**Laura Gattis**

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**EDUCATION**

**University of Oregon – Eugene, OR.**

Ph.D., Mass Communication and Media Studies Expected: June 2025

New Media and Culture Certificate

Dissertation: Evolution of Mining Coverage: A Comparative Analysis of News Media in Arizona and Nevada (2014-2023)

*Advisor: Dr. Hollie Smith*

**University of Nevada, Reno – Reno, NV.**

M.A., Media Innovation December 2018

Graduate Certificate in Renewable Energy Engineering

Thesis Project: Renewable Energy Solar Panel Design and Implications for Coal Mining Communities

*Advisor: Dr. Todd Felts*

**University of Nevada, Reno – Reno, NV.**

B.A., Journalism (Minor: Speech Communication) May 2017

**TEACHING EXPERIENCE**

**University of Oregon**

*Courses Taught as Instructor of Record:*

JCOM 203: Writing as Practice, 25 students, in-person Fall 2024

J 101: Grammar for Communicators, 12 students, in-person Summer 2023

J 101: Grammar for Communicators, 25 students, online asynchronous Summer 2024

*Courses Assisted:*

J 385: Communication Law – 350 students, online asynchronous & 150 students in-person

PHYS 410/510: Science Storytelling - 8 students, in-person

J 212: Writing for Communicators (taught labs) - 125 students in lecture, 15 per lab

J100: Media Professions – 420 students, in-person

J397: Media Ethics – 150 students, in-person

J 101: Grammar for Communicators - 250 students, online asynchronous

J211: Gateway to Media - 125 students, online and in-person

**Teaching Assistant, University of Nevada, Reno** May 2017 – Dec. 2018

*Course Assisted:*

J 108: Media Design - 60-70 students, in-person with labs

*Invited Guest Lecturer:*

* J100 Media Professions (UO): “Media in Ghana and the Impact on Participants”
* J211 Gateway to Media (UO): “Graphic Design in Agriculture: Cattle Branding”
* J208 Media Production (UNR): “The Salad Bowls of the World: Sustainable Product Design”

**RESEARCH EXPERIENCE**

*University of Oregon*

Cognitive and Affective Influences in Decision Making (CAIDe) Lab 2022

Snap AR (Snapchat Augmented Reality) Scholar  2023 – Present

* Snap AR Scholars is a partnership between the University of Oregon’s School of Journalism and Communication and Snapchat's Augmented Reality (AR) team to create a community of innovative storytellers and problem solvers. Members of Snap AR Scholars gain hands-on training in Lens Studio (software to create AR filters for Snapchat) and work together with community organizations to create AR experiences that solve real-world issues. Members also gain research experience by testing the impact of their solutions.
	+ Client: Hope for Haiti

“Building capacity for Oregon wildfire coverage: An interinstitutional pilot project” with Drs. Hollie Smith and Emily-Jane Davis 2022

* This research project qualitatively interviewed almost 30 stakeholders from Oregon, including journalists, scientists, and public information officers to determine what their key needs, concerns, and priorities are with wildfire coverage. After collecting the interviews, a survey was sent to local Oregon newspaper subscribers to collect data about how their wildfire coverage needs and priorities aligned (or diverged) from what the first group had said.

Research Assistant for Dr. Hollie Smith 2021-2023

*University of Ghana – Accra, Ghana* Summer 2022

Internship: University of Ghana Centre for Climate Change and Sustainability Studies (C3SS)

* Participated in the Coastal Communities Resilience to Climate and Diarrhea (C2R-CD) project, aimed at understanding and mitigating the impacts of climate change on diarrheal diseases in vulnerable coastal communities along the eastern and central coastlines of Ghana. Engaged in qualitative data collection and analysis to model the interplay between climatic, hydrological, environmental, epidemiological, institutional, and socio-cultural determinants of diarrhea, contributing to the generation of a long-term data series. Collaborated with a transdisciplinary team to explore the complexities of diarrhea diseases under varying climatic, social, and environmental scenarios, aiding in the co-development of innovative resilience solutions. Specifically, I conducted focus groups and field interviews with communities to evaluate their needs and concerns.

**MANUSCRIPTS IN PUBLICATION**

* **[Book Review Accepted/Awaiting Publication] Gattis, L**. reviewing “Saving Ourselves” by Dana R. Fisher. *International Journal of Communication.* (2024).
* **[Book Review Accepted/Awaiting Publication]** **Gattis, L**. reviewing “Escaping Nature: How to Survive Global Climate Change.” *H-Oceans.* (2024).
* **[Book Chapter Accepted/Awaiting Publication]** Lorenzo, S. & **Gattis, L.** (2024). Rethinking Traditional Values: Analyzing How Climate Change Messages Affect Family Planning Among Millennials and Generation Z in Ghana. *Climate Change Communication in Africa.*
* **[Paper Accepted/Awaiting Publication]** Augmenting Social Impact with Lens Studio. Daniel Pimentel, Luke Walker, Sam Lorenzo, Shane Burrell, Emmanuel Maduneme, Kathleen Darby, Songyi Ahn, Lanore Hahn, Tai Nguyen, **Laura Gattis**, Catherine Armstrong, Sally Lim, Stacey Long-Genovese. (2024).

**MANUSCRIPTS IN PREPARATION AND REVIEW**

* **Gattis, L.** & Bendeffaa, N. (2024). Shaken Narratives: Moroccan and American News Outlets’ Coverage of the 2023 Earthquake.
* Maduneme, E., & **Gattis, L.** (2024). The curvilinear relationship between climate change anxiety, self-efficacy beliefs, and demographic factors.
* **Gattis, L.,** Denneny, M. (2024). Obesity Treatment Narratives: Societal and Stakeholder Perspectives on GLP-1 Medications for Obesity.
* Denneny, M. & **Gattis, L**. (2024). Targeted Ads to Brides Offering Weight-Loss Tips.
* Lorenzo, S., & **Gattis, L.** (2024). Climate Change & Other News: An Analysis of News Coverage in Ghanaian Mainstream Media.

**CONFERENCE PRESENTATIONS**

**Association of Internet Researchers (AoIR)** Annual Conference 2024, Doctoral Colloquium

**Gattis, L.** (2024). *Evolution of Mining Coverage: A Comparative Analysis of News Media in Arizona and Nevada (2014-2023).*

**Association for Education in Journalism and Mass Communication** Annual Conference 2024

**Gattis, L.,** Bendeffaa, N. (2024). *Shaken Narratives: Moroccan and American News Outlets’ Coverage of the 2023 Earthquake.* Poster Presentation.

**Gattis, L.,** Denneny, M. (2024). *Obesity Treatment Narratives: Societal and Stakeholder Perspectives on GLP-1 Medications for Obesity.* Poster Presentation.

**Meaningful XR,** Annual Conference 2024

Daniel Pimentel, Luke Walker, Sam Lorenzo, Shane Burrell, Emmanuel Maduneme, Kathleen Darby, Songyi Ahn, Lanore Hahn, Tai Nguyen, **Laura Gattis**, Catherine Armstrong, Sally Lim, Stacey Long-Genovese. (2024). *Snap AR Scholars: Augmenting Social Impact with Lens Studio*.

Daniel Pimentel, Luke Walker, Sam Lorenzo, Shane Burrell, Emmanuel Maduneme, Kathleen Darby, Songyi Ahn, Lanore Hahn, Tai Nguyen, **Laura Gattis**, Catherine Armstrong, Sally Lim, Stacey Long-Genovese. (2024). *Snap AR Scholars: Hope for Haiti AR.*

**International Communication Association Annual Conference (ICA),** Annual Conference,

Doctoral Colloquium for Journalism, 2024

**Gattis, L.** (2024). *Evolution of Mining Coverage: A Comparative Analysis of News Media in Arizona and Nevada (2014-2023).*

**UO Center for Science Communication Research Forum,** Annual Forum, 2024

Lorenzo, S. & **Gattis, L**. (2024).  *Climate Change and Other News: An Analysis of News Coverage in Ghanian Mainstream Media.* Poster Presentation.

* People’s Choice Award Winner

**International Association for Media and Communication Research (IAMCR),** Annual Conference 2023

Lorenzo, S., & **Gattis, L**. (2023). *Rethinking Traditional Values: Analyzing How Messages of Climate Change Affect Family Planning Among Millennials and Generation Z (Phase I -Ghana).*

**The Association for Education in Journalism and Mass Communication (AEJMC),** Annual Conference 2023

**Gattis, L**., Mira, B., Lorenzo, S., Smith, H., Davis, E.J., & Morrison, D. (2023). *Bridging the*

*Information Gap: An Analysis of Journalist and Scientist Perceptions on Wildfire Coverage*

*in Oregon.* Poster presentation.

**International Communication Association,** Africa Conference 2023

Lorenzo, S. & **Gattis, L.** (2023). *Climate Change and Other News: An Analysis of News Coverage in Ghanian Mainstream Media.*

**Pacific Northwest Conference of Political Communication and Journalism Studies**

Inaugural Conference at the University of Washington | Seattle, WA, U.S.A./Online

**Gattis, L.**, & Lorenzo, S. (2023). *Getting to the Root: The Intersection of Race, the*

*Environment & Conspiracy Theories*.

**University of Oregon Graduate Research Forum,** Annual Forum 2023

Panel: Sherman, S., Heeren, T., Knowlton, K., Lorenzo, S., & **Gattis, L**. (2023). *Race, the*

*Environment, and Conspiracy Theories.*

**INTERNAL FUNDING**

**School of Journalism and Communication** Fall 2023

Award Amount: $1,000

* The funds from this grant were used towards travel and expenses to Cape Town, South Africa where a colleague and I presented our research on news consumption in Ghana at the 2023 International Communication Association (ICA) in Africa regional conference.

**School of Journalism and Communication** Spring 2023

Award Amount: $2,000

* The funds from this grant were used towards travel and expenses to return to Ghana for nine days to finish collecting data for the climate change communication and family planning perception study that was launched the summer prior.

**School of Journalism and Communication** Winter 2022

Award Amount: $5,000

* The funds from this grant were used towards travel and expenses for the School of Journalism and Communication's 5-week Media in Ghana summer internship program in the country's capital city of Accra. In addition to participating in the program, I was a researcher for a climate change communication and family planning perception study that a colleague and I launched in Ghana.

**MEMBERSHIPS, AFFILIATIONS, AND SERVICE**

**UO School of Journalism and Communication Graduate Student Assocation**

Co-President 2023 - 2024 AY

**Graduate Teaching Fellows Federation**

Social Sciences Lead Steward 2022 - 2023 AY

* The Lead Steward role connects current graduate students from across the social science departments to encourage collaboration, solidarity, and organizing to help fight for fair labor and working conditions for both graduate employees and the students they teach.

Survivor Support Caucus Co-Chair 2022 – Present

* The Survivor Support Caucus is committed to supporting survivors of sexual violence by advocating for survivor-centered policies and practices in order to promote an accessible and safe learning and working environment within and beyond the University of Oregon.

**Science Communication Research (SCR) Emerging Scholar** 2021 – Present

* About SCR: The Center for Science Communication Research (SCR) at the University of Oregon enhances conversations between scientists and society with synergies between research, experiential education, and creative inquiry. We create innovative models and techniques to help improve the understanding and use of science through four transdisciplinary themes of inquiry: Human Response and Adaptation to the Environment, Producing Positive Change in Health and Health Equity, Numeracy and Critical Reasoning, and Disruptive and Instructive Media and Technology.

**Media in Ghana Program Blog Editor** 2022 – 2024

* This five-week summer excursion takes participants to Accra, Ghana, in West Africa, where each person completes a media industry internship. The trip offers an interdisciplinary approach to learning about the country’s complex political and economic history and culture.

**International Association for Media and Communication Research (IAMCR)**

Student Member 2023 – Present

**International Communication Association (ICA)**

Student Member 2024 – Present

**Association for Education in Journalism and Mass Communication (AEJMC)**

Student Member 2024 – Present

**PROFESSIONAL EXPERIENCE**

**Peri and Sons Farms** – **Yerington, NV.** Feb. 2020 – Sept. 2021

Executive Sales Assistant and Marketing Design

* Developed and executed sales and marketing plans
* Met with high-level executives from major grocery chains to discuss and implement sustainable packaging initiatives
* Led the company program to move from single-use to multi-use crates with three major national grocery chains, saving over 3 million crates from entering the landfill annually

**The Storage Group** – **Altamonte Springs, FL.** Oct. 2018 – Dec. 2019

Marketing Specialist October 2018

* Managed marketing team calendar, company website, social media, and marketing campaigns
* Assisted with lead generation for sales team
* Hosted company webinars, attended industry trade shows, and published several digital marketing articles in key industry publications
* Developed SEO and SMM plans that were deployed to more than 2,000 self storage facilities in North America

**Lincoln Electric** – **Reno, NV.** Dec. 2017 – May 2018

Marketing Intern

* Operated livestream video presentations of automated welding products
* Planned print and digital ads and created campaign material
* Developed technical manuals for products using InDesign, collaborating with engineers to ensure accuracy
* Recruited and onboarded celebrities, including Jay Leno, for an online television show that showcased company products

**University of Nevada, Reno** – **Reno, NV.** Aug. 2017 – Dec 2018

Graduate Teaching Assistant

* Assisted in J108: Media Design for three terms, teaching labs that averaged 60-70 students per term

**Grand Teton National Park** – **Moran WY.**  May 2017 – Aug. 2017

Sales and Marketing Associate

* Worked in the sales and marketing department at Colter Bay Village, where I developed a software to automate online bookings for horseback rides and kayak rentals. This software is still being used inside the national park and was developed with a colleague.

**Scandal Co-Active** – **Reno, NV. & Los Angeles, CA.** Aug. 2016 – Dec. 2016

Public Relations Intern

* Executed pre-existing public relations campaigns, focusing on developing media lists and getting clients coverage. I succeeded in significant campaigns that often surpassed the initial estimates for coverage and ROI, including articles in major publications such as the Los Angeles Time and San Francisco Chronicle.
* Clients included the Bill and Melinda Gates Foundation, Nickelodeon, Hulu, and Cut Entertainment, among more.

**ASUN Inkblot Marketing --- Reno, NV.** Sept. 2014 – Nov. 2016

Assistant Director, May 2016 – Nov. 2016

Account Coordinator, Dec. 2015 - May 2016

Social Media Manager, Sept. 2014 – Dec. 2015

* I worked my way up into the role of assistant director of marketing, where I hosted a music festival that had more than 5,000 attendees, booking popular Billboard artists. I managed all the talent, venue, and equipment bookings, as well as developing a public relations and marketing campaign that my media team then executed. Besides this event, I managed all marketing materials and budgets for student clubs and organizations on campus, coordinating graphic design, press releases, video production, and more for their events.

**INDUSTRY SKILLS**

*Communication and Marketing*:

* Writing, editing, and copywriting
* Event Planning
* Planning and executing strategic PR campaigns
* Marketing plan building and execution
* Technical manual creation
* Newsletter creation - Constant Contact, MailChimp
* Project management - Asana, Notion, Basecamp, Trello
* Adobe Creative Cloud - Photoshop, Acrobat, Premiere Pro, Audition, Lightroom, Illustrator, InDesign
* Website Building and Management - WordPress, Squarespace, Wix, Google Sites
* Other graphic design and editing - Lens Studio, Canva, Final Cut Pro, iMovie

*Social Media Management:*

* Corporate media management, content creation, editing, and copywriting
	+ Instagram, Twitter/X, Facebook, Snapchat, YouTube, Vimeo, Pinterest
* Analytics, engagement, and growth management