
 Admissions Committee, Grady College, 1986-1990
 Senior Seminar for Outstanding High School Students, invited teacher, 1990
 Reception for Outstanding High School Seniors, invited speaker, University of Georgia, 1990
 Faculty Recognition Banquet Committee, University of Georgia, 1989
 Telecommunications Search Committee, Grady College, The University of Georgia, 1988
 Mission and Governance Committee, Grady College, 1986-87
 Public Relations Search Committee, Grady College, The University of Georgia, 1986, 1988 (chair), 1989
 Scholarships and Awards Committee, Grady College, 1985-86

FACULTY MENTOR

Mentor for : Vicki Michaelis (2012-2015) Sun-Joo “Grace” Ahn (spring 2014-2017), Elaine Lin (spring 2014-2017), Nate Evans (2013-present)