

# LAUREL H. FRIEDMAN CV

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## EDUCATION

- 2016 Ph.D. in Communication, University of California, San Diego  
Dissertation: Control, Cure, and Prevention: Situating Global Response to Tuberculosis in San Diego County
- 2009 University of California, San Diego, M.A. in Communication
- 2005 University of South Florida, B.A. in Liberal Studies with Distinction  
Anthropology, Communication, and Photography
- 2003 South East Center of Photographic Studies, Daytona State College  
A.S. in Photography, A.A. in General Studies

## APPOINTMENTS

- Spring 2022 – Present **Associate Professor of Instruction.** Department of Communication, University of South Florida
- Fall 2018 – Summer 2022 **Assistant Professor of Instruction.** Department of Communication, University of South Florida
- Winter 2016 – Summer 2018 **Visiting Assistant Professor.** Department of Communication, University of South Florida

## ADDITIONAL RESEARCH AND PROFESSIONAL EXPERIENCE

- 2017-2018 Research Consultant, Laboratory of Comparative Human Cognition, University of California, San Diego (UCSD).
- 2016 Visiting Scholar, Department of Sociology, Boğaziçi University. Istanbul, Turkey.
- 2015-2016 Research Assistant, Laboratory of Comparative Human Cognition, UCSD.
- 2013-2014 Visiting Scholar, Department of Global Communication, American University of Paris. Paris, France.
- Spring 2013 Evaluation Research and Qualitative Methods Specialist, Jacobs Center for Neighborhood Innovation, San Diego, CA.
- 2012-2013 Research Assistant, Laboratory of Comparative Human Cognition, UCSD.
- 2004-2007 Social & Behavioral Researcher and Program Development, Department of Child and Family Studies, Florida Mental Health Institute (Now College of Behavioral & Community Sciences), USF.
- 2005 Copy and Content Editor, Isaacs, M. R., Huang, L. N., Hernandez, M., & Echo-Hawk, H. (2005). The road to evidence: The intersection of evidence-based practices and cultural competence in children's mental health. A CMHS Policy Paper. Tampa, FL: University of South Florida, Louis de la Parte Florida Mental Health Institute, Research and Training Center for Children's Mental Health.
- 2004-2005 Research Consultant, National Alliance of Multi-Ethnic Behavioral Health Associations. Owings Mills, MD.

## **TEACHING AND DIRECTION**

### **Program Director**

Director of Internships (Spring 2025 – Present)

### **Course Director**

Communication Senior Capstone (Spring 2019 – Present)

Introduction to Communication (Fall 2018 – Present)

Persuasion and Media (Fall 2018 – Spring 2019)

### **Instructor, University of South Florida (2017-Present)**

Communication Senior Capstone (Summer 2018; Fall 2020-Present)

Introduction to Communication (Fall 2018-Present)

Women and Communication (Fall 2017-Spring 2019)

Media and Illness (Fall 2017-Spring 2018)

Health Communication (Spring 2017)

### **Instructor, University of California, San Diego**

Living and Dying: Communication, Media & the Politics of Medicine (Summer 2013)

Introduction to Communication and Culture (Summer 2012)

Journalism: Writing & Reporting the News, Academic Connections Program (Summer 2008)

### **Teaching Assistant, University of California, San Diego**

Contemporary Minority Media Makers (Fall 2013)

Critical Writing Program (Fall, 2011, Winter 2012, Spring 2012)

Methods of Media Production (Winter 2010 & 2011)

Advertising and Society (Spring 2011)

Television and the Public (Summer 2011)

Introduction to Communication and Culture (Spring 2010)

Introduction to Communication (Fall 2009)

Gender Studies: Archive of Anorexia (Spring 2009)

## **TEACHING-RELATED CERTIFICATION AND TRAINING**

2024	Gold Badge, High Quality Review Online Course Development, University of South Florida (USF)
2023-2024	Teaching with AI, USF and Auburn University
2023	Center for Innovative Teaching and Learning's Idea Exchange on Teaching and Learning with AI, USF
2021	Center for Innovative Teaching and Learning's Inclusive and Equitable Pedagogy Series, USF
2020-2021	Participation in the Green and Gold Champions Program, USF
2020	Digital Accessibility: Benchmarking QM Institutional Policies and Practices, Quality Matters Continuing Education
2019	Gold Badge, High Quality Review Online Course Development, USF

- 2019 Developing Presence in the Online Classroom, Quality Matters Continuing Education
- 2019 American Red Cross Adult and Pediatric First Aid/CPR/AED Certification
- 2018 Online instructor certification course. Online Faculty Development, Innovative Education, USF
- 2018 Summer Teaching Symposium, Motivating Students. Academy for Teaching and Learning Excellence, USF

## **AWARDS, FELLOWSHIPS, AND GRANTS**

- 2023 2022/2023 Global Faculty Award, High Impact Practice and Undergraduate Research, USF
- 2022 2020/2021 USF Provost's Undergraduate Teaching Award
- 2019 USF Innovative Education Course Development Grant
- 2015 Doctoral Research Fellowship, Laboratory of Comparative Human Cognition, UCSD
- 2015 Malcolm R. Stacey Memorial Scholarship Fund Research and Writing Grant
- 2015 UCSD Dissertation Writing Fellowship
- 2014 Malcolm R. Stacey Memorial Scholarship Fund Research and Writing Grant
- 2012 Teaching Fellowship and Grant, Center for Teaching Development, UCSD: Spring and Summer stipend awarded annually to a select cohort of PhD students for mentorship around innovative teaching practices and course design.
- 2012 Summer Scholar Residency: Disability, Design, Curation, UC Humanities Research Institute
- 2012 Department of Communication Research Grant, UCSD
- 2012 Department of Communication Summer Research Fellowship, UCSD
- 2011 Department of Communication Research Fellowship, UCSD
- 2009 New York Times Educational/Cultural Funding for documentary work on *A Divided Friendship*
- 2007-2011 Eugene Cota-Robles Fellowship, University of California: Four years of tuition, fees, and stipend

## **USF SERVICE**

- 2022-present Department of Communication, Donor and Alumni Relations Committee
- 2020-present Council on Educational Policy and Issues
- 2019-present Annual Assessment Development and Administration, Communication Senior Capstone, Department of Communication
- 2019-present Annual Assessment Development and Administration, Introduction to Communication, Department of Communication
- 2018-present Department of Communication, Undergraduate Committee
- 2024 Course Development, Online Communication Senior Capstone
- 2023 Course Certification, Enhanced Gen Ed and Global Citizens Certification, Communication Senior Capstone
- 2022-2024 Member, Adhoc Integrity and Generative AI Workgroup, Center for Innovative Teaching and Learning
- 2020-2024 Lotus Flower Project/Project Heal Faculty Advisor

2019 Course Development, Online Introduction to Communication  
 2018-2019 Course Director, Persuasion and Media

## ACADEMIC AND PROFESSIONAL SERVICE

2022-present Teach for America Volunteer  
 2019 Reviewer, International Communication Association, Health Communication and Feminist Scholarship Divisions  
 2018 Reviewer, International Communication Association, Health Communication and Feminist Scholarship Divisions  
 2017 Reviewer, *Qualitative Research in Medicine & Healthcare*  
 2014-2016 Reviewer, *Health Communication*  
 2012-2014 Graduate intellectual life coordinator, Department of Communication, UCSD  
 Spring 2011 Planning board, Department of Communication Graduate Conference, UCSD  
 Fall 2011 Planning board, Department of Communication Graduate Conference, UCSD  
 2009-2011 Undergraduate Curriculum Development Committee, Department of Communication, UCSD  
 2009-2010 Chancellor's Committee for the Status of Women Representative, UCSD

## COMMUNITY SERVICE/ENGAGEMENT

2023-present Consulting, organizing, fundraising, and planning for domestic violence awareness and related organizations in Tampa Bay and internationally.  
 2020-present Owner and Founder of yoga community outreach program that offers free yoga, mindfulness, and breathwork classes for non-profit and other mission-driven, community-based organizations in the Tampa Bay region. Additional donation of yoga programming to help raise money for Domestic Violence Assistance organizations in Tampa Bay and internationally.  
 2020-2023 Workshop facilitator for "Writing Your Grief" courses with Refuge in Grief, helping to rethink how we frame grief socially and offering resources to people and families experiencing grief.  
 2012-2014 Volunteer at Health and Human Services Agency, working the field of applied health communication. Tasks included assessing appointment reminder strategies and patient follow through; testing and redesigning outreach and informational documents; and working with the CureTB Referral Binational Program that supports continuity of care for individuals with active TB and their contacts by facilitating the exchange of information between health systems. San Diego, CA.  
 2010 Volunteer with Casa Mantay, a non-profit organization that shelters, orientates, and teaches useful skills to teenage mothers and their children. Cuzco, Peru.  
 2006-2007 Inaugural member of USF's Service-Learning Leadership Academy, which combined training and discussion meetings with service in year-long community projects. Collected visual and oral histories of elderly members of East Tampa, a historic community and part of Florida's Front Porch Initiative working toward holistic community revitalization. Tampa, FL.  
 2005 Volunteer with the Chico Mendes Foundation, which focuses on reforestation and is based in Pachaj, Guatemala.

- 2005 Volunteer with Casa Xejaju's La Pedrera Project, which aims to encourage the development of a self-supportive economy and culture in the indigenous communities of La Pedrera and Xelaju, Guatemala, 2005.

## PUBLICATIONS

- Friedman, L. (2016, October). This time nothing: An autoethnographic visual illness narrative. *The Intima, a Journal of Narrative Medicine*, online at <http://www.theintima.org/this-time-nothing-reflections-on-storytelling>
- Friedman, L., Callejas, L., Nesman, T., Mowery, D., & Gamache, P. (2006). Research with African American Populations. In M. Hernandez, T. Nesman, M. Isaacs, M., L.M. Callejas, & D. Mowery (Eds.). (2006). *Examining the research base supporting culturally competent children's mental health services (Making children's mental health services successful series)* (pp. 23-56). Tampa, FL: University of South Florida, Louis de la Parte Florida Mental Health Institute, Research & Training Center for Children's Mental Health.
- Friedman, L., Callejas, L., Nesman, T., Mowery, D., & Gamache, P. (2006). Research with Asian Pacific Islander Populations. In M. Hernandez, T. Nesman, M. Isaacs, M., L.M. Callejas, & D. Mowery (Eds.). (2006). *Examining the research base supporting culturally competent children's mental health services. (Making children's mental health services successful series)* (pp. 23-56). Tampa, FL: University of South Florida, Louis de la Parte Florida Mental Health Institute, Research & Training Center for Children's Mental Health.
- Friedman, L. (2005). Literature review and analysis: Evidence-based treatment/intervention and practices for mental health related to racial/ethnic populations. Tampa, FL: National Alliance of Multi-ethnic Behavioral Health Associations.

## CONFERENCE PRESENTATIONS

- Friedman, L. (2018, May). *Global Health and Community Context: Communicating Locally about Tuberculosis*. Paper presented at the International Institute for Qualitative Methodology Conference, Banff, Alberta, Canada.
- Friedman, L. (2013, October). *What's your story? Questions of power and publics in the treatment of tuberculosis*. Paper presented at the Qualitative Health Research Conference, Halifax, Nova Scotia, Canada.
- Friedman, L. (2012, September). *Discourses of Tuberculosis in San Diego County*. Paper presented at the TB Education and Training Network Annual Conference, Atlanta, GA.
- Friedman, L. (2012, April). *This Time Nothing: The Material Role of Visual Praxis in Expressing Experiences of Illness*. Paper presented at the Cultural Studies Association's Annual Conference, San Diego, CA.
- Friedman, L. (2012, April). *The Wellcome Collection: Materiality and Dialogism in Museums*. Paper presented at the Presentation for the Cultural Studies Association's Annual Conference, San Diego, CA.
- Friedman, L. (2011, November). *Ethnographic Methods in a study on Tuberculosis*. Paper presented at the CommGarden Graduate Conference, San Diego, CA.

- Friedman, L. (2011, May). *Visual Methods: Theory Meets Praxis*. Paper presented at the CommGarden Graduate Conference, San Diego, CA.
- Friedman, L. (2009, April). *This Time Nothing: Analysis of a Visual Narrative*. Paper presented at the Examined Life: Writing and the Art of Medicine, Iowa City, IA.
- Friedman, L. (2009, February). *A Divided Friendship*. Video screening and panel discussion at the 31st Annual CineFestival, San Antonio, TX.
- Hernandez, M. & Friedman, L. (2007, May). Organizational and research based strategies for increasing access and utilization of mental health services for diverse populations. Presented at the Building on Family Strengths conference, Portland, OR.
- Hernandez, M., Nesman, T., Callejas, L. & Friedman, L. (2007, March). *Organizational and research-based strategies for increasing access and utilization of mental health services for diverse populations*. Workshop presented at the 20<sup>th</sup> annual research and training center conference on a System of Care for Children's Mental Health: Expanding the Research Base Tampa, FL.
- Batsche, C., Chiriboga, D., Hernandez, M., & Friedman, L. (2007, March). *Defining what we mean by mental health disparity: Finding a shared definition to drive research and development in the field*. Topical Discussion **at the 20<sup>th</sup> Annual Research and Training Center Conference on a System of Care for Children's Mental Health**, Tampa, FL.
- Friedman, L., Batsche, C., Chiriboga, D., & Hernandez, M. (2007, March). *Defining what we mean by mental health disparity: Finding a shared definition to drive research and development in the field*. Poster presentation at the 20<sup>th</sup> Annual Research and Training Center Conference on a System of Care for Children's Mental Health, Tampa, FL.
- Mackinnon-Lewis, C., Friedman, L., & Wienke-Totura, C. (2007). *Graduate certificate in children's mental health*. **Poster presentation at the 20<sup>th</sup> annual meeting of A System of Care for Children's Mental Health: Expanding the Research Base**, Tampa, FL.
- Mackinnon-Lewis, C. Wienke-Totura, C., & Friedman, L. (2007). *Graduate certificate in children's mental health*. **Paper presentation at the 20<sup>th</sup> annual meeting of A System of Care for Children's Mental Health: Expanding the Research Base**, Tampa, FL.
- Friedman, L. (2006, February). Evidence-based practices and their impact on families and consumers of color. Symposium Presentation (Hernandez, M., Isaacs, M., Echo-Hawk, H., & Aguilar-Gaxiola, S., Symposium Chairs) at the 19th Annual Research and Training Center Conference on a System of Care for Children's Mental Health, Tampa, FL.
- Friedman, L., Mowery, D., Hernandez, M., Nesman, T., Maylott, M., & Burrus, T. (2006, February). Examining the research supporting cultural competence in children's mental health: Latino Populations. Poster presented at the 19th Annual Research and Training Center Conference on a System of Care for Children's Mental Health, Tampa, FL.

## INVITED TALKS

- Friedman, L. (2022, May). *Navigating College: How Mindfulness and Meditation can ReWrite Scripts*. Online talk presented for Mira Mesa Community College: San Diego, CA.
- Friedman, L. (2020, May). *Mindfulness and College in the Midst of a Changing World*. Online talk presented for Mira Mesa Community College: San Diego, CA.
- Friedman, L. (2019, July). *From Photography to Academia*. Talk presented for Department Colloquium at Daytona State College: Daytona, FL.

- Friedman, L. (2018, April). *Applied Health Communication*. Talk presented for *Patient Caregiver Communication Course* in the Department of Communication. University of South Florida: Tampa, FL.
- Friedman, L. (2017, April). *Boundary object theory and infectious disease control: Negotiating among situated notions of disease*. Paper presented at the Department of Communication Colloquium. University of South Florida: Tampa, FL.
- Friedman, L. (2014, March). *Advertising, consumption, and desire*. Guest lecture for Media, Youth and Global Popular Culture. American University of Paris: Paris, France.
- Friedman, L. (2014, February). *Subculture and Cultural Flows*. Guest lecture for Media, Youth and Global Popular Culture. American University of Paris: Paris, France.
- Friedman, L. (2013, June). *The Future of Communication Research: Questions of Power and Publics*. Invited Keynote Panelist at UCSD's Department of Communication's 30th Anniversary Celebration. San Diego, CA.
- Friedman, L. (2008, May). *Illness Narrative and Visual Methods*. National Alliance of Multi-Ethnic Behavioral Health Association policy meeting. Baltimore, MD.

### **SELECTED MEDIA PRODUCTION WORK**

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| 2016 | This time nothing: An autoethnographic visual illness narrative, online at <a href="http://www.theintima.org/this-time-nothing-reflections-on-storytelling">http://www.theintima.org/this-time-nothing-reflections-on-storytelling</a>   |
| 2009 | A Divided Friendship. A collaborative documentary short focusing on the construction of a triple-enforced border wall in Southern California. Film screenings throughout San Diego, CineFestival 2009, and Binational Association of Schools of Communication Conference 2009. |
| 2005 | Tomatoes, Peanuts, and Fresh Squeezed Juice: A Visual Ethnography exploring central Florida roadside produce stands and the people behind them.  |
| 2004 | Platform Florida: Travel, Adventure, and Motion.   |
| 2003 | Florida Boom Towns. A Visual Ethnography that examines the boom towns that emerges as a result of large-scale growth during the 1920s as they exist today.   |