

Liz Merdian Lareau, M.A.
Curriculum Vitae
2920 15th Ave, Moline, IL 61265
liz@blprfirm.com

Summary of Academic and Professional Experience

Liz Merdian Lareau has practiced in the areas of mass media, corporate and public relations, brand management, and marketing communications since 1985. As a trained journalist and brand strategist, she has spent the last 34 years reporting, writing, editing and producing for digital, print, and broadcast medium platforms including radio, television, magazines, and national network programming. For the past 20 years, she also practiced public relations and marketing communications as a business owner including speech and broadcast script writing, advertising copywriting, creator, and account executive of corporate marketing PR campaigns for broadcast, print, web, and social media. Academically, as an adjunct, she has taught public speaking for St. Ambrose University as well as presented at the National Communication Association, Central States, and published research. She is currently authoring a series of middle grade graphic novels, published by Papercutz, Inc., N.Y, N.Y., a project that requires media, school, and library appearances as well as presentations at the American Library Association and state reading councils.

EDUCATIONAL BACKGROUND

2016 - M.A., Department of Communication, Western Illinois University, with Honors

1986 - B.S., Broadcast Journalism, College of Media, University of Illinois at Urbana-Champaign, Dean's List.

ACADEMIC TEACHING EXPERIENCE

Intro to Public Speaking. St. Ambrose University (Spring 2017)

Intro to Public Speaking. St. Ambrose University (Fall 2018)

Intro to Public Speaking. St. Ambrose University (Spring 2019)

Intro to Public Speaking. St. Ambrose University (Spring 2020)

Intro to Public Speaking. St. Ambrose University (Fall 2020)

The Buzz. St. Ambrose University (Fall, 2020)

The Buzz. St. Ambrose University (Spring 2021)

Intro to Public Speaking. St. Ambrose University (Spring 2021)

ACADEMIC AND PROFESSIONAL PUBLICATIONS, PRESENTATIONS, PANELS

Peer-Reviewed Journal Articles

Miczo, N. and Lareau, E.M. (2016) *The Ohio Communication Journal*, "Exploring the Relationship Between Online Health Information-Seeking Motivations and Patient Narratives for Orthopedic Practice Web Sites.

Academic and Professional Panels and Paper Presentations

2019, Panelist. “Graphic Novels ARE Books: Changing Parent and Educator Opinions on Graphic Novels.-” Children’s Book Council. Comic-Con International. San Diego Public Library, San Diego, CA. July 19.

2018, Panelist. American Library Association Annual Conference. “Diversity and inclusivity from the perspective of libraries/publishing/authors in the industry.” New Orleans Convention Center, New Orleans, LA. June 24.

2016, Western Illinois University, Communications Student Society, Panelist. Frontline: Effects of Online Marketing on Teens. WIU Quad City Campus, Moline, IL. April 20.

2015, Central States Communication Association, co-presented “Exploring the Relationship Between Online Health Information-Seeking Motivations and Patient Narratives for Orthopedic Practice Web Sites.” Madison, WI. April 15.

2014, National Communication Association, Presented Rhetorical Analysis. “Camp Gyno as Carnavalesque.” Chicago, IL.

2014, Western Illinois University. Quad Cities Research and Scholarship Symposium (QCRSS). “Camp Gyno as Carnavalesque.” Moline, IL. April 9.

2010, St. Ambrose University, Davenport, IA. Panelist. Careers in Public Relations. November 15.

Commercial Books

2018 – Geeky F@b Five, “*It’s Not Rocket Science*,” Papercutz, NY, NY.

2019 – Geeky F@b Five, “*The Mystery of the Missing Monarchs*,” Papercutz, NY, NY.

2020 – Geeky F@b Five, “*DOGgone CATastrophe*.” Papercutz, NY, NY.

2020 – Geeky F@b Five, “*Food Fight for Fiona*.” Papercutz, NY, NY.

2021 – Geeky F@b Five, “*The Smoky Mountain Science Squad*,” Papercutz, NY, NY, 6/21.

Under contract to produce five more titles through 2024.

INVITED TALKS

2019, “Girl Power, STEM and Graphic Novels.” Central Rivers Area Education Agency Teacher Librarian Workshop. Cedar Falls, IA. September 24.

2019, “Girl Power, STEM and Graphic Novels.” Eastern Iowa Reading Council. Manchester Methodist Church, Manchester, Iowa. October 24.

2019. “Braces, Hearing Aids, and Girl Power: How Graphic Novels Foster Reader Identification for Tween Girls.” Illinois Reading Council Conference. Peoria Civic Center, Peoria, IL, October 3.

2018. “Geeky F@b Five.” Black Hawk Reading Council. Wilson Middle School, Moline, IL. November 13.

Professional Experience

Owner/Partner, Bawden Lareau Public Relations, 7/05-present

Responsible for servicing clients on all marketing and public relations campaigns, strategic partnerships, and media platforms. Signature clients and projects: **ORA Orthopedics**. Established PR program for 27-physician regional practice including monthly e-newsletters, social media, branded fitness community of 4K followers, and WQAD-ABC and WOC AM affiliates branded media partnerships. **Royal Neighbors of America**: developed strategic public relations plan, online content, messaging, brand, national bloggers, and Nation of Neighbors PR, 2011-2020. **Mrs. Wages** – Developed digital content strategy for a national online e-newsletter to 30,000+ subscribers; provide story placement in 200+ US newspapers totaling 3 million circulation (ROI 13:1) increased share of canning market; manage Facebook and social media for core demo of women aged 45+. **American Rental Association** – create and manage online pressroom; provide newscast story placement publicity services for Top 100 national trade show. **Mississippi Valley Surgery Center** – publicity, advertising and SEO services for surgery center and 20+ physician owners, writing e-health publication for 7,000 subscribers, core demo women aged 30-65; Senior Star – coordinated market and key influencer introduction to core demo women aged 45+ for senior living center to increase leases. **Hill & Valley** – created affinity sponsorship with national American Diabetes Association for core demo of diabetics and health-conscious individuals for sugar-free snack food company and established branded presence at ADA Diabetes Walks across the U.S. **Waste Commission of Scott County** – developed and implemented “Go All In” recycling PR and advertising campaign.

Marketing Manager, Royal Neighbors of America, 10/01-5/05

Responsible for communications supporting sales, marketing, public relations and membership departments. Signature projects: Created award-winning marketing brochures, direct mail and audio-visual communications to update brand positioning, “Know Your Worth.” Created online ordering of sales materials for agents. Led marketing partnerships with broadcast media to support fraternal’s “Heroes at Home” campaign to aid families of veterans. Coordinated coverage of fraternal’s “Bucket Brigade” to aid Florida Hurricane victims. Led Atlanta initiative called Issues Identification Council of top American women influencers who identified social causes for Royal Neighbors to support.

Liz Lareau PR, Inc., 12/98-10/01

Marketing and integrated public relations special projects for: Lee Enterprises – coordinated \$.5 billion sale of television station group; **LTC Training Center and LRC Electronics**, Davenport, IA – produced multi-part television series on CCTV; **Raymond Professional Group** – media relations for acquisition; **Trinity Regional Health System** – interim marketing dep’t. director while incumbent on surgical leave.

Producer, *About Your House*, 1998 season

Managed production of the PBS home improvement show *About Your House*, reaching 4 million U.S. viewers on \$1 million budget. Produced first 13 episodes for the 1998 season. In addition to script-writing, managed entire production staff of associate producers and video crew.

Bawden & Associates Marketing Agency

Account Services Director, 9/97-7/98. Responsible for clients’ marketing strategies and agency’s \$1.2 million gross income. Managed account and public relations managers who

administered integrated brand-building communications programs, including public relations, and advertising/placement.

Public Relations Director, 4/94-8/97. Established PR department adding media relations, employee communications and community relations' expertise to agency. Projects included handling local, trade, Internet and national news media relations for **AccessAir, APAC TeleServices, Lee Enterprises, Lady Luck and Diamond Royale casinos. Von Maur** stores, the **Chiropractic Centennial Foundation (Palmer College)** and other clients.

Associate, Wixted/Pope/Nora, Inc. 2/93-5/94

Produced health care infomercials, a statewide documentary on aging for Iowa News Broadcasters and provided media relations expertise by organizing press tours and press kits. Crisis training.

Employee Communications Specialist & Broadcast Group Spokeswoman, Meredith Corp. 11/92-2/93

Wrote and edited monthly employee magazine for 5,000 workers. Conducted employee research and focus groups. Spokeswoman for Broadcast Division of seven TV stations.

Producer, Anchor, Reporter

KCCI-TV, CBS (Des Moines, IA) 3/90-11/92

WICD-TV, NBC (Champaign, IL) 9/85-3/90

WKIO-FM (Champaign, IL) 8/87-3/90

Produced and anchored daily newscasts. Determined newscast content. Selected guests to discuss leading current-events issues. Filled in as producer and anchor for noon and weekend newscasts. General assignment and special segment reporter on issues including: neighborhood and downtown revitalization, drugs, Alzheimer's disease, home schools and travel. Live experience.

Congressional Page, U.S. Congress, Washington D.C., 6/81-7/81

Exposed to all facets of public relations and media coverage on Capitol Hill.

Awards

Insurance and Financial Communicators Association (IFCA)

IFCA Best in Show, 2004, Business to Consumer Publications – Royal Neighbors Brochure

IFCA Best in Show, 2004 Business to Consumer – Royal Neighbors Advertising

Advertising Federation: Gold ADDY, Royal Neighbors, Hurricane Photography

Advertising Federation: Gold ADDY, Royal Neighbors, A-V Sales Presentation, Video

Community Activities

Sacred Heart Catholic Church, Parish Council, and Marketing Committee, 2016 to present.

Assist in parish public relations, digital parishioner communications, and social media strategy for parish.

Women's Connection. Marketing Committee member 1998-2015. Assist executive director with program and national speaker identification.

Public Relations Society of America. President, Quad Cities Chapter, 2000; various board positions since 1995.

"Catholic Mirror," Newspaper of the Diocese of Des Moines, IA, 1992, served on Editorial Board.