Curriculum Vitae
CAITLIN E. RING
2013

Education:

PhD: Communication (2013)
University of Colorado, Boulder, CO

Master of Science: Public Relations, Summa Cum Laude (2004)
Recipient of Harold Mendelsohn Award of Excellence, recognized as the outstanding graduate student in the College of Mass Communications.
University of Denver, Denver, CO

Bachelor of Arts: Major: Communication, Minor: Journalism, Magna Cum Laude (2001)
Clemson University, Clemson, SC

Teaching Experience:

Assistant Professor, Department of Communication **2013 - Present**
University of Seattle *Seattle, WA*

- Develop and execute courses in Strategic Communication and Media Law.
- Serve as advisor to Strategic Communications Majors.
- Conduct and publish research regarding hate speech in social media.

Lead Graduate Instructor, Journalism and Mass Communications **2011 - 2013**
University of Colorado Boulder *Boulder, CO*

- Served as a resource to other instructors teaching the department's introductory course.
- Assisted each instructor with course development; coordinate course objectives and evaluations among graduate instructors.
- Acted as the liaison for the University-wide Graduate Teacher Program.
- Facilitated process for graduate students working toward a Certificate in College Teaching.

Instructor, Media Law **Spring 2013**
University of Colorado Boulder *Boulder, CO*

- Taught required course on media law for 50 students.
- Developed course syllabus and materials, including lectures, assignments and exams

Instructor, Contemporary Media Analysis **Fall 2010, 2011 & 2012**
University of Colorado Boulder *Boulder, CO*

- Served as instructor of record for a survey course of 60 students.
- Developed course syllabus and materials, including lectures, assignments and evaluations.
- Provided guidance to students regarding career paths in their chosen fields.

Instructor, Principles of Journalism **Summer 2011 & 2012**
Pre-Collegiate Development Program, University of Colorado Boulder *Boulder, CO*

- Taught introductory journalism course for first-generation students, which covered basic newswriting and reporting skills.
- Worked with students to develop critical media literacy skills.
- Oversaw the production of student newsletter and web site.

Instructor, Diverse Scholars Bridge Program **Summer 2011 & 2012**
University of Colorado Boulder *Boulder, CO*

- Lead freshman members of Diverse Scholars program during weeklong journalism boot camp.
- Lead academic skills workshops for participating students.
- Assisted team of students with the development of a news website, print articles and video package.

Teaching Assistant, Media Law **Spring 2011 & 2012**
University of Colorado Boulder *Boulder, CO*

- Provided support for professor teaching upper-level Media Law course.
- Developed and delivered lectures for several topics including freedom of expression, privacy, obscenity, and broadcast regulation.
- Assisted with writing and grading examinations and assignments.

Teaching Assistant, Contemporary Media Analysis **Fall 2009 – Spring 2010**
University of Colorado Boulder *Boulder, CO*

- Provided support for professors teaching large-lecture sections of Contemporary Media Analysis.
- Lead bi-weekly recitations and lectured when required.
- Met with students to provide one-on-one support.

Teaching Awards and Honors:

- *2012 Best Can Teach Silver Award*
  Graduate students who demonstrate outstanding teaching, educational leadership, and service receive the Best Should Teach Silver Award. The initiative is managed by the Graduate Teacher Program in coordination with the School of Education, the College of Arts and Sciences, and the Graduate School at the University of Colorado Boulder.

- *2011 Best Can Teach Silver Award*

Academic Publications and Presentations:

Ring, Caitlin E. (2013). "Curbing Deception: Why the FCC Should Establish Formal News Distortion Regulations for Broadcast Programming." *Communication Law Review*, *13(1)*.

Ring, Caitlin E. (2012). "www.hate.com: A Neo-Nazi Discussion Forum as a Commonplace for Material, Spiritual and Cultural (Re)Production." Rocky Mountain Communication Association Annual Conference. Loveland, Colorado. Received Top Graduate Student Paper Award.

Ring, Caitlin E. (2012). "Bleeping Bleep: Identifying Variations on the Two-word Phenomenon of Racial Insults." Western Communication Association Annual Conference. Albuquerque, New Mexico.

Ring, Caitlin E. (2012). "Watching Your Way to Weight Loss: The Impact of "Biggest Loser" Viewership on Perceived Self-Efficacy." What Is Television? Conference, University of Oregon. Portland, Oregon.

Halone, Kelby K., Ring, Caitlin E. (2003). "Accounting for Organizational Image Upon Planned Organizational Change: A Stakeholder Identification Approach." One of Four Top Papers in Applied Communication, National Communication Association, Miami, Florida.

Professional Experience:

Account Executive **2007 – 2009**
104 West Partners *Denver, CO*

104 West is a public relations firm specializing in breakthrough communications strategies for technology companies.

- Lead multiple company and product launches for technology start-up companies, facilitating media and analyst tours that resulted in meetings and placements in top-tier publications such as *The Wall Street Journal*, *The New York Times*, *NBC Nightly News, Business Week* and *USA Today.*
- Secured placements with local and national publications, as well as technology trade publications and blogs.
- Managed social media outreach for clients.
- Crafted press releases, media alerts, bylined articles, fact sheets, FAQs, Web content, blog postings and award submissions to increase awareness of clients' businesses and products.
- Prepared C-level executives for media interviews through development of key messages and media training.
- Past Clients: DailyMakeover.com, Format Dynamics, Intermap Pelago, TruEffect, and Webroot Software.

Communications Director **2006 – 2007**
Colfax Marathon Partnership, Inc. *Denver, CO*

The Colorado Colfax Marathon is a community-based sporting event founded by the cities of Aurora, Denver and Lakewood to bring positive attention to the Colfax Avenue corridor and promote fitness to Colorado's youth.

- Planned and executed media relations campaign that generated more than 19 million impressions in local and national print and broadcast outlets.
- Established and managed key relationships with city governments, media partners, sponsors and other community entities to facilitate mutually beneficial outcomes on behalf of the Colorado Colfax Marathon.
- Developed and managed advertising, marketing and promotions for the event. Responsible for developing and maintaining event Web site and creating event marketing materials including e-communications and print collateral.

Account Manager **2003 – 2006**
MGA Communications, Inc. *Denver, CO*

MGA is a leading public relations agency in the Rocky Mountain west and considered one of the region's foremost communications firms.

- Key member of Client Service team that generated nearly $2.5 million in fee revenue per year.
- Participated in new business development efforts and client remarketing initiatives that helped secure six new clients and client programs totaling more than $300,000 in revenue, including the inaugural Colorado Colfax Marathon account.
- Day-to-day supervisor and professional development coach for three client service team members.
- Managed and supervised internship program that successfully secured three talented communications professionals.
- Past Clients: Cabela's, Colorado Colfax Marathon, Denver Community Leadership Forum, Flying Dog Brewery, Heidi's Brooklyn Deli, JP Morgan Chase, Pfizer, Questar Market Resources, Snell & Wilmer, LLP, Spivack Vision Center, and Women's Bean Project.

Professional Awards:

- *2007 American Marketing Association Colorado Chapter PEAK Award*
  Colorado Colfax Marathon, community relations category
- *2006 Public Relations Society of America Gold Pick*
  JP Morgan Chase Contactless Credit Card Launch, media relations category
  Colorado Colfax Marathon, special event category
- *2006 Public Relations Society of America Silver Pick*
  Colorado Colfax Marathon, writing and brochure categories
- *2006 Holmes Report SABRE Award*
  JP Morgan Chase Contactless Credit Card Launch, business to consumer marketing category
  Colorado Colfax Marathon, special event category
- *2006 Public Relations Society of America Colorado Chapter Silver Anvil*
  Colorado Colfax Marathon, community relations category

Community Service:

- Girls on the Run, Inc., Volunteer **2012**
- AIR Foundation, Media Relations Committee Chair **2007 – 2008**
- Metro Denver Health and Wellness Commission, Marketing Committee Member **2007**
- University of Denver Communications Summit, Planning Committee Member **2006**
- Mental Health Association of Colorado, Marketing Committee Member **2005 - 2006**

References:

Dr. Robert Trager
Professor Emeritus, University of Colorado Boulder
Journalism & Mass Communication
1511 University Ave.
478 UCB
University of Colorado Boulder
Boulder, CO 80309
720-242-7939
Trager@colorado.edu

Patrick Ward
CEO
104 West
1925 Blake Street, Suite 200
Denver, CO 80202
720-407-6060
Patrick.Ward@104west.com

Dr. Andrew Calabrese
Professor, University of Colorado Boulder
Journalism & Mass Communication
1511 University Ave.
478 UCB
University of Colorado Boulder
Boulder, CO 80309
(303) 492-5007
Andrew.Calabrese@colorado.edu