

Lauren Berkshire Hearit

Purdue University
Brian Lamb School of Communication
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EDUCATION

M.A., Public Relations

Purdue University, anticipated May 2014

Major: Public Relations

Minors: Quantitative Research Methods & Organizational Communication

B.A., Public Policy & French, 2012

Western Michigan University, magna cum laude

Academic awards

Medallion Scholar, Western Michigan University, 2008

Awarded the Medallion Scholarship, a competitive merit-based academic scholarship worth \$40,000 over four years. One of eighteen recipients; over 700 competitors.

Presidential Scholar, Department of Political Science, Western Michigan University, 2012

Presidential Scholar for the Department of Political Science. Awarded to the top graduating senior from each university department. Based on academic performance, service to the department, and promise in the field.

PUBLICATIONS

Refereed publications

Hearit, K. M., & Hearit, L. B., (in press). College & University Public Relations. In Heath, R. L. (2). (in press). *Encyclopedia of public relations*. (Vols. 1-2). Thousand Oaks, CA: SAGE.

RESEARCH IN PROGRESS

Hearit, L. B. (in progress). *Public relations in Singapore: A case study*. [Publication outlets to be decided]

- Revising for publication submission

Hearit, L. B., & Hearit, K. M. (in progress). *A Dimon in the rough: Crisis Management at JPMorgan Chase*. [Publication outlets to be decided]

- Revising for publication submission

Malik, P., **Hearit, L. B.**, Gettings, P., & Ludwig, B., Buzzanell, P., Kokini, K., & Frosch, R. (in progress). *Are you in your office?: An exploration of workspace in the academy*. [Publication outlets to be decided].

- Revising for publication submission

- Hearit, L. B.** (in progress). *Too big to fail: JPMorgan Chase & the financial crisis of 2008*.
[Publication outlets to be decided]
- Revising for publication

- Hearit, L. B.** (in progress). *Tour de Farce: when sports stars find themselves in a crisis*. [Publication outlets to be decided]
- Revising for publication

RESEARCH AWARDS

Winner, Inaugural iOMe Research Competition, 2009

Member of a 4-person research team from Western Michigan University; presented findings to members of Congress and interest group representatives

CONFERENCE PRESENTATIONS

Hearit, L. B. & Hearit, K. M. (2013, March). *College & University Best Practices in Public Relations*. Paper presented at the annual meeting of the Michigan Academy of Science, Arts & Letters, Holland, MI.

Hearit, L. B. & Hearit, K. M. (2013, October). *A Dimon in the rough: Crisis management at JPMorgan Chase*. Paper presented at the annual meeting of the Midwest Academy of Management, Milwaukee, WI.

Hearit, L. B. (2013, November). *Public relations in Singapore: A case study*. Paper presented at the annual meeting of the National Communication Association, Washington, D.C.

Hearit, L.B. (2013, November). *Tour de farce: When sports stars find themselves in a crisis*. Paper presented at the annual meeting of the National Communication Association, Washington, D.C.

Hearit, L. B., Kristensen, T. M., Gettings, P., & Eller, M. (2013, November). *Conceptualizing workspace: A new perspective*. Paper presented at the annual meeting of the National Communication Association, Washington, D.C.

TEACHING EXPERIENCE

Graduate Teaching Assistant 2012-present
Brian Lamb School of Communication, Purdue University

Assistant Director of Fundamentals of Speech Communication (COM 114) 2013-present

- This leadership position manages the day-to-day functions of COM 114. I am responsible for training and mentoring new and returning graduate teaching assistants, observing classroom performance, checking grades, and revising the instructor's manual.

Communication courses taught
Presentational Speaking (COM 114)

Fall 2012 (50 students)
 Spring 2013 (76 students)
 Summer 2013 (19 students)

Critical Perspectives on Communication (COM 204)
 Fall 2013 (3 recitations, 75 students)

Student ratings of teaching

Core items for department of communication: numbers after course number indicate: [number of students enrolled/number of students completing evaluation forms]

1. My instructor has displayed genuine interest in the topics covered in this class.
2. This course has been well organized.
3. This course has been challenging.
4. My instructor has been well prepared for class each day.
5. My instructor has provided useful feedback throughout the semester.
6. My instructor has treated all students in class with respect.
7. My instructor has created an atmosphere that promotes learning.
8. This class has provided a meaningful learning experience.
9. My instructor shows respect for diverse groups of people.
10. Overall, I would rate this course as:
11. Overall, I would rate this instructor as:

Q#:	#1	#2	#3	#4	#5	#6	#7	#8	#9	#10	#11
COM 114/F12 [22/25]	4.9	4.1	4	4.7	4.7	4.8	4.8	4.1	4.9	4.1	4.7
COM 114/F12 [24/25]	4.5	4.1	4	4.6	4.4	4.8	4.4	3.9	4.8	3.9	4.3
COM 114/SP13 [20/24]	4.5	4.6	4	4.6	4.7	4.7	4.8	4.1	4.5	4.1	4.6
COM 114/SP13 [17/25]	4.7	4.3	4.1	4.7	4.7	4.9	4.9	4.3	4.8	4.3	4.8
COM 114/SP 13 [22/25]	4.9	4.5	4	4.8	4.9	4.9	4.9	4.4	4.9	4.3	4.9
COM 114/SU13 [16/19]	4.8	4.4	4.1	4.9	4.9	5	4.9	4.7	5	4.4	4.8

TRAINING & MENTORING

Training New Graduate Teaching Assistants, Purdue University

2013-present

- Conducted orientation-week training.
- Assisted in weekly training sessions for over 30 new basic course instructors.
- Led training modules on administering quizzes, expectations for teaching demonstrations, and assigning the informative presentation.

FORMAL PRESENTATIONS

Hearit, L. B. (2013, August). *Expectations for the first day of class*. Presenter in Fundamentals of Speech Communication Teaching Assistant Training, Brian Lamb School of Communication, Purdue University.

Hearit, L. B. (2013, August). *Assigning the first speech*. Presenter in Fundamentals of Speech Communication Teaching Assistant Training, Brian Lamb School of Communication, Purdue University.

PROFESSIONAL AFFILIATIONS

National Communication Association (NCA)
Midwest Academy of Management (MAM)

UNIVERSITY SERVICE

Communication Graduate Student Association, Purdue University (CGSA) 2013-present

- New student buddy program

Purdue Graduate Student Conference on Communication Research (PGSCCR) 2012

- Chair of Logistics, responsible for recruiting a keynote speaker and making arrangements for the keynote speaker and the keynote address

DISCIPLINE SERVICE

- Reviewer, National Communication Association, *Spring 2013*
- Reviewer, Midwest Academy of Management, *Summer 2013*

GRADUATE COURSEWORK (BY AREA)

Public Relations

COM 610 Rhetorical Approaches to Issue Management (Summer 2013, independent study)

- Dr. Josh Boyd, Brian Lamb School of Communication, Purdue University

COM 610 Global Public Relations (Fall 2012)

- Dr. Krishnamurthy Sriramesh, Brian Lamb School of Communication, Purdue University

COM 610 Public Relations Theory (Fall 2012)

- Dr. Jeong-Nam Kim, Brian Lamb School of Communication, Purdue University

COM 576 Risk Communication (Spring 2013)

- Dr. Hyunyi Cho, Brian Lamb School of Communication, Purdue University

Research Methods

COM 682 ANOVA, Regression, & Beyond

- Dr. Steve Wilson & Dr. Erina MacGeorge, Brian Lamb School of Communication, Purdue University

COM 582 Descriptive & Experimental Methods in Communication Research (Fall 2012)

- Dr. Torsten Reimer, Brian Lamb School of Communication, Purdue University

Organizational Communication

COM 674 Negotiation Theories & Strategies (Spring 2013)

- Dr. Patrice Buzzanell, Brian Lamb School of Communication, Purdue University

COM 574 Organizational Communication Theory (Fall 2013)

- Dr. Seungyoon Lee, Brian Lamb School of Communication, Purdue University

RELEVANT WORK EXPERIENCE

Bay View Music Festival, Bay View Association

May-August 2013

Title: **Marketing & Public Relations Intern**

Responsibilities included coordinating social media, reaching out to potential donors and ticket purchasers, educating local communities about the Bay View Music Festival, and creating various campaigns to increase ticket sales.

Office of Admissions, Western Michigan University

2008-2012

Title: **Training Coordinator**

Responsibilities included creating and presenting trainings to inform over 120 WMU student ambassadors how to best communicate with prospective students and parents, updating student ambassadors on changes to university policies and opportunities, training students on individual colleges and degree programs, and creating and administering quizzes and final exams to test retention of information.

Office of Development & Alumni Relations, Western Michigan University

May-August 2011

Title: **Summer Initiative Specialist**

Responsibilities included researching best marketing practices to reach various subsets of WMU alumni, presenting findings to office administrators, contacting donors, and organizing special events.