

Lauren B. Potts

Ph.D. Program in Communication Studies
College of Literature, Science, and the Arts
Rackham Graduate School
University of Michigan

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EDUCATION

- Ph.D., 2022 (anticipated)** **University of Michigan, Ann Arbor, MI**
Department of Communication Studies
- Major Concentration: Political Communication
 - Advisor: Dr. Brian Weeks
- M.A., 2017** **Purdue University, West Lafayette, IN**
Brian Lamb School of Communication
- Major Concentration: Media, Technology, and Society
 - Minor Concentration: Research Methods
 - Advisor: Dr. Joshua Scacco
 - Committee Members: Dr. Ralph Webb and Dr. Natalie Lambert
- B.A., 2014**
Magna cum laude **University of South Florida, Tampa, FL**
School of Mass Communication
- Major Concentration: Mass Communication–Public Relations
 - Minor Concentration: Creative Writing

SCHOLARSHIP

Academic Publications

- **Potts, L.** (In press). Responses to advertising and associated attitudes toward women in leadership. *Michigan Academy of Science, Arts, and Letters 2016 Conference Abstracts*.
- Scacco, J.M., Hearit, L.B., **Potts, L.**, Sonderman, J., and Stroud, N. J. (2016). Primary election coverage: What types of news engage audiences? [White paper]. *Pew Research Center*.
- **Potts, L.** (2017). Woman writ small: Rediscovering Rachel Davis DuBois' contributions to intercultural education. *2016 2nd CICA Roundtable Conference Proceedings*. Shanghai, China: Shanghai International Studies University.
- **Potts, L.** (2014). Garden party. *Apeiron Review*, 7, 31. Retrieved from <http://www.scribd.com/doc/241230479/Apeiron-Review-Fall-2014-Issue-7>

Manuscripts Under Review

- Matej, S., Sinclair-Chapman, V., Kulzick, R., & **Potts, L.** (2016). California's drought, public response, and the media.

Trade Publications

- Senior Voice America. (2014, March-December; 2015, January-December; 2016, January-December; 2017, January-September). **Lauren Potts (Ed.)**. *Senior Voice America, Inc.* Lutz, FL: Senior Voice.
- Harroun, A., & **Potts, L.** (2014). Securing Florida's future: USF set to lead the state in cybersecurity solutions. *USF Magazine*, 56(3), 24-27.
- **Potts, L.** (2014, July 2). ["When I look at USF, I see opportunities to fulfill the aspirations, hopes and dreams of our students, alumni, friends, faculty, staff and the world at large." -USF System President Judy Genshaft; 14 years at USF] [Graphic]. Retrieved from <https://www.facebook.com/USouthFlorida/photos/pb.199045530083.-s2207520000.1407094660./10154313523445084/?type=3&theater>.
- **Potts, L.** (2014, April 14). *USF graduate wins national IBM computing contest, places 4th in the world*. Retrieved from http://article.wn.com/view/2014/04/15/USF_Grad_Wins_National_IBM_Computing_Contest_Places_4th_in_t/.
- **Potts, L.** (2014, March 4). *SunTrust Foundation kicks off USF lecture series on global economics with speech by acclaimed cybersecurity author*. Retrieved from <http://www.usf.edu/cybersecurity/news/20140305.aspx>.
- DeLuca, C., Harroun, A., **Potts, L.**, & Scott, A. (2014). *Summer@USF*. Retrieved from <http://www.usf.edu/summer/>.

Conference Papers & Presentations

- **Potts, L.** (Upcoming). Using semantic network analytics to explore "Make America Great Again" as rhetorical frame. *National Communication Association 103rd Annual Convention*.
- **Potts, L.** (Upcoming). Agenda setting as evidence for the enduring relevance of mass communication theory. *National Communication Association 103rd Annual Convention*.
- **Potts, L.** (Upcoming). Signs of that one time: Profile pictures as cultural codes in the aftermath of tragedy. *National Communication Association 103rd Annual Convention*.
- **Potts, L.** (Upcoming). Problem definition and causal attribution during the Republican National Convention: How #MAGA discourse on Twitter framed America's problems and the people responsible. *Framing Political Messages [Panel chair]. 2017 Midwest Popular Culture Association/American Culture Association Annual Conference*.
- **Potts, L.** (2017). Setting the agenda in environmental crisis: Relationships between tweets, Google search trends, and newspaper coverage during the California drought. *International Communication Association Annual Convention*.
- **Potts, L.** (2016). Feeling in the field: The impact of culture on the experience and management of researcher emotion. *National Communication Association 102nd Annual Convention: Communication's Civic Callings*.
- **Potts, L.** (2016). Feminism on Facebook: User responses to Emma Watson's interview of Tom Hanks in Esquire UK. *2016 Midwest Popular and American Culture Association Annual Conference*.
- **Potts, L.** (2016). Women writ small: Unearthing the gendered development of intercultural communication studies. *2016 Chinese Intercultural Communication Annual Conference*.
- **Potts, L.** (2016). Agenda-setting in the age of Facebook: SNS issue salience transference and college student responses to the 2015 Paris avatar filter and Safety Check tool. *Purdue Communication Graduate Student Association Annual Conference*.
- **Potts, L.** (2016). Responses to advertising and associated attitudes toward women in leadership. *Michigan Academy of Science, Arts, and Letters 2016 Conference*.
- **Potts, L.** (2014). Brands and the brain: Neuroscience and the impact of advertising. *University of South Florida Honors Neuroscience Research Symposium*.

LAST UPDATED AUGUST 2017

Conference Attendance

- Terrorism in Paris Symposium
Purdue University, 2016
- National Communication Association Annual Conference
Las Vegas, NV, 2015
- CSPAN Archives: Women in Politics Panel
Purdue University, 2015
- Women's Rights Have No Country: National, Transnational, and International Politics of Women's Human Rights
Sear Lecture Series, Purdue University, 2015

RESEARCH APPOINTMENTS

Graduate Research Associate, Engaging News Project, Dr. Joshua M. Scacco, Summer 2016–present

- In this role, I investigate how internet users interact with down-ballot news coverage online. Data provided by the American Press Institute and funded by a grant from the Engaging News Project.

Research Team Member, Dr. Steven J. Kulich, Spring 2016–present
Shanghai International Studies University, Shanghai, China

- In this role, I work alongside Dr. Kulich to uncover early contributions and approaches to the study of intercultural communication and reposition these contributions and approaches as integral to the development of the field. Tasks to date include preparing a paper on women's early contributions to the field and presenting this paper at three conferences in Shanghai in Summer 2016.

Research Team Member, Dr. Sorin Matei, Fall 2015–present
Purdue University, West Lafayette, IN

- In this role, I have worked alongside Dr. Matei and two colleagues from political science on a paper detailing evidence for reverse agenda-setting effects gathered from original data. Tasks to date have included helping to build the theoretical argument and literature review, proofing/preparing the manuscript for submission, and presenting our findings at ICA 2017.

Research Assistant, Dr. Stacey L. Connaughton, Purdue Peace Project, Fall 2015–Fall 2016
Purdue University, West Lafayette, IN

- This role included serving as the PPP liaison to El Salvador and coordinating grant-funded project work at home and on-site in El Salvador. I was responsible for Spanish data collection, transcription, and translation. I also translated Purdue Peace Project webpages into Spanish, monitored El Salvadoran media, served as an expert respondent for multiple interviews regarding PPP work in El Salvador, and helped to facilitate new PPP branding initiatives.

Data Collection Assistant, Dr. Patrice Buzzanell and Dr. Steve Wilson, Fall 2015
Purdue University, West Lafayette, IN

- In this role, I worked alongside Drs. Buzzanell and Wilson to facilitate focus groups with elementary-age children and collect data for scholarship stemming from Lafayette's application to the competitive America's Best Communities grant process.

Co-Principal Investigator, Dr. Carolyn Adams, Spring 2014
University of South Florida, Tampa, FL

- Data collection and interpretive analysis on the relationship between exposure to advertising and attitudes toward women in leadership positions.

LAST UPDATED AUGUST 2017

TEACHING APPOINTMENTS

Graduate Teaching Assistant, August 2015–December 2016

Brian Lamb School of Communication, Purdue University, West Lafayette, IN

- **Fundamentals of Speech Communication (COM 114):** This course offered an introduction to both individual and small-group presentational speaking. I was responsible for facilitating classroom activities and discussions, grading both written and oral assignments, constructing course policies, and coordinating with course directors.
(Fall 2015, 2 sections; Spring 2016, 1 section; Spring 2017, 2 sections)
- **Mass Communication and Society (COM 250):** This course offered an introductory survey of mass communication and media literacy. I was responsible for leading weekly recitation sections, proctoring exams, administering make-up exams, grading all written assignments, and coordinating with the course director.
(Spring 2016, 2 sections; Summer 2016, 1 section—sole instructor of record)
- **Public Relations Techniques (COM 257):** This course offered advanced public-relations students opportunities to refine their writing and design skills in a variety of settings. As most students took this class in their senior year, I also placed strong emphasis on job-market readiness. I planned and prepared all course content, led classes three times a week, proctored exams, graded all written assignments, and coordinated with the course director.
(Fall 2016, 1 section—sole instructor of record)
- **Television Studio Production (COM 332):** This course offered upper-level undergraduates applied learning in the Lamb School's professionally equipped studios in conjunction with traditional lecture-based learning. I led 14 students in producing individual and group projects including talk shows, commercials, demonstrations, newscasts, visual essays and dramas in twice-weekly labs.
(Fall 2016, 1 section)

HONORS & AWARDS

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| 2017-2022 | Fellowship and Assistantship Package , Department of Communication Studies, Rackham Graduate School, University of Michigan
<i>Five-year funding package awarded as an incoming doctoral student</i> |
| 2015-2017 | Teaching Assistantship , Brian Lamb School of Communication
<i>Two-year funding package awarded as an incoming master's student</i> |
| 2015-2017 | Conference Travel Grants , College of Liberal Arts, Purdue University
<i>Secured funding for out-of-state conference attendance and presentations</i> |
| 2016 | Research Assistantship , Brian Lamb School of Communication
<i>Semester-long quarter-time paid position with the Purdue Peace Project</i> |
| 2016 | PROMISE Award , College of Liberal Arts, Purdue University
<i>Competitive grant to fund graduate research; traveled for Summer 2016 conference presentation in Shanghai, China.</i> |
| 2014 | Undergraduate Scholar Award , University of South Florida
<i>Received for significant faculty-mentored research, global citizenship and community engagement</i> |

LAST UPDATED AUGUST 2017

- 2014** **Magna Cum Laude, Honors College**, University of South Florida
Received for completion of all major and Honors College coursework with a GPA of 3.84
- 2010-2014** **Scholarships Awarded**, University of South Florida
USF Tradition of Excellence National Merit Scholar Award; USF Passport Scholarship; USF Honors Scholarship; Undergraduate Research Scholarship; Robert C. Byrd Honors Scholarship; Kansas Kiwanis Foundation Scholarship
- 2010-2014** **Honors Association Memberships**, University of South Florida
Kappa Tau Alpha National Honor Society; National Society of Collegiate Scholars; Phi Eta Sigma National Honor Society

GRADUATE COURSES

- Communication Pedagogy
- Network Analysis
- Mass Media Theory
- Ethnography
- Cross-Cultural Communication
- Emotion in Organization
- Quantitative Inquiry (3 courses)
- Qualitative Inquiry (2 courses)

SERVICE

Department and University

- Purdue University Graduate School Fair Representative, 2016 National Communication Association Annual Conference
- Purdue University Communication Graduate Student Association Conference
 - Submission reviewer
 - Advertising committee member
- Prospective student outreach
 - Welcome Weekend greeter and conversation partner
 - Prospective student winer-and-diner
 - Peer contact for accepted and admitted students
- Meals with visiting scholars
 - Lee Rainie, Director of Internet, Science, and Technology, Pew Research Center
 - Breakfast and roundtable with Alexander Heffner, Host, "The Open Mind" on PBS
 - Luncheon with Dr. David Lara Ramos, Professor of Social Communication, Universidad de Cartagena, Colombia

Discipline

- Reviewer, Mass Communication Division, NCA and ICA Annual Conferences
- Reviewer, Student Section, NCA and ICA Annual Conferences
- Reviewer, Political Communication Division, NCA and ICA Annual Conferences

Other

- Freedom Partner, International Justice Mission

MEMBERSHIPS

- International Communication Association
- National Communication Association
- Midwestern Popular and American Culture Association

PROFESSIONAL WORK

Public Relations Consultant 2014–present

Senior Voice America (Online)

Cedar Tree Ministries; Calla Clinic; bee & lemon, LLC; The Bolden Company, Inc; New Day Initiative, LLC; Communicators Without Borders; Communicate for America, Purdue ENT CERT (West Lafayette, IN)

- Senior Voice: Edit all content from advertisers and freelancers. Proof creative work and newspaper design for monthly publication in three Florida media markets. Total circulation 150,000. Assorted clients: Lead strategic branding and communication projects and manage online marketing.

Graduate Assistant 2014

University Communications & Marketing, University of South Florida (Tampa, FL)

- Assisted in the development of digital media strategy, including project proposals, graphic design and branding. Proofed and contributed to university publications, including print articles, video newsletters and digital content.

Public Relations Intern 2014

Office of the Provost, University of South Florida (Tampa, FL)

- Built and implemented data-driven multiplatform campaign for new Summer Institute at USF, including Web, social media, interdepartmental communications, print advertisements and radio. Conducted market research, planned and executed multiplatform marketing materials. Connected key influencers, such as department chairs, student leaders and partner universities, to USF's summer initiatives.

Seed to Soup Fundraising Campaign 2014

Learning Gate Community School (Tampa, FL)

- Developed a comprehensive fundraising campaign for construction of an on-site kitchen. Secured television coverage and increased audience reach by more than 1.5 million.