

# CURRICULUM VITAE

## **Valerie Kaye Fields**

Teaching Professor  
UNC Hussman School of Journalism and Media  
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### **Education**

New Covenant Bible Institute, Raleigh, NC; Doctor of Theology, January 2012.

New Covenant Bible Institute, Raleigh, NC; Master of Theology, December 2007.

New Covenant Bible Institute, Raleigh, NC; Bachelor of Theology, June 2004.

University of North Carolina at Chapel Hill, Chapel Hill, NC; Bachelor of Arts, School of Journalism and Mass Communication – Public Relations; December 1994.

### **Professional Experience**

#### *Academic*

Teaching Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill; January 2020 – present.

Teaching Associate Professor, Hussman School of Journalism and Media, University of North Carolina at Chapel Hill; July 2013 – present.

Adjunct Instructor, School of Journalism and Mass Communication, University of North Carolina at Chapel Hill; January 2007 – June 2013.

#### *Entrepreneurship & Industry*

V.K. Fields & Company Public Relations PROS, Raleigh, NC, Chief Executive Officer/PR PRO; March 1997 – present.

Millionaires in Training Youth Entrepreneurship, Raleigh, NC, Founder and Chairman of the Board of Directors; October 2004 – present.

Webb Patterson Communications, Durham, NC, Public Relations Manager; February 1999 - February 2000.

Crystal Clear Communications, Raleigh, NC, President; October 1997 – January 1999.

Onyx Greeting Cards, Raleigh, NC, Marketing Director; June 1995 – October 1997.

Ronald McDonald Children's Charities of North Carolina, Raleigh, NC, Public Relations Director; October 1994 – May 1995.

Walt Disney World Resort, Lake Buena Vista, FL, Publicist; May 1993 – January 1994.

### **Research**

Corporate Analysis, "Success of the Raleigh Region--McDonald's Corp.," a departmental breakdown of how and why the McDonald's Corp. Raleigh Region continually maintained a successful level of performance, above projections. Research project consisted of background statistics and interviews with department heads and national executives, presented to: McDonald's Corp., Raleigh Region and Oak Brook, IL; Spring 1994.

Case Study, "Communication/Marketing--Walt Disney World Resort," an in-depth analysis of past, present and future communication and marketing strategies for the Walt Disney World complex, presented to: School of Journalism and Mass Communication; Spring 1994.

### **Honors**

Power 100 Award; presented by Black Business Ink; recognition as one of the Top 100 most influential business leaders in North Carolina – May 2023.

2018 Michael L. Herman Excellence in Mentoring Award; North Carolina Public Relations Society of America; Raleigh, North Carolina – November 2018.

UNC Global Studies Erasmus+ Program Ambassador; UNC School of Media and Journalism Faculty Exchange Scholarship Winner; Madrid, Spain – June 2017.

Edward Vick *Innovation in Teaching* Award; Honoring unique content and engaging instruction for undergraduate students in J-433 Crisis Communication; May 2016.

Mentoring Award for youth outreach and community service, presented by 100 Black Men of America Triangle East Chapter; April 2009.

Outstanding Volunteer Award for community service and volunteerism, presented by City of Raleigh - Southeast Raleigh Assembly; December 2007.

40 Under 40 Leadership Award for outstanding business accomplishments and entrepreneurship, presented by *Triangle Business Journal*; April 2007.

Lamplighter Award for community service and volunteerism, presented by McDonald's Corp. and Radio One; December 2006.

YALA - Young Adult Leadership Award for commitment to excellence in business, industry and service, presented by the Women's Forum of North Carolina; November 2006.

Women in Business Award for leadership in business and entrepreneurship, presented by RBC Centura Bank and *Triangle Business Journal*; August 2006.

Excellence in Mentoring Award for youth outreach and community service, presented by RBC Centura Bank and *Triangle Business Journal*; August 2006.

Pinnacle Business Award for leadership and outstanding business accomplishments in small business, presented by Greater Raleigh Chamber of Commerce; May 2005.

### **Board of Director Appointments**

Women's Forum of North Carolina Inc., President, Executive Committee, Board of Directors; May 2014 – May 2017; elected for three (3) consecutive terms.

Women's Forum of North Carolina Inc., Vice President, Executive Committee, Board of Directors; March 2013 – April 2014.

Women's Forum of North Carolina Inc., Treasurer, Executive Committee, Board of Directors; April 2009 – March 2013.

Miracle Ministries Inc., Chairman of the Board; October 2004 – present.

V.K. Fields & Co. Public Relations PROS, Chairman of the Board; March 1997 – present.

Greater Raleigh Chamber of Commerce, Vice President of Small Business, Executive Committee, Board of Directors; October 2007 – September 2010.

Commissioner, Raleigh City Council, Raleigh Telecommunications Commission; September 2008 – January 2010.

Literacy Council of Wake County, Member, Board of Directors; 2000 – 2002.

### **Grants**

Awarded \$30,000 from the City of Raleigh "Building Upfit Grant" to renovate a historic commercial building for professional office space in downtown Raleigh, North Carolina.

Awarded \$100,000 for Community Development "Safe Space" Grant to expand Millionaires in Training Youth Entrepreneurship Program by North Carolina Community Development Initiative; December 2009.

Awarded \$10,000 for Innovative Community Building Planning Grant by North Carolina Community Development Initiative; May 2008.

Awarded \$4,000 as part of a 2:1 matching grant to expand community outreach for the Millionaires in Training Youth Entrepreneurship Program by Triangle Community Foundation's Next Generation of African American Philanthropists; February 2007.

Awarded \$1,000 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by Progress Energy; October 2006.

Awarded \$1,000 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by Quintiles “Giving Back to the Community” Foundation; September 2006.

Awarded \$2,500 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by BC Powder “Working Where It Counts;” April 2006.

Awarded \$5,000 community service grant for establishment and expansion of Millionaires in Training (MiT) Youth Entrepreneurship Program by The Freedom Forum based in Arlington, VA; June 2005.

### **Memberships**

- Public Relations Society of America; 2014 – present.
- Women’s Forum of North Carolina; 2006 – present.
- Greater Raleigh Chamber of Commerce; 2000 – 2012.
- Capital City Club Member and Advisory Board Member; 2006 – 2011.
- Christian Career and Business Women of America; 2006 – 2009.
- National Black MBA Association; 2000 – 2003.

### **Bibliography**

#### *Books Published*

V.K. Fields. “Public Relations Writing: Essential Tools for Effective Storytelling.” Sage. July 2024. Academic Publication and Textbook.

V.K. Fields. “The Anointing of Ease.” MMI Publishing, Raleigh, NC. November 2016.

V.K. Fields. “The Bizeebee Family Business.” MMI Publishing, Raleigh, NC. April 2010.

V.K. Fields. “Forbidden Fruit.” Christian Services Network. July 2006.

### **Certifications**

“Crisis Communication Professional” certification through the Public Relations Society of America (PRSA). November 2019.

“Public Information Systems” Course 702.A, 2018 – U.S. Department of Homeland Security, Federal Emergency Management Institute (FEMA), National Incident Management System.

### **Teaching**

#### *Current Courses*

MEJO 137 Introduction to Public Relations. Undergraduate Course. 1.5 Credits. A conceptual course that introduces basic principles about the public relations industry and highlights potential career pathways for students considering application to the School.

MEJO 732 Public Relations and Strategic Writing. Graduate Course. An applied writing

skills course with an emphasis on digital media and social media communication. The course allows students to develop and implement an entire campaign for a client.

MEJO 533 Crisis Communication. 3 Credits. An interactive skills course that provides theory, case studies, and practical application for effective communication during emergencies and crisis situations. The course incorporates collaboration with MEJO 452 Business Reporting students, journalists, and communication professionals to simulate a press conference for clients in crisis.

MEJO 332 Public Relations Writing. 3 Credits. An applied writing skills laboratory and service-learning class that provides education and practice in communication skills required of public relations practitioners. Spring 2007 – present.

### **Service**

#### *International & Global Missions*

Missionary - Uganda, Africa mission trip with Miracle Ministries Inc.; hosted two youth conferences in the Kumi and Kaihura regions of Uganda to support global missions activities and to introduce vocational and business training skills to local students; December 2010 – January 2011.

Missionary – Uganda, Africa mission trip with Embrace Uganda; assisted with building renovations, painting, general upgrades and repairs at Agape Children’s Village orphanage; June 2010.

#### *Volunteer Work*

Volunteer Delivery Driver, Meals on Wheels of Wake County; August 2000 – January 2007.

Nursing Home/Senior Center Volunteer, Wake Chapel Church, Raleigh, NC; 1998 - 2000.

Public Relations Curriculum Development, Communications Department, St. Augustine’s College, Raleigh, NC; Spring 2006.

#### *To the Hussman School of Journalism and Media, UNC-Chapel Hill*

Fixed Term and Faculty Salary Committee(s) Member; School of Journalism and Media; assist in providing guidance and oversight for faculty appointments, reappointments and compensation; August 2015 – present.

Search Committee Member, for the University position of Associate Vice Chancellor for Communication; reviewed resumes and CVs, and interviewed job candidates from a pool of 60; April 2017 – August 2017.

Professional/Faculty Adviser, Heelprint Communications; a student-run creative and strategic communication agency that provides campaign development and communication services for corporate and nonprofit/campus-based organizations; Spring 2014 - present.

Professional Adviser, Public Relations Student Society of America, Bateman PR Competition representing client Ally Financial for grassroots PR campaign to enhance financial literacy among underrepresented minority populations; Fall 2010 – present.

*To the University of North Carolina at Chapel Hill*

Moderator, UNC-Chapel Hill “Wilberforce Conference” 2018 – Flourishing in the Midst of Crisis. Moderated panel with UNC Chancellor and Interim UNC System President and other industry professionals to on-campus faith communities; November 2018.

Panelist, UNC Women in Business Conference; theme “Intuition Sparks Innovation: A New Approach in a New Business Environment,” guest panelist with other businesswomen discussing, “The Entrepreneurial You: Seizing Opportunity and Affecting Change” at the Kenan-Flagler Business School; March 2010.

*Panels, Lectures and Public Relations Seminars*

Media Relations and Crisis Communications Workshop/Seminar Co-Facilitator; UNC-Institute of Defense and Business Strategic Studies Fellows Program; Chapel Hill, NC; July 2017, July 2018.

Commencement Speaker, “The World is Waiting for Leaders Like You,” North Carolina State University, TRIO Student Support Services Program graduates, Raleigh, NC; May 2016.

Webinar Presenter, “Social Enterprises: A Formula for Doing Good and Doing Well,” North Carolina Community Development Initiative, Raleigh, NC; May 2014.

Presenter, “The Art of Storytelling” and “Mission Messaging, Branding & Marketing,” California-Nevada Learning Institute, Orange County, California; February 2013.

Co-Presenter, Public Relations & Marketing Seminar, “Embracing Entrepreneurship,” Public Relations Society of America – North Carolina Chapter, Chapel Hill, NC; November 2012.

Participant, Women’s Executive Education Leadership Series, “Managing Money,” North Carolina Institute of Minority Economic Development, Chapel Hill, NC; October 2012.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce, Raleigh, NC; November 2011.

Panelist, “Entrepreneurship” discussion and panel, North Carolina Career Development Association, Elon, NC; November 2011.

Panelist, “Diversity in Public Relations,” PR practitioner panel, Public Relations Society of America – Triangle North Carolina Chapter, Chapel Hill, NC; November 2011.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce AM Networking, Raleigh, NC; March 2011.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce, Raleigh, NC; November 2010.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce AM Networking, Raleigh, NC; June 2010.

Presenter, “Personal PR” seminar series, Greater Raleigh Chamber of Commerce, Raleigh, NC; March 2010.

Panelist, Mass Media Forum, St. Augustine’s College, Raleigh, NC; December 2009.

Training Facilitator, North Carolina Community Action Associations national convention, facilitator for “Social Networking” and “Telling Your Story” PR training seminars, Biloxi, MS; October 2009.

Guest Speaker, “Mass Communications Day,” Communications Department, Winston-Salem State University, Winston-Salem, NC; October 2009.

Panelist, National Chamber of Commerce Convention hosted by Greater Raleigh Chamber of Commerce, Raleigh, NC; August 2009.

Media Training Facilitator, Student Leaders Forum, Winston-Salem State University, Winston-Salem, NC; July 2009.

Guest Speaker, City of Raleigh Youth Empowerment Summit, Raleigh, NC; April 2009.

Guest Speaker, St. Augustine’s College Public Relations class, Raleigh, NC; April 2009.

Keynote Speaker, Amtrak Corp., Annual Black History Month celebration; Jacksonville, FL; February 2009.

## **Teaching Statement**

### *“The Value of Shared Knowledge”*

The opportunity to share and advance knowledge is one that I do not take lightly or take for granted. I am humbled and honored to impart knowledge and wisdom into the lives of my students. The responsibility placed upon teachers is great, and our accountability to honor that obligation is immense.

One of my favorite teachers once said, “If the student hasn’t learned, the teacher hasn’t taught.” That adage serves as one of my guiding principles for instructing students and identifying creative ways in which to help them learn, excel, and master the respective coursework.

Teachers are one of our world’s most valuable resources, and I am grateful to be part of a community that is responsible for the continuation and success of future generations.

## **Service Statement**

### *“It is an Honor to Serve”*

From as early as I can remember, my parents engrained a few lessons into the lives of me and my sisters: 1) It is better to give than to receive; 2) We are blessed to be a blessing; 3) Always leave a situation better than how you found it. Those simple words may seem inconsequential until they are actually put into action.

The fabric of my entire life has been interwoven with the thread of service: ministry, volunteerism, and mission work in poverty-stricken regions around the world. Such activities have also inspired numerous students who populate my classroom and learn from my example that it is possible to ‘Do Well and Do Good’ at the same time, without one compromising the other. My 20-year career as an entrepreneur has only fueled and expanded opportunities for me to complete meaningful and fulfilling projects that serve and uplift others.

My current service-oriented projects include mentoring future entrepreneurs through the signature Millionaires in Training program that I launched in 2005; and also serving as faculty adviser for Heelprint Communications, the for-profit creative agency housed within the UNC

Hussman School of Journalism and Media. Also, I served as president of the Women's Forum of North Carolina, an invitational statewide, non-partisan organization that champions social, economic, and political power for women. Finally, throughout the year, I'm invited to speak and participate on panels that inspire and encourage others to pursue and fulfill their dreams. With each opportunity, I'm reminded of my parents' life lessons from so many years ago, and they still ring true and resonate throughout my life.

### **Entrepreneurship Statement**

*"Entrepreneurs Are Born... and then Made Better"*

Innovation and entrepreneurship are the engines that drive the global economy, and I would very much like to be in the driver's seat when the convergence of technology, ingenuity, and imagination take center stage in creating opportunities for business, industry, social, and environmental advancements for generations to come.

I have great interest in pursuing technologies related to renewable and clean energy sources, and I also would like to explore inventions for filtering, purifying, and transporting clean water in underserved global communities. December 2010 marked my second mission trip to Uganda, (east) Africa, a nation that houses immense poverty and deprivation in every aspect of life. I'm inclined to believe that the synergy of countless creative minds can offer practical relief through various channels of technologically-advanced and socially-conscious ventures. I wholeheartedly embrace the idea of doing well, while doing good.

On the first day of my MBA-level Social Entrepreneurship course at UNC's Kenan-Flagler Business School, our instructor posed the following question: "Are entrepreneurs born or made?" My answer was simple: "Entrepreneurs are born... and then made better by education, experience, and exposure." There are some characteristics that simply cannot be taught, such as passion, drive, and the willingness to take calculated risks despite the odds. Without question, entrepreneurship is not for the faint of heart or for those easily inclined to take "no" for an answer.

I am a lifelong learner and ascribe to the philosophy that knowledge is power, and the lack of knowledge is dangerous. There are many more aspects of entrepreneurship that can and must be taught for the sake and safety of investors, customers, end-users, and individuals on the receiving end of entrepreneurial ventures. The opportunity to learn from and collaborate with other great minds, and then present our ideas to researchers, developers, and investors with the reach and capacity to launch ideas from concept to reality is phenomenal. I am ready to lead. And I am ready to serve.

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