



University of Kentucky  
College of Communication  
and Information  
*School of Journalism and Media*

302 Blazer Dining Building  
Lexington, KY 40506-0042  
859.321.4975  
[davidstephenson@uky.edu](mailto:davidstephenson@uky.edu)

In November 2022, Sophia Rosing, a white University of Kentucky student, verbally and physically assaulted Kylah Spring, a Black student and desk clerk in a UK residence hall. The Kentucky Kernel broke what became an international story, following the events and documenting the resulting peaceful March Against Racism on UK's campus.

At the Kernel, while still publishing a weekly print edition, they understand that the journalism industry is moving in a direction toward increased reliance on digital and social platforms to better reach and engage the public. This impactful and significant story needed to be accessible to young people across the world, country, state, and campus who demanded answers.

As a result, the Kernel turned to their TikTok desk editor and producer Raven Rolle. She immediately began writing scripts and narrating explanatory videos detailing the attack itself, Rosing's subsequent court hearings, student reactions and the march. Raven utilized stills, video and man on the street interviews to bring the campus community the latest information they needed to know about this important story.

Raven wrote, edited, narrated and produced 5 videos over the course of 9 days. Through those videos, The Kernel's TikTok account amassed a total of 1,383,000 views, 72,000 likes and 1400 comments. The most popular video alone was watched more than 800,000 times, demonstrating extensive reach and engagement.

Linked below are the five TikTok videos, in order of publication.

[Video 1](#)

[Video 2](#)

[Video 3](#)

[Video 4](#)

[Video 5](#)

Sincerely entered on behalf of the Kernel,

David Stephenson  
Assistant Professor  
School of Journalism and Media  
University of Kentucky