

LAUREL FELT, PHD

University of Southern California
Annenberg School for Communication and Journalism
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EDUCATION

University of Southern California, Los Angeles, CA

Ph.D., 2014

Annenberg School for Communication and Journalism

Dissertation: "Towards 21st Century Learning: Culture, Process, and Skills"

Committee: Dr. Henry Jenkins (chair), Dr. Patricia Riley, Dr. Virginia Kuhn

Tufts University, Medford, MA

M.A., 2006

Eliot-Pearson Department of Child Development

Thesis: "ttyl: Adolescent Girls, Social Aggression, and Instant Messenger"

Committee: Dr. Julie Dobrow, Dr. Calvin L. Gidney

Northwestern University, Evanston, IL

B.S., 2002

School of Education and Social Policy

Junior year abroad at Université de Paris III, Paris, France

Thesis: "Education vs. Care: Comparative Child Care Practices & Ideologies in the United States, France, and Norway"

Advisor: Dr. Gunhild Hagestad

AREAS OF SPECIALIZATION AND TEACHING INTERESTS

Business & Professional Communication: Public Speaking, Business and Professional Communication, Internship/Practicum Supervision, Career Development Coaching, Professional Development/Training

Digital Media & Learning: Children and Media, Media Literacy, Social and Emotional Learning/Character Education, Experiential Learning, 21st Century Skills, Pedagogies of Play, Impact Games

Global Communication & Social Change: Entertainment Education, Youth Media Production, Participatory Action Research, Program Evaluation

PROFESSIONAL APPOINTMENTS

2014 – Lecturer, School of Communication, Annenberg School for Communication and Journalism, University of Southern California

PUBLICATIONS

Refereed Journal Articles

Uhls, Y.T., Felt, L., Wartella, E. & Sanders, A.J. (revise and resubmit). Investigating Viewership of Season 3 of *13 Reasons Why* and the Mental Wellness of Adolescents: Partially Randomized Preference Trial. *JMIR Mental Health*.

Durá, L., Felt, L.J., & Singhal, A. (2014). What counts? For whom? Cultural beacons and unexpected areas of programmatic impact. *Evaluation and Program Planning*, 44, pp. 98-109. DOI: 10.1016/j.evalprogplan.2014.01.001

Felt, L.J. (2013). Follow the money: Implicit messages in children's texts on activism. *Jeunesse: Young People, Texts, Cultures*, 5(2), pp. 188-199. DOI: 10.1353/jeu.2013.0017

Felt, L.J. & Greenberg, E. (2013). Changing through laughter with "Laughter for a Change." In J. Teitle (Ed.), *The Other 17 Hours: Valuing Out-of-School Time* [Special issue]. *Bank Street Occasional Paper Series*, 30. <http://bankstreet.edu/occasional-papers/30/>

Cole, G.K., Street, K.E., & Felt, L.J. (2013). Storytelling in the Digital Age: Engaging learners for cognitive and affective gains. *International Journal of Technology, Knowledge, and Society*, 8(6), pp. 113-119.

Felt, L.J., Vartabedian, V., Literat, I., & R. Mehta. (2012). Explore Locally, Excel Digitally: A Participatory learning-oriented after-school program for enriching citizenship on- and offline. *Journal of Media Literacy Education*, 4(3), pp. 213-228. <http://digitalcommons.uri.edu/jmle/vol4/iss3/3>

Murphy, S., Hether, H., Felt, L.J. & S. Buffington. (2012). Public diplomacy in prime time: Exploring the potential of entertainment education in international public diplomacy. In M. Elasmr (Ed.), *Media Psychology and Public Diplomacy* [Special issue]. *American Journal of Media Psychology*, 5(1-4), pp. 5-32.

Book Chapters

Felt, L.J. (2015). Hacking for Gold. In E. Gordon & P. Mihailidis (Eds.), *The Civic Media Reader*. <http://civicmediaproject.org/works/civic-media-project/hacking-for-gold>
Cambridge, MA: MIT Press.

Felt, L.J., Durá, L., & Singhal, A. (2013). Cultural beacons in practice: Leveraging overlooked indicators and grassroots wisdoms. In D.K. Kim, A. Singhal, & G. Kreps (Eds.), *Health Communication: Strategies for Developing Global Health Programs* (pp. 334-351). New York: Peter Lang Publishing Group.

Felt, L.J. & Rideau, A. (2012). Our voice: Public health and youths' communication for social change in Sénégal. In M.O. Ensor (Ed.), *African Childhoods: Education, Development, Peace-building and the Youngest Continent* (pp. 201-217). New York: Palgrave MacMillan.

Research Reports

- Levinson, J., Tsai, E., Felt, L., Wartella, E., & Uhls, Y.T. (in press). *Conversation, Information Seeking... and Healing?: Research on the Impacts of 13 Reasons Why*. Los Angeles, CA: Center for Scholars and Storytellers.
- Sanders, A.J., Felt, L., Wong, K., & Uhls, Y.T. (2019). *The Power of Storytelling: Media and Positive Character Development*. Los Angeles, CA: Center for Scholars and Storytellers.
- Uhls, Y.T., Felt, L., and Wong, K.T. (2017). *Character is Common Sense: A Report on an Initiative Linking Media, Kids, and Character Strengths*. San Francisco, CA: Common Sense Media.
- Felt, L.J. & Robb, M. (2016). *Technology Addiction: Concern, Controversy, and Finding Balance*. San Francisco, CA: Common Sense Media.
- Felt, L.J. (2015). Review of Literature: Character Strengths, Media that Teach, and Developmental Milestones [internal report]. San Francisco, CA: Common Sense Media.
- Reilly, E., Jenkins, H. Felt, L.J., & V. Vartabedian. (2012). *Shall we play?* Los Angeles, CA: USC Annenberg Innovation Lab at the University of Southern California.
- Reilly, E., Vartabedian, V., Felt, L.J., & H. Jenkins. (2012). *PLAY!*. Los Angeles, CA: USC Annenberg Innovation Lab at the University of Southern California.
- Vartabedian, V. & Felt, L.J. (2012). *PLAY! (Participatory Learning and You!) Pilot: Professional Development with Los Angeles Unified School District Educators, Grades 6–12*. In E. Reilly and I. Literat (Eds.), *Designing with Teachers: Participatory Approaches to Professional Development in Education*. Los Angeles, CA: USC Annenberg School for Communication and Journalism.
- Granados, A., Felt, L.J., & Smith, S.L. (2010). Study 3. In S.L. Smith (Ed.), *Gender oppression in cinematic content? A Look at females on-screen & behind-the-camera in top-grossing 2007 films*. Los Angeles, CA: USC Annenberg School for Communication and Journalism.
- Huang, G.C., Murphy, S., de Castro Buffington, S., Nahm, S., Singer, C. & , L.J. Felt. (2010). *Impact of global health topics in U.S. television and on U.S. and transnational audiences*. Beverly Hills, CA: USC Annenberg's Norman Lear Center's Hollywood, Health & Society.

Invited Online Journalism

- Felt, L.J. (2014, August 22). Superheroes and Mathematics: Playing and Programming for the Future, Part 2. *KCET Departures*. <http://www.kcet.org/socal/departures/columns/open-classroom/superheroes-and-mathematics-playing-and-programming-for-the-future-part-2.html>
- Felt, L.J. (2014, July 17). Game-based Learning: Playing and Programming for the Future. *KCET Departures*. <http://www.kcet.org/socal/departures/columns/open-classroom/game-based-learning-playing-and-programming-for-the-future.html>
- Felt, L.J. (2014, May 5). Hacking for Gold: South LA Youths Code Towards a Better Future. *KCET Departures*. <http://www.kcet.org/socal/departures/columns/open-classroom/hacking-for-gold-south-la-youths-code-towards-a-better-future.html>

- Felt, L.J. (2014, April 29). Org. Member Profile: Tribeca Film Institute. *National Association for Media Literacy Education*.
<http://namle.net/2014/04/25/org-member-profile-tribeca-film-institute/>
- Felt, L.J. (2014, March 24). Org. Member Profile: Center for Media Literacy. *National Association for Media Literacy Education*.
<http://namle.net/2014/03/24/org-member-profile-center-for-media-literacy/>
- Felt, L.J. (2014, March 5). Circles: Healing through Restorative Justice. *KCET Departures*.
<http://www.kcet.org/socal/departures/restorative-justice/restorative-justice-circles.html>
- Felt, L.J. (2012, April 10). Digital devotees are made of people! Leveraging our humanity to enrich digital media and learning. *21st Century Scholar*.
<http://21stcenturyscholar.org/2012/04/10/digital-devotees-are-made-of-people-leveraging-our-humanity-to-enrich-digital-media-and-learning/>
- Felt, L.J. (2010, September 1). High Tech? Low Tech? No Tech? *Confessions of an Aca-Fan*.
http://henryjenkins.org/2010/09/high_tech_low_tech_no_tech.html
- Felt, L.J. (2010, July 29). Making education (double) count: Boosting student learning via social and emotional learning and new media literacy skills. *eLearn Magazine: Education and Technology in Perspective*. <http://elearnmag.acm.org/featured.cfm?aid=1839556>

CONFERENCE PRESENTATIONS

Competitive International and National Conferences

- Felt, L.J. (October 29, 2016). *Character Strengths, Media that Teach, and Developmental Milestones: A Review of Literatures*. Flash talk presented at Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.
- Felt, L.J., Corwin, Z.B. & Ochsner, A. (October 28, 2016). *Executing a School-Supported Digital Intervention for Youth: A Three Phase Approach*. Poster presented at Society for Research in Child Development Special Topic Meeting: Technology and Media in Children's Development, Irvine, CA.
- Felt, L.J. (October 7, 2016). *Improv: Cultural catalyst, pedagogical model*. Ignite talk presented at 7th Annual Digital Media and Learning Conference, Irvine, CA.
- Felt, L.J. et al. (November 20, 2015). *Laughing to Learn: How humor communication supports media education*. International Media Education Summit, Boston, MA.
- Felt, L.J. et al. (November 19, 2015). *Experiential learning in communication centers: Connecting to K-12 communities*. 101st Annual National Communication Association Conference, Las Vegas, NV.
- Lipmanowicz, H. and Felt, L.J. (November 7, 2014). *Liberating Structures: How to unleash the performance of any group, instantly and without a script*. Applied Improvisation Network World Conference. Austin, TX.
- Felt, L.J. (November 9, 2014). *How improvisation ignites learning*. Applied Improvisation Network World Conference. Austin, TX.

- Felt, L.J. and Ben-David, R. (October 10, 2014). *Service learning for global competence: Perspectives and strategies from high school and college*. Project Zero Perspectives: Making, Thinking, Understanding. San Francisco, CA.
- Felt, L.J. (July 19, 2014). *Improvisation: The Key to 21st century learning*. Paper presented at Improvising Across Borders, Prague, Czech Republic.
- Felt, L.J. and Greenberg, E. (July 12, 2013). *The Comedy of media literacy (ML): Using improv to build media literacy skills*. National Association for Media Literacy Education Conference. Torrance, CA.
- Durá, L., Felt, L.J. & Singhal, A. (June 19, 2013). *Cultural beacons: Grassroots indicators of change*. Paper presented at 63rd Annual International Communication Association Conference, London, UK.
- Brennan, K., Felt, L.J., Garcia, A., Hickey, D.T., Kirn, S., Literat, I., & E. Reilly. (March 16, 2013). *Designing with teachers: Participatory approaches to professional development in education*. 4th Annual Digital Media and Learning Conference. Chicago, IL.
- Felt, L.J. (March 15, 2013). *Our Voice: Youths' meaningful communication for social change in Sénégal*. 4th Annual Digital Media and Learning Conference. Chicago, IL.
- Felt, L.J., Vartabedian, V., Literat, I., & R. Mehta. (November 17, 2012). *Explore Locally, Excel Digitally: A Participatory learning-oriented after-school program for enriching citizenship on- and offline*. Paper presented at 98th Annual National Communication Association Conference, Orlando, FL.
- Felt, L.J. (March 1, 2012). *After-school digital literacy, Part 2: PLAYing with Laughter for a Change*. 3rd Annual Digital Media and Learning Conference. San Francisco, CA.
- Jenkins, H., Reilly, E., Vartabedian, V., Felt, L.J., Carthew, K., & A. Khan. (March 1, 2012). *Challenge-based learning and the PLAY! platform*. 3rd Annual Digital Media & Learning Conference. San Francisco, CA.
- Singhal, A., Durá, L., & Felt, L.J. (November 19, 2011). *What counts? For whom? Valuing cultural scorecards*. Paper presented at 97th Annual National Communication Association Conference, New Orleans, LA.
- Vartabedian, V., Felt, L.J., Literat, I., Schrock, A. & M. Klosterman. (March 3, 2011). *Characteristics of participatory learning*. 2nd Annual Digital Media and Learning Conference. Long Beach, CA.
- Felt, L.J. (November 16, 2010). *Leveraging new media literacies & social and emotional learning to enrich teen education in Sénégal*. Paper presented at 96th Annual National Communication Association Conference, San Francisco, CA.
- Felt, L.J. (August 3, 2009). *Parents as policymakers: Parents' perspectives on regulating media aimed at children*. Paper presented at National Association for Media Literacy Education Conference, Detroit, MI.
- Felt, L.J. (June 25, 2007). *ttyl: Adolescent girls, social aggression, and Instant Messenger*. Paper presented at National Association for Media Literacy Education Conference, St. Louis, MO.

Competitive Local and Graduate Student Conferences

Center for Scholars and Storytellers. (November 4, 2019). *Character, Youth, and Mass Media Storytelling*. Character Interventions Conference 2019. Temecula, CA.

Felt, L.J. (October 12, 2015). *Personal scavenger hunt through the California Science Center*. Sandbox Summit West, Los Angeles, CA.

Felt, L.J., Guller, J., Harlow, A., & S. Poonglia. (April 10, 2013). *A Face is Worth a Thousand Words*. 5th Annual Annenberg Fellows Symposium. Los Angeles, CA.

Felt, L.J. and Greenberg, E. (April 11, 2013). *Playing for Change*. 5th Annual Annenberg Fellows Symposium. Los Angeles, CA.

Felt, L.J. (April 11, 2012). *Explore Locally, Excel Digitally: A Participatory learning-oriented after-school program for enriching citizenship on- and offline*. 4th Annual Annenberg Fellows Symposium. Los Angeles, CA.

Felt, L.J. and Schrock, A. (April 15, 2011). *PLAY! Participatory Learning And You!* 3rd Annual Annenberg Fellows Symposium. Los Angeles, CA.

Felt, L.J. (April 15, 2010). *"She could take down a small deer": Food and childhood obesity in primetime television*. University of Southern California's Childhood Obesity Research Center's 3rd Annual Childhood Obesity Research Symposium. Los Angeles, CA.

Felt, L.J. (November 8, 2009). *Clash of both worlds: Femininity meets masculinity on Hannah Montana*. Poster in USC's 2nd Annual Graduate and Professional Student Appreciation Week Research Fair. Los Angeles, CA.

Felt, L.J. (February 25, 2005). *Dora the Explorer as vocabulary builder: Investigating the impact of this quasi-bilingual children's program on preschoolers' second language acquisition*. Harvard Graduate School of Education 22nd Annual International Forum. Cambridge, MA.

Felt, L.J. (January 20, 2005). *What you need to know about media violence*. Jamaica Plain/Roxbury Early Childhood Cluster. Jamaica Plain, MA.

Felt, L.J. and Guptill, J. (January 18, 2004). *Making your early childhood classroom safe and caring*. New England Assoc. for the Education of Young Children. Worcester, MA.

Felt, L.J. and Guptill, J. (June 5, 2003). *Creative problem-solving and conflict resolution for peaceable classrooms*. Teaching for Change Conference. Somerville, MA.

INVITED PRESENTATIONS

[The Family that Plays Together: Tips and Tricks for Having Fun and Staying Sane Together](#). Expert for Silver Lake MOMS Club Snack and Chat series. Los Angeles, CA. May 6, 2020.

[Story demystified](#). Podcast guest for *Stand Up & Speak Up*. Los Angeles, CA. February 20, 2020.

Powerful stories. Interviewee for The Jane Club LA Fireside Chat Series. Los Angeles, CA. January 14, 2020.

[Sacred rambling](#). Podcast guest for *Stand Up & Speak Up*. Los Angeles, CA. January 2, 2020.

Communication scholarship and women's public speaking. Podcast guest for *Permission to Speak*. Los Angeles, CA. November 11, 2019.

Women and voice. Workshop facilitator, Lead! Lead! Lead! retreat. Los Angeles, CA. July 27, 2019.

Networking and elevator speeches. Workshop facilitator for Institute for Educational Advancement's EXPLORE Summer Program. Los Angeles, CA. July 12, 2019.

Searching for simple. Presenter for Lead! Lead! Lead! webinar. Los Angeles, CA. July 10, 2019.

Art of storytelling and branding. Mentor for USC Annenberg Day of Service. Los Angeles, CA. March 9, 2019.

Start from service. Workshop facilitator for USC School of Pharmacy Leadership Conference. Los Angeles, CA. June 23, 2018.

Playful public speaking. Workshop facilitator for USC Rossier School of Education. Los Angeles, CA. September 12, 2017.

Presenting yourself and securing buy-in. Ethiopian Diaspora Fellowship. Los Angeles, CA. August 18, 2017.

Public speaking 101. Workshop facilitator for Children's Hospital Los Angeles's Resident Retreat. Glendale, CA. November 18, 2016.

The 3 keys to powerful workshops that change people's lives: A Workshop on workshops. Workshop facilitator for Laurel Felt Consulting. Los Angeles, CA. November 4, 2016.

Public speaking 101. Workshop facilitator for Children's Hospital Los Angeles's Resident Retreat. Glendale, CA. September 2, 2016.

Playful problem solving through improv. Workshop facilitator for The Heart Series. Los Angeles, CA. February 12, 2016.

Tips for Graduate School and Beyond. Panelist at USC Annenberg Graduate Student/Alumni Brunch. Santa Monica, CA. May 4, 2014.

Experimental media and active audiences. Respondent/moderator, *USC Graduate School Film/Animated Screenings*. 6th Annual USC Annenberg Graduate Fellowship Research and Creative Project Symposium. Los Angeles, CA. March 27, 2014.

Creating meaningful assignments. Respondent/moderator, *Teaching CAM: Pedagogical issues & practical strategies for sharing theory and research related to children, adolescents and media*. 63rd Annual International Communication Association Conference. London, UK. June 17, 2013.

Designing with teachers: Participatory professional development. Webinar panelist on [connectedlearning.tv](#). Los Angeles, CA. November 1, 2012.

The Power and importance of play. Webinar panelist on connectedlearning.tv. Los Angeles, CA. October 2, 2012.

What is digital literacy? Panelist at Annual American Library Association Conference. Anaheim, CA. June 23, 2012.

The PLAYground as a portal to participatory cultures. Presentation to USC Annenberg Innovation Lab Summit. Los Angeles, CA. March 30, 2012.

Convergence Culture, youths' literacies and participation, and PLAYful responses. Panelist for USC Annenberg's One School, One Book event. Los Angeles, CA. March 22, 2012.

The Business of impact games: A Discussion with gaming executives. Respondent/moderator for USC Marshall Society and Business Lab event. Los Angeles, CA. February 28, 2012.

Play and problem-solving: Using tinkering and gaming to boost organizational effectiveness. Workshop for staff of City Year Los Angeles. Los Angeles, CA. February 9, 2012.

Digital citizenship: Projects and progress at the participatory culture and learning lab. Presentation to the USC Academic Affairs Committee of the Board of Trustees. Los Angeles, CA. May 4, 2011.

Media literacy times two: Interrogating *Reel Injun*. Member of PBS Independent Lens/KCET Community Cinema Panel Discussion. Los Angeles, CA. October 12, 2010.

New Media Literacies: The Core challenges of implementation and assessment in international contexts. Co-presenter in 2010 Global Education Conference. Elluminate.com. November 18, 2010.

RESEARCH EXPERIENCE

From TV Characters' Scripted Dialogue to Adolescent Viewers' Authentic Conversations: Exploring Transmedia and Second Screen Strategies to Optimize Mental Wellness for Adolescents
Center for Scholars and Storytellers 2020–present

- Co-developed grant proposal for University of Wisconsin's SMAHRT Technology and Mental Wellness program.
- Will co-author multiple publications for diverse stakeholders, including academic articles and "one-pagers" for industry.

Investigating the ways and means by which *13 Reasons Why* impacts the mental wellness of adolescent viewers
Center for Scholars and Storytellers 2019–present

- Co-developed winning grant proposal for University of Wisconsin's SMAHRT Technology and Mental Wellness program.
- Co-designed research and co-wrote survey for experimental and control groups.
- Will co-author multiple publications for diverse stakeholders, including academic articles and "one-pagers" for industry.

Bridging the "Dream Gap"
Center for Scholars and Storytellers 2019–present

- Created evidence-based 6-week curriculum designed to help K-2 students appreciate all people's

Felt - Curriculum Vitae - 2020

humanity and potential -- including their own.

- Trained pilot teachers in implementing the curriculum with fidelity.

Show we belong: Strategies for storytellers for representing diversity, equity, and inclusion in children's content

Center for Scholars and Storytellers

2019–present

- Co-created research-rich, immersive workshop for children's content creators to support their development of processes and products that reflect diversity, equity, and inclusion.

First in the World / Mission: Admission Challenge

USC Pullias Center for Higher Education

2016

- Via Dept. of Education grant, collected and analyzed data from 60 treatment and control schools state-wide, examining infrastructures around digital/tech capacities and college-going support.
- Supported implementation team to on-board volunteers, liaise with principals, counselors, and teachers, and support students' participation in playing this theoretically-grounded impact game.

Media Addiction, Multitasking, and Impacts: Facts and Fiction When It Comes to Kids

Common Sense Media

2016

- Researched and wrote white paper that explored multiple literatures and controversies surrounding definitions and implications of heavy media use among youth.

Character Strengths, Media, and Youth

Common Sense Media

2015

- Researched and wrote literature review that defines, maps relationships, articulates developmental stages, and considers if/how multimedia teach/reinforce character virtues.
- Liaised with Advisory Council (scholars, children's media executives) and key CSM departments.

Scavenger Hunt Challenge!

Sandbox Summit West

2015

- Designed hands-on scavenger through the California Science Center, challenging children's media executives to apply pop culture and STEM savvy as they explored their space and bonded socially.

Improvisational Theater for Social, Emotional, and Digital Skill Development

Laughter for a Change

2011–2014

- Used ethnographic methods and conducted interviews, designed and implemented surveys for improv workshops at RFK Community Schools and Koreatown Youth Community Center.
- Analyzed data, presented at local and national conferences, published peer-reviewed article.

Media Literacy, From College Students to Primary Students

USC Joint Educational Program and USC School for Cinematic Arts

2013

- Co-designed curriculum and trained undergraduates to teach 3-8th graders about media diets, advertising, and media's framing of heroes.

Dr. Sheila Murphy

USC Annenberg School for Communication and Journalism

2010

- Co-authored journal article and research report that examined if/how international health issues appeared on American television and impacted domestic audiences' knowledge/attitude/behavior.

PLAY! (Participatory Learning and You!)

USC Annenberg Innovation Lab

2010–2012

- Co-developed and co-facilitated Explore Locally, Excel Digitally, an after-school program in digital citizenship for RFK Community Schools high school students.
- Co-developed and co-facilitated Summer Sandbox, a week-long professional development workshop for Los Angeles Unified School District educators.
- Co-developed PLAYing Outside the Box, a semester-long extension for interested graduates of the Summer Sandbox designed to support implementation and sustainability.
- Co-designed challenges for the PLAYground, an online platform for the curation, creation and circulation of user-generated learning activities.
- Spearheaded a longitudinal re-contact study with PLAY! educators.
- Analyzed data and co-wrote two journal articles and three research reports.

Sunukaddu: Our Voice

Réseau Africain d'Éducation pour la Santé (RAES)

2009–2013

- Developed innovative method for training local teens to produce multimedia health messages.
- Trained multi-cultural staff of six in this pedagogical method, directed our collective curriculum-writing for a 12-week workshop (entitled Sunukaddu), and led weekly reflection/revision sessions.
- Teens' self-reported proficiency in informational and communication technology increased by 218% from baseline to endline; 100% identified mastery of at least one SEL and one NML.
- Since 2010, RAES staffers have shared the Sunukaddu method and program more than a dozen times, training African educators in rural Senegal and Mali, Niger, Benin, Burkina Faso, Gabon.

Nick Kids & Family Research

MTV Networks

2009

- Examined gender, intergenerational gaming, families' media habits, and users' preferences vis-à-vis NeoPets.com and other virtual worlds experiences.
- Analyzed usability studies of virtual world, conceptualized major take-aways from company-wide retreat, co-planned/facilitated/analyzed workshop with key informants.

Media Diversity & Social Change Initiative

USC Annenberg School for Communication & Journalism

2008–2009

- Assisted with instrument design, data collection, analysis for study of *Hannah Montana*.
- Identified and content analyzed 2007's top-grossing, female-driven films and wrote results.

Dr. Deborah Linebarger

U Penn Annenberg School for Communication & WGBH Educational Foundation

2006

- Trained and managed staff of 12, liaised with four classrooms and off-site PI, assessed first-graders linguistic gains from animated children's television show *Postcards from Buster*.

“*FETCH! with Ruff Ruffman*”

WGBH Educational Foundation

2005

- Supported research and pre-production and production of national children's television show.

Media, Commercialism & Childhood Parent-Teacher Learning Group

Eliot-Pearson Children's School

2004–2006

- Co-founded and co-led diverse group, developed/analyzed school-wide survey on media use.

AWARDS, GRANTS & FELLOWSHIPS

Tufts University Alumni Association Professional Development Fund, 2021

SMAHRT Technology and Adolescent Mental Wellness, 2020-2021, 2019–2020

USC Diversity Outreach & Academic Professional Ten-Week Institute, Fall 2013

USC Dornsife Joint Educational Project Graduate Assistantship, 2012–2013, 2013–2014

USC Annenberg Special Research Fellowship, 2010 & 2013

USC Annenberg Fellowship, 2008–2009, 2009–2010, 2010–2011, 2011–2012

Eliot-Pearson Department of Child Development Tuition Scholarship, 2004–2005 & 2005–2006

Wheelock College Summer Institute Tuition Scholarship, 2003

Northwestern University-PepsiCo Student Programming Grant, 2002

Northwestern University Undergraduate Research Grant, 2002

Northwestern University Department of Political Science Grant, 2001

Robert C. Byrd Honors Scholarship, 1999

Jewish Children’s Bureau Undergraduate Education Scholarship, 1998

Discover Card Youth Program Tribute Award Scholarship, 1997

GUEST LECTURES

“Public Speaking for *Shark Tank* Success.” Guest lecture to CMGT 501: Communication Management Pro-seminar. Los Angeles, CA. February 4, 2016.

“Public Speaking for *Shark Tank* Success.” Guest lecture to CMGT 501: Communication Management Pro-seminar. Los Angeles, CA. February 11, 2015.

“Comparing and contrasting attention deficit hyperactivity disorder (ADHD) and post-traumatic stress disorder (PTSD).” Guest lecture to two sections of SOWK 645: Clinical Practice in Mental Health Settings. Los Angeles, CA. October 21, 2014.

“Developmental and contextual considerations regarding marketing to children.” Guest lecture to PSYC 556: Psychology of Interactive Media. Los Angeles, CA. April 16, 2013.

“Reflecting on service-learning.” Guest lecture to IML 420: New Media for Society Change. University of Southern California. Los Angeles, CA. March 27, 2013.

“Media literacy and service-learning.” Guest lecture to IML 420: New Media for Social Change. University of Southern California. Los Angeles, CA. February 13, 2013.

“Games for change and transmedia storytelling.” Guest lecture to Graduate Seminar in Entertainment-Education. University at Buffalo. Buffalo, NY. October 11, 2012.

“Measuring exposure to mass media.” Guest lecture to COMM 203: Communication and mass media. University of Southern California. Los Angeles, CA. September 17, 2012.

“Communication for social change: Message and media.” Guest lecture to IML 420: New Media for Social Change. University of Southern California. Los Angeles, CA. October 11, 2010.

“Enriching emotional intelligence training with SEL-based activities.” Guest lecture to Center on Communication Leadership & Policy. University of Southern California. Los Angeles, CA. September 29, 2010.

“Broadcasting dangerous drivel: Federal compliance and bullying behaviors.” Guest lecture to CD 167: Children & Media. Tufts University. Medford, MA. May 4, 2006.

TEACHING EXPERIENCE

Instructor

University of Southern California

COMM 457: Youth and Media

*Fall 2021
Spring 2021
Summer 2020

COMM 205: Communication Practicum

Summer 2020
Spring 2020
Fall 2019
Summer 2019
Spring 2019
Fall 2018
Summer 2018
Spring 2018
Fall 2017
Summer 2017
Spring 2017
Fall 2016
Summer 2016
Spring 2016
Fall 2015
Summer 2015
Spring 2015

CMGT 510: Communication, Values, Attitudes, Behavior

Summer 2017

COMM 204: Public Speaking

Fall 2017
Fall 2016
Spring 2016
Fall 2015
Spring 2015

	Fall 2014
	Summer 2014
	Summer 2013
COMM 375: Business & Professional Communication	Fall 2016
	Fall 2014
<i>Section Instructor/ Teaching Assistant</i>	
University of Southern California	
CMGT 510: Communication, Values, Attitudes, Practices	Summer 2021
CMGT 500: Managing Communication	Spring 2021
	Fall 2020
	Spring 2020
CMGT 502: Strategic Corporate Communication	Summer 2020
	Fall 2019
	Spring 2017
CMGT 505: Communication in Workplace Settings	Fall 2020
	Summer 2019
COMM 395: Gender, Media & Communication	Fall 2011
COMM 200: Communication as a Social Science	Fall 2010
	Fall 2009
COMM 465: Gender in Media Industries and Products	Spring 2010
Tufts University	
CD 167: Children and Media	Spring 2006
<i>Coach: Pedagogy and Curriculum Design</i>	
University of Southern California	
IML 420: New Media for Social Change	2013
<ul style="list-style-type: none"> Under Professor Vicki Callahan, designed mini-course in media literacy for middle school students and supervised teams of college students in teaching this mini-course. 	
<i>Supervisor: Research Methods and Practice</i>	
University of Southern California	
COMM 490x: Directed Research	2008–2010
<ul style="list-style-type: none"> Under Drs. Stacy Smith and Sheila Murphy, guided and monitored five undergraduates in conducting original research and/or contributing to PI-led research projects. 	

RELATED PROFESSIONAL EXPERIENCE

Our Powerful Play	2020–present
<i>Principal</i>	
<ul style="list-style-type: none"> Help families of young children to enjoy fun, enriching co-play so they can connect, destress, and exercise their heads, hearts, and bodies. Advise children’s content creators on approaches to maximize engagement, learning, and impact. Recent clients include: Lovevery, PBS SoCal, The OK Company, Rose & Rex, Citizen Me, Barclay Square Media, Peek-a-Bond. 	

UCLA Center for Scholars and Storytellers

2019–present

Senior Fellow

- Bridge the gap between scholars and storytellers to support positive youth development by designing theory-driven research, pedagogically robust workshops, and evidence-based curriculum for clients such as Mattel, Disney, FUTURES Without Violence, and the Technology & Adolescent Mental Wellness Program.

HeartFelt Speaking & Laurel Felt Consulting

2016–present

Principal

- Coach purpose-driven women and allies to confidently declare, from TEDx stages to coffee shops to everywhere in between, who they are, what they do, and why it matters, so they can showcase their expertise, expand their impact, and make the world a better place.
- Teach public speakers and workshop facilitators to effectively present themselves and their ideas in order to maximize participant engagement and learning.
- Coach and support career-changers in reflecting on personal goals and assets, identifying career opportunities, navigating professional landscapes, and transitioning into new roles.

Mattel

2017–2018

Project Curriculum & Learning Designer

- Supported Child Development and Learning team in designing world-class curriculum, creating child development and learning framework for ages 0 to 12, and activating expertise across Mattel to enrich learning through play.
- Led development of 6 curriculum solutions that leveraged IP and tackled diverse objectives, from social-emotional learning to design thinking, resulting in on-time delivery of high-quality, innovative lessons for kids worldwide.
- Designed, executed, and analyzed pilot testing of curriculum across domestic and international sites, identifying insights and suggesting iterations that resolved user experience issues and optimized learning.
- Managed external vendor's development of research-based resources, positioning Mattel to act as thought leader.

USC Annenberg School for Communication and Journalism

2014–2017

Mentor

- Via office hours and special appointments, work one-on-one with current and former students to both prepare for and execute successful job searches and graduate school applications.
- Engage in deep listening and appreciative inquiry, identify themes and passions, recommend next steps and strategies, re-work resumes and cover letters, review LinkedIn profiles and social media presence, make networking introductions, conduct mock interviews, review elevator speeches, and serve as accountability partner.
- Contributed to students' placement success and job satisfaction across diverse industries/disciplines, including entertainment, PR/marketing, education, pharmacy school, business school, and law school.

Student Voice Project

2014–2015

Executive Director

- Led non-profit dedicated to supporting journalism education & student media for at-risk youth.
- Created essential fee-for-service funding stream, cultivated donor relationships (accepting cash and in-kind donations exceeding \$100,000), wrote grant applications (25% acceptance rate).

- Re-vamped marketing/PR by re-organizing website, writing up-to-date copy, resurrecting Twitter account, writing and designing newsletters via MailChimp, building new PowerPoint decks, soliciting testimonials, snapping photos, commissioning tri-fold brochure and hand-out.
- Recruited partner organizations, teachers/schools, volunteers, Board members.
- Designed data collection protocols, created surveys, analyzed data to assess process, impacts.
- Spearheaded team of undergraduate journalism students in lesson planning, teaching, editing, and mentoring six transition-aged foster youth (aged 19-23) who published a blog of original feature articles and poetry intended to raise awareness of lived experiences of foster system.
- Supervised volunteers who taught video editing and blogging to 5th graders, college application procedures and writing workshops to 12th graders.
- Co-designed and co-taught a two-week workshop for 21 urban high school students, resulting in average self-reported learning gains of 25% in photojournalism and 15% in SEL.
- Created, designed, and facilitated two field trips to the University of Southern California, managed logistics for outreach by professional journalists to local schools on seven occasions.

National Association for Media Literacy Education (NAMLE)

Student Leadership Council Member

2014–2015

- Coordinated NAMLE’s participation with Digital Learning Day and profiled key media literacy organizations for distribution to NAMLE’s 2,000 newsletter recipients.

KCET Departures, “Open Classroom”

Columnist

2014

- Covered local organizations that support youth media production for social change.

USC Dornsife Joint Educational Project

Program Assistant Supervisor

2012–2014

- Supported 10 Program Assistants (PA’s) per semester in optimizing job performance, results.
- Met individually with each PA to talk through personal and professional challenges, map out opportunities and interests, brainstorm action plans, and process experiences.

Spark Program

Volunteer Mentor

2013

- Worked one-on-one with a middle school student, helping him to enrich critical thinking skills, connect school to the “real world,” and believe in/commit to his own success.

City Year Los Angeles

Staff Trainer

2012

- Designed and implemented out-of-the-box activities and reflective discussions for staff of 35, resulting in high levels of engagement, collaboration, and creative problem-solving.

USC Shoah Foundation

Instructional Design Specialist

2012

- Built curricula for IWitness, an application for engaging with testimonies from genocide survivors.

Expanding Minds Program

Educator

2011

- Twice co-taught three, week-long enrichment programs for locals aged 5-7 and 7-9 in Mumbai.

- USC Impact Games
Co-chair 2009–2012
- Led effort to coordinate interdisciplinary investigation, production of impact games.
- Tighe Publishing Services, Chicago, IL
Assistant Editor 2006–2008
- Wrote and edited standards-aligned educational print materials for elementary educators.
- Eliot-Pearson Children’s School (EPCS), Medford, MA
Graduate Teaching Assistant 2004–2006
- Documented school-wide learning, led Extended Day program, co-taught Two-Day Preschool.
- Teachers Resisting Unhealthy Children’s Entertainment (TRUCE)
Steering Committee Member 2003–2006
- Researched and co-developed resources for 10,000+ parents and educators worldwide.
- Harvard Yard Child Care Center, Cambridge, MA
Early Childhood Educator 2003–2004
- At co-operative day care center, worked with staff and parents to co-teach children aged 0-5.
- Open Center for Children, Somerville, MA
Early Childhood Educator 2003
- Team-taught 21 children at ethnically and socio-economically diverse preschool.
- Chicago International Children’s Film Festival, Chicago, IL
Media Literacy Intern 2002
- Developed/delivered lessons for world’s largest festival of children’s film.
- Northwestern University
Teaching Partner for International Scholars 2001–2002
- Worked one-on-one with two Chinese graduate students, helping them to become effective TA’s by teaching/modeling instructional best practices and cultural norms.

SERVICE

Ad-Hoc Reviewing
Psychology of Popular Media Culture
International Journal of Communication
Critical Arts
Journal of Children and Media
Journal of Media Literacy
California Journal of Health Promotion
 International Communication Association
 National Communication Association
 National Association for Media Literacy Education

Academic Committees

Annenberg Communication Graduate Student Association – Representative, 2012–2013
USC Annenberg Fellows Working Group, 2009
USC Mellon Mentoring Awards, 2009
Tufts Eliot-Pearson Awards for Excellence in Children’s Media, 2005–2006

Community Engagement

California Conference for Equality and Justice Restorative Justice Volunteer Training, 2020
Moms Demand Action, 2019–present
MOMS Club of Silver Lake Service Project Liaison, 2019–present
Miry’s List, 2019–present
Cyndi Otteson for Los Angeles City Council District 14, 2019–2020
RightWay Foundation-Student Voice Project Journalism Workshop, 2015
ACTIVATE Arts Education Leadership Advocacy Initiative, 2014–2015
NAMLE Student Leadership Council, 2014–2015
ArtsDay Delegate for City Council District 4, 2014
Spark Program, 2013
Chicago Cares: Read with Me Junior—Leader, 2007–2008

PROFESSIONAL AFFILIATIONS

Children’s Media Association – Los Angeles
Women in Toys
International Communication Association (ICA)
International Society for Technology in Education (ISTE)
National Communication Association (NCA)
National Association for Media Literacy Education (NAMLE)
Society for Research in Child Development (SRCD)

SKILLS

Languages

French — Advanced (reading, writing, listening, speaking)
Spanish — Beginner (reading, writing, listening, speaking)

Software

Data Analysis — Dedoose, SPSS
Literature Collection & Annotation — Evernote, Mendeley, Zotero
PR/Publishing — Adobe Creative Suite, MailChimp, Microsoft Office, WordPress
Social Media — Facebook, Twitter, YouTube, LinkedIn