

## Susan Robinson King

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School of Media and Journalism  
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### Education

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**Fairfield University**, Fairfield, Connecticut M.A. Communications

**Marymount College**, Tarrytown, New York B.A. English

**University College**, London University

### Professional Experience

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**UNC School of Media and Journalism** 2012 - present

***Dean, John Thomas Kerr Distinguished Professor***

Lead this distinguished school of more than 50 media scholars, journalists and advertising and public relations practitioners. The school, one of 12 schools that are members of the Carnegie-Knight Initiative on the Future of Journalism Education, has an undergraduate student body of more than 900. The graduate program has approximately 80 M.A. students and nearly 40 Ph.D. students, as well as an online M.A. in Digital Communication program.

**Carnegie Corporation of New York**

***Vice President, Public Affairs*** 1999 - 2006

***Vice President, External Affairs & Director Journalism Initiative, Special Initiatives and Strategy*** 2006 - 2011

A corporate officer responsible for leveraging the ideas and strategies of the Corporation's work. Play central role in decisions about the more than \$100 million in annual grants and in the Corporation's policies. Oversee all external communications and internal communications. Manage the media and journalism grant portfolio; created the multi-million dollar dissemination award program; launched the Carnegie-Knight Initiative on the Future of Journalism Education in 2005 that now includes 12 of the leading universities in the nation. Lead the Special Initiatives grant-making portfolio, which included a 2006 \$14 million grant cluster investing in New Orleans intellectual infrastructure.

**Results:** Launched *Carnegie Reporter* a semi-annual magazine; created *Carnegie Challenge Papers*, in depth looks at specific issues; created *Carnegie Results*, a quarterly publication focused on what was learned from grants; introduced Carnegie Forums, occasional in-person seminars on critical issues for invitation-only audiences; produced successful and innovative dissemination programs for initiatives like the Russia Initiative, Carnegie Scholars program, and Schools for A New Society urban school reform work. Shaped and manage the Carnegie-Knight Initiative on the Future of Journalism Education involving a dozen major U.S. research universities and the Knight foundation. Central player in creating and establishing a strategy that led to a newly focused grant-making portfolio for the Corporation in 2007. Established the Carnegie Medal of Philanthropy program given every two years by the Carnegie family of organizations and which returned to NYC in fall 2009.

**United States Government, Washington, D.C.**

**1995 -1999**

***Assistant Secretary for Public Affairs in Department of Labor***

Confirmed twice by the Senate and served under Secretary Robert B. Reich and Alexis M. Herman.

Managed all strategic communications for the department including government data, initiatives in pension programs, worker protections, enforcement responsibilities and workplace advances. Handled long-term communication strategies and breaking news demands, including the successful *No Sweat* garment industry initiative and the UPS strike.

**Results:** The *No Sweat* campaign was awarded the prestigious Kennedy School Judged Innovations in Government Award and triggered a presidential task force that resulted in an NGO, which works with business and government to end sweatshop labor. Credited with building the public capital of the agency's work.

***Executive Director, Family and Medical Leave Commission***

Lead the work of the congressionally mandated commission; reported to the board, which was made up of congressman and Senators, business leaders and activists

**Results:** In less than 10 months, produced the strategic plan for the Report to Congress that included arranging hearings held around the country, a National Science Foundation convocation and a \$600,000 research project to gauge public needs and experiences.

***Assistant Secretary Designate, Department of Housing and Urban Development***

Established communication strategy for Secretary of HUD, Andrew Cuomo during the first four months of his term and before Labor had a confirmed cabinet officer.

**Journalism Career**

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***Independent Journalist***

**1994**

Reported for CNN and ABC Radio News, served as host of NPR's Diane Rehm Show and Talk of the Nation, hosted CNBC's Equal Time.

***WJLA TV News, Washington, D.C., Anchor and Featured Journalist***

**1987 - 1993**

Anchored the 5:00 PM, 6:00 PM and 11:00 PM newscasts regularly. Led the stations' political coverage with live reporting from around the country. Recruited to the station to bring the award winning *Coverstory*, a 3-1/2minute 11:00 PM news feature known for its ability to convey complex government, political and diplomatic information in an understandable and powerful way.

***WRC TV News, Washington, D.C., Anchor and Featured Journalist***

**1983 - 1987**

Anchored the 6:00 PM and 11:00 PM newscasts regularly. Led the station's political coverage with live reporting from around the country. Created the award winning *Coverstory* feature, which garnered a number of Emmy Awards and recognition from national journalistic organizations for its in-depth analysis and ability to communicate. Produced special documentaries from Lebanon and South Africa.

***ABC News, Washington, D.C., Washington Bureau Correspondent***

**1979 - 1983**

Reported for ABC News programs including World News Tonight, Good Morning America and Nightline. Served as White House correspondent at the beginning of the Reagan administration. Covered George Bush 1980 presidential campaign.

<b>WTOP TV News, Washington, D.C., Anchor and Journalist</b>	<b>1975 - 1979</b>
Served as weekend anchor at highly rated station owned by Washington Post. Reported on political, community and social and health issues.	
<b>WGR TV News, Buffalo, N.Y., Anchor and Journalist</b>	<b>1972 - 1975</b>
First woman to anchor major weekday newscast. General assignment reporting.	
<b>CBS News, New York Assistant to National Editor, Correspondent for Walter Cronkite</b>	<b>1970 -1972</b>
<b>NBC News, New York Assistant, NBC White Paper Documentary Unit</b>	<b>1969 - 1970</b>

### Teaching

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*The Media Revolution: From Gutenberg to Zuckerberg* (MEJO 101), Fall 2013, Fall 2015, Fall 2016, Fall 2017, Fall 2018, Spring 2019.

*Covering Presidential Elections Seminar* (JOMC 491), Fall 2012.

### Publications

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Susan King, "Let's Remember the Power and the Gift of the First Amendment," Op Ed, News & Observer, September 21, 2018.

Susan King, "Challenging Young Journalists," DTH, December 2018.

<https://susankingblog.wordpress.com>. Weekly musings about deaning, journalism education and media changes, 2013 – 2014.

Susan King, "ABC News Summer Institute: A partnership between ABC News and Carnegie Corporation of New York provided top journalism students with a summer fellowship that immersed them in the world of investigative journalism and world-class broadcast news," *Carnegie Results*, Winter 2011, pp. 1-12.

Susan King, "The Carnegie-Knight Initiative on the Future of Journalism Education: Improving how journalists are educated and how their audiences are informed," *Daedalus*, Journal of the American Academy of Arts & Sciences, Spring 2010, pp. 126-127.

Susan King, "Media Grantmaking Strategies: When the Impact is in Question," *Carnegie Results*, Winter 2009, pp. 1-8.

Susan King, "In Russia, News for Sale," *The Washington Post*, December 18, 1993, p.A-25.

Susan King, "This is the Story I will Tell My Daughter," *Washingtonian Magazine*, May 1992, pp. 58-61 and 141-143.

## **Start Here / Never Stop Podcasts**

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*Joyce Fitzpatrick '76:* Owner of Fitzpatrick Communications, Inc. with thirty years of experience helping clients use public relations to their advantage. Published August 21, 2019.

*Jacqueline Charles '94:* Pulitzer Prize finalist and Emmy Award-winning Caribbean Correspondent at The Miami Herald, a McClatchy-owned paper which circulates in greater Miami and is read throughout Latin America and the Caribbean. Published July 16, 2019.

*Corrie MacLaggan '02:* Managing editor of The Texas Tribune, located in Austin, Texas. Published June 24, 2019.

*Bill Morton '62:* Chair emeritus of Jack Morton Worldwide, a leading experiential marketing agency founded by his father, Jack Morton, in 1939. Published June 4, 2019.

*Ilana Finley '00:* Vice president of global communications and social impact at Converse in Boston; previously served as the senior director of communications for Nike, Inc. Published April 4, 2019.

*Anu Anand '95:* Host of Marketplace Morning Report from the BBC World Service. Published March 27, 2019.

*Allen Bosworth '81:* President at EP+Co, an award-winning integrated marketing firm in New York and South Carolina. Published March 21, 2019.

*Caitlin Owens '14:* Reporter for Axios covering health care and other policy areas on Capitol Hill. Published March 5, 2019.

*Stefan Prelog '96 (M.A.):* Senior vice president at Rubenstein in New York City. Published Feb. 27, 2019.

*Leah Ashburn '92:* CEO and president of Highland Brewing Company. Published Feb. 20, 2019.

*Ashlan Cousteau '02:* Co-star of the Travel Channel's Caribbean Pirate Treasure, a former Entertainment Tonight correspondent and a fill-in anchor for E! News. Published Feb. 13, 2019.

*Grace Raynor '15:* Clemson beat reporter for The Post and Courier in Charleston, South Carolina, and two-time recipient of the South Carolina Sportswriter of the Year. Published Feb. 5, 2019.

*Panel discussion:* How to tell the stories of diverse cultures and communities with sensitivity and respect an important topic within the UNC School of Media and Journalism. Published Dec. 17, 2018.

*David Tinson '96:* Senior vice president of marketing communications at Electronic Arts. Published Nov. 8, 2018.

*Delia D'Ambra '14:* General assignment and investigative reporter for NBC2 WBBH news in Fort Myers, Florida, and the creator of the Counter Clock Podcast. Published Oct. 31, 2018.

*Patrick Winn '03:* Asia correspondent at Public Radio International, focusing on the process of redefining the portrayal of criminals in Southeast Asia. Published Oct. 3, 2018.

*Haleh Moddasser '85:* Lead adviser of Stearns Financial Group in Chapel Hill. Published Sept. 18, 2018.

*Chris Brown '91 and C.L. Brown '94:* Chris has written and produced sports programming for national Christian and secular media portals alike. C.L. is a senior writer for The Fieldhouse, the college basketball branch of The Athletic — a subscription-based website featuring in-depth sports coverage. Published July 23, 2018.

*Kit Hoover '92:* Television personality, sportscaster, broadcast journalist and the current co-host of Access Hollywood Live. Published June 27, 2018.

*Andrew Schorr '71:* Medical journalist and the founder of Patient Power. Published May 29, 2018.

*Robyn Tomlin '96:* Executive editor of The News & Observer and The Herald-Sun, and the first regional editor for the Carolinas for The McClatchy Company. Published May 24, 2018.

*Lindsay Shookus '02:* Producer at Saturday Night Live who has been nominated for seven Emmy Awards. Published May 15, 2018.

*Reema Khrais '12:* Reporter for NPR's radio show, Marketplace. Published April 30, 2018.

*Lisa Arney '03 (M.A.):* Senior communications manager at Walt Disney World Parks & Resorts. Published April 6, 2018.

*Kat Downs Mulder '06:* Director of product at The Washington. Published March 29, 2018.

*Brian Strong '00:* Senior vice president of brand communications at FOX Sports. Published March 8, 2018.

*Natasha Duarte '11, '16 (M.A.):* Policy analyst at Center for Democracy & Technology (CDT). Published Feb. 23, 2018.

*Christina Vidal '12:* Brand and marketing strategist focused on travel and the founder of Jetset Christina. Published Feb. 16, 2018.

*Jason Cooper '01:* Virtual and augmented reality specialist and Chief Digital Officer at Horizon Productions. Published Feb. 5, 2018.

*Parth Shah '15:* Second graduate of the MJ-school to receive the prestigious Kroc Fellowship from National Public Radio who is a producer at NPR working on Hidden Brain. Published Dec. 14, 2017.

*Rachel McMahan '17 (M.A.):* First graduate of the UNC Environment and Science Communication dual-degree program. Published Nov. 30, 2017.

*Pailin Wedel '04:* Thai-American video journalist based in Thailand and the founder of TwentyFifty Productions in Bangkok. In 2017, she received a Whicker's World Funding Award for her documentary, Hope Frozen, a film probing the ethics and morality of cryogenics and the meaning of death. Published Nov. 22, 2017.

*Alexandra Rizk Keane '14:* Film producer, writer and editor and the founder of an independent production company — Rizk Pictures — and producer for the 2017 feature film Literally, Right Before Aaron. Published Nov. 10, 2017.

*Emily Steel '06*: Business reporter at The New York Times. Published Oct. 23, 2017.

*Claudia Howard '03*: Global brand manager at The Weather Company. Published Oct. 3, 2017.

*Jess Clark '15 (M.A.)*: WUNC's Fletcher Fellow for Education Policy Reporting. Published March 2, 2017.

*Kathryn Walker '16*: Double major in political science and public relations with a minor in history who is a member of the Presidential Scholar. Published Jan. 25, 2017.

*Lisa Stockman '91, '13 (M.A.)*: President of communications for inVentiv Health. Published Dec. 22, 2016.

*Tarini Parti '12*: Capitol Hill reporter for BuzzFeed, based in Washington, D.C. Published Nov. 18, 2016

*Leigh Goodwyn '88*: Executive with 20 years of marketing experience with major television networks including Turner Broadcasting and Discovery Networks. Published Nov. 3, 2016.

*Roxane Coche '13 (Ph.D.)*: Former sports journalist who earned her Ph.D. and is now an assistant professor at University of Memphis. Published Aug. 12, 2016.

*Aaron Dodson '15*: Assistant editor for The Undefeated, ESPN's premier platform for exploring the intersections of race, sports and culture. He previously worked in the sports departments at The Baltimore Sun and The Washington Post. Published July 21, 2016.

*Brad Hamm '96 (Ph.D.)*: Dean of the Northwestern University Medill School of Journalism, Media, Integrated Marketing Communications. Published June 29, 2016.

*Nikole Hannah-Jones '03 (M.A.)*: Won a 2016 Peabody Award for her collection of "This American Life" episodes on school segregation called "The Case for School Desegregation Today." The collection includes "Three Miles" and a two-part series called "The Problem We All Live With." Published May 20, 2016.

*Jeff Mittelstadt '12 (M.A.)*: Founder and president of WildSides. Published May 4, 2016.

*Brooke Baldwin '01*: CNN news anchor. Published April 19, 2016.

*Rochelle Riley '81*: Metro Columnist for the Detroit Free Press who was inducted into the Michigan Journalism Hall of Fame, housed at Michigan State University. Published April 4, 2016.

*Justin Lyons '06*: Received the Lois and H.C. Cranford Jr. Award from the school as the outstanding graduating senior in public relations. Published March 18, 2016.

*Carolyn Van Houten '14*: 2015 Newspaper Photographer of the Year, 2015 College Photographer of the Year and placed first in the 2014-15 Hearst Journalism Awards Photojournalism Competition. Published Feb. 29, 2016.

### **Presentations and Panels**

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*Invited Panelist*, "Administrators Session: Telling Our Own Stories," **AEJMC Conference**, Toronto, August 8, 2019.

*Invited Moderator*, “Racial Justice: IS Christianity Help or Hindrance,” Veritas Forum, Memorial Auditorium, UNC, March 7, 2019.

*Invited Speaker*, “Trump, Twitter and Trust: Preparing Journalists in an Era of “Fake News,” **Lessons for Colombia from the 2016 US Presidential Campaign and News in the Era of Disruptive Sources**, Caracol Television Conference, Bogota, Colombia, Nov. 1, 2017.

*Invited Speaker*, “Preparing the Next Generation of Professional Journalists,” **Watauga Club**, Rizzo Conference Center, March 21, 2017.

*Keynote Panelist*, **Symposium on Future of Television in Colombia**, Bogota, Colombia, Sept. 15, 2016.

*Invited Speaker*, “The Media and the 2016 Presidential Election,” **Carolina Living Legends Fall Meeting**, William and Ida Friday Center, Sept. 11, 2015.

*Honors Convocation Speaker*, “From Dot Com to Dot Gov to Dot Org to Dot EDU,” **Moody College of Communications**, University of Texas – Austin, April 2015.

*Interviewer*, Discussion with Gerhard L. Weinberg, William Rand Kenan, Jr. Professor of History, Emeritus and leading scholar of World War II, for **Global Education Leaders’ Program of World View** at UNC-CH, June 19, 2014.

*Moderator: Education – Fueling Innovation. IWF Cornerstone Conference*: Innovationskraft Berlin. A conversation on education innovation worldwide with Andreas Schleicher, Deputy Director for Education and Skills and Special Advisor on Education Policy to the OECD General Secretary, Dr. Pasi Sahlberg, Director of the Finnish Education Ministry, Sara de Freitas, Associate Deputy Vice Chancellor and Professor of Teaching and Learning at Curtin University, Perth, Australia, Ivo Hajnal, Professor of Linguistics & Language History, University of Innsbruck Austria. Berlin, Germany, May 2014.

*Panelist*, **St. David’s Senior Seminar on the Media & Ethics**, with John Drescher, Executive Editor, News & Observer, David Crabtree, Anchor, WRAL-TV, and Don Curtis, CEO, Curtis Media, April 25, 2014.

*Interview with Senator Jim Sasser*, **Morehead-Cain Symposium**, UNC, March 2014.

*Presenter*, **CBC – UNC Diversity Fellowship Program**, a partnership with Capital Broadcasting Company & JOMC to create a pipeline of diverse broadcaster reporters, editors and producers. Spring Break 2013, 2014, 2015, 2016, 2017.

*Panel Facilitator*, **Women in Media Leadership**, Amanda Bennett, JOMC Interview Series, March 2014.

*The Deficit Road Show*, an evening with Stan Druckenmiller and Ron Canada, **Robertson Scholars Program**, Memorial Hall, December 2013.

*Panel Facilitator*, **Women in Media Leadership**, Brooke Baldwin, JOMC Interview Series, September, 2013.

*Panel Facilitator*, **Women in Media Leadership**, Kayla Tausche, JOMC Interview Series, February, 2013.

*Panel Facilitator*, **Women in Media Leadership**, former Governor Bev Perdue, JOMC Interview Series, January 2013.

*Moderator, Redesigning Democracy Summit, **Emerging Issues Panel**, NC State, December 10, 2012.*

#### **University Service**

*Member, **UNC TV Presidential Search**, UNC System, Fall 2018 – Spring 2019.*

*Member, **UNC Undergraduate Admissions Committee**, Fall 2014 – Present.*

*Member, **WUNC Board of Trustees**, Spring 2015 – Present.*

*Judge, **3MT (3-Minute Thesis)**, Fall 2016.*

*Member, **UNC Think Tank on Big Ideas**, Fall 2014 – Spring 2016.*

*Member, **WUNC Community Advisory Board**, Spring 2013 – Spring 2015.*

*Member, **Provost's On-Line Task Force**, 2014.*

*Member, **UNC TV Blue Ribbon Committee on the Future**, 2014.*

*Chair, **Search for Dean, UNC Kenan-Flagler School of Business**, Summer 2013 – January 2014.*

*Member, **Faculty Leadership Class**, 2013 - 2014.*

*Member, **Search Committee, UNC Associate Vice Chancellor, Communications and Public Affairs**, Summer 2013.*

#### **Community and Higher Education Service**

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*Member, **Hearst Journalism Awards Steering Committee**, 2018 - Present*

*Board of Trustees, **Carnegie Council on Ethics in International Affairs**, 2015 – Present.*

*Member, **Carnegie Knight Dean's Council**, January 2012 – Present.*

*Board of Directors, **IREX**, Washington, D.C., 2012 – 2018.*

*Chair, **BBC Global Media Action**, USA 2010 – 2018.*

*Advisory Committee, **Center for Independent Media Assistance**, National Endowment for Democracy 2007 – 2017.*

*Board of Trustees, **Fairfield University**, Fairfield, Connecticut, 2006 - 2019.*

*Board of Trustees and Co-chair, **National Leadership Roundtable on Church Management**, 2006 - Present.*

*External Academic Reviewer, **Columbia Journalism School**, October 2017.*

*Judge, **Scripps Howard Awards**, 2016, 2017 and 2018.*



*Member, Search for WUNC –TV President and General Manager, 2015.*

*External Examiner, Bachelor of Journalism Curriculum, The University of Hong Kong, School of Journalism and Media Studies Centre, 2011 – 2017.*

*Member, National Review Board, United States Conference of Catholic Bishops, 2011-2013.*

*Board of Directors, Philanthropy New York, New York, N.Y., 2011.*

*Member, PBS Task Force: Funding the Vision II, 2010-2011.*

*Member, World Economic Forum’s Global Agenda Councils: Future of Journalism Council 2008-2010, Chair, 2009. Member of reconstituted GAC: Informed Societies Council, 2009 - 2014.*

*Founder and Board of Directors, International Women’s Forum, Washington, D.C., 2004 – 2010 and Women’s Forum of New York, 2007 – 2010.*

*Board of Trustees, House of Friendship, Honduran orphanages 2005 – 2012.*

*Board of Trustees, BBC Global Inc. London, England. 2005 – 2017.*

*Member, Public Affairs Committee, Independent Sector, 2001 - 2005 and Council of Foundations, Washington, D.C., 2000 – 2004.*

*Board of Trustees, Marymount College, 1993 – 2002 and Marymount College of Fordham University, 2002*

## **Awards**

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**Earle Gluck Distinguished Service Award**, North Carolina Association of Broadcasters, 2018.

**DeWitt Carter Reddick Award for Communication Excellence**, Moody College of Communications, University of Texas – Austin, April 2015.

**Buffalo Broadcasters Hall of Fame**, Buffalo, New York, induction September 2014.

**Matrix Award**, Washington Women in Communications, 1999.

**John F. Kennedy School of Government Innovations in Government Award**, *No Sweat: Ending Sweatshops*, U.S. Department of Labor, 1996.

**Signet Award**, Marymount College, Tarrytown, New York, 1997

**Washington, D.C. Area Emmy Awards**, Outstanding Individual Achievement, Cover Story, Susan King Reporter, September 29, 1984 – February 14, 1985, WRC TV.

**Washington, D.C. Area Emmy Awards**, Outstanding Individual Achievement, THIS IS LEBANON, Susan King – Reporter, December 16, 1983, WRC TV.

**Women's Political Caucus**, Outstanding Reporting, TV, 1984, 1985, WRC TV.

**AP Award** for Best Reporting, New York State, 1974