

# Lauren Silverman Durban

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Accomplished media professional and storyteller with extensive experience in print, television, and radio journalism, non-profit communications, and public relations.

## Experience

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### Communications Manager

*Lied Center for Performing Arts / 2020-present*

Responsible for all earned media & press relations, including extensive local media pitching, management of regular media appearances, and creation of all press releases

Within the first year in the position, earned the Lied Center coverage in the New York Times and USA Today

When the Executive Director is unavailable, serve as media representative of the Lied Center in press interviews

Create and execute strategic press plans for all events

Plan and manage press conferences for major announcements

Oversee content for all patron email communication and publications

Manage the Lied Center presence and content for all social media platforms, including Facebook, Instagram, and Twitter

### Adjunct Faculty, Visual & Technical Communications

*UNL College of Journalism | 2019-present*

**Courses taught include:**

COJMC 134, guiding students through the process of using multiple forms of media to create compelling stories

JGEN 300, teaching skills related to public speaking including press conferences and webinars

## **Live Radio Morning Show Host**

*Co-host of JP and Lauren Mornings with Husker Nick, KX 96.9 FM - Alpha Media | 2014-2020*

On-air Monday-Friday mornings from 5-9am

Provide entertaining, timely, relevant content on a daily basis

Write endorsement/commercial copy for advertising clients

## **Parenting Columnist and Performing Arts Writer**

*L Magazine - Lincoln Journal Star | 2011-present*

Write monthly columns on parenting with an emphasis on personal experience

Cover performing arts events as assigned

## **Primary News Anchor**

*Channel 8 Eyewitness News Lincoln, Citadel Communications | 2005-2010*

Anchored 5, 6, and 10pm newscasts, Monday-Friday

Responsible for writing accurate, relevant local and national news stories daily

Produced special assignment series on varied topics

Oversaw content produced by reporters

Before being promoted to anchor, spent 18 months as a general assignment reporter

## **Guest Lecturer, Public Speaking**

*University of Nebraska-Lincoln College of Business | 2017-2018*

Taught 6-8 week public speaking courses for graduate and undergraduate level International Business students

## **Marketing/Public Relations Content Creation**

*Junior Achievement of Lincoln | 2010-present, contract basis*

Write monthly newsletter for distribution to stakeholder list

Write 4-5 blogs monthly for JA website/social media platforms

Create bi-annual newsletters for Foundation board members

Write and distribute occasional press releases

## **Program Manager**

*Community Media of the Foothills | 2002-2004*

Managed Monrovia Youth Information Technology, a grant-based youth program

Wrote grants to keep the program funded

Created and implemented advertising/community outreach plans

Oversaw staff of technology educators

Created original content for community broadcast to build program reputation

## **Education**

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*University of California, Los Angeles*

Bachelor of Arts in Mass Communications

Summa Cum Laude, Phi Beta Kappa, with Honors