

# Cassandra C. Kearney (Bird)

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## Education

- 2012–2017 **Ph.D.**, *University of Kansas*, Communication Studies.  
Dissertation: *Madness and Violence: The Rhetorical Construction of Motive after Mass Shootings in the United States between 1949-2012*  
Advisor: Dr. Jay P. Childers
- 2009–2011 **M.A.**, *Central Michigan University*, Communication and Dramatic Arts.  
Thesis: *The Discourse of American Tragedy: An Analysis of President Clinton's Rhetoric as it Functions to Construct Reality, Shape Community and Display Presidential Eloquence*  
Advisor: Dr. Jeff Drury
- 2009 **B.A.A.**, *Central Michigan University*, Communication and Dramatic Arts.  
Graduated Cum Laude

## Appointments

- 2018–present **Online Program Coordinator**, *University of Missouri*, Department of Communication.  
Responsible for prospective and current student outreach, course development and design, and ongoing programmatic decisions for our fully online Bachelor of Arts degree.
- 2018–present **Director of Public Speaking**, *University of Missouri*, Department of Communication.  
Director of Mizzou's 65-sections of public speaking offered each year. Responsibilities includes the developing course materials (i.e., handbook, assignments, presentation slides, etc.), teaching observations and supervision of our graduate and faculty instructors, coordinating the annual speech competition, and establishing campus partnerships with our course (i.e., School of Engineering, Trulaske Business School, and Health Sciences).
- 2017–present **Assistant Teaching Professor**, *University of Missouri*, Department of Communication.
- 2013–2017 **Assistant Basic Course Director**, *University of Kansas*, Communication Studies.
- 2012–2017 **Graduate Teaching Assistant**, *University of Kansas*, Communication Studies.
- 2014 **Administrative Assistant**, *University of Kansas*, Communication Studies.
- 2013 **Summer Research Assistant**, *PI: Dr. Jay P. Childers, University of Kansas*, Communication Studies.
- 2011–2012 **Adjunct Instructor**, *Central Michigan University*, Communication & Dramatic Arts.
- 2009–2011 **Graduate Teaching Assistant**, *Central Michigan University*, Communication & Dramatic Arts.

## Awards

- 2020 **Purple Chalk Award**, *University of Missouri*, College of Arts & Sciences.  
The Purple Chalk Awards stand as some of the oldest forms of recognition for exemplary teaching at MU. They allow the College of Arts and Science to highlight and publicly acknowledge its professors who truly exhibit an investment in student learning and success
- 2020 **Outstanding Faculty Member**, *University of Missouri*, Department of Communication.  
Annual award given by graduate students to member of faculty, recognizing excellence in mentoring
- 2019 **Outstanding Faculty Member**, *University of Missouri*, Department of Communication.  
Annual award given by graduate students to member of faculty, recognizing excellence in mentoring
- 2017 **Wil Linkugel Departmental Research Award**, *University of Kansas*, Communication Studies, Awarded \$250.  
Recognizes one excellent research paper written by a graduate student in the Communication Studies Department that focuses on some aspect of rhetorical studies. Papers judged by three rhetoric faculty on the merit of their scholarly contribution, the originality of the thesis, the quality of research, the style of writing, and the potential for publication.

- 2016 **Cooper Award for Excellence in Teaching**, *Central States Communication Association*, Grand Rapids, Awarded \$50.  
Each department in Central States region nominates one Ph.D.-level graduate student to prepare an application of materials for award consideration. The award is given to the graduate student that best demonstrates overall excellence in teaching and pedagogy.
- 2016 **Conboy Outstanding Graduate Student Award**, *University of Kansas*, Communication Studies, Awarded \$700.  
Recognizes those students deemed most outstanding by their peers in the Department of Communication Studies.
- 2016 **Top Panel**, *Central States Communication Association*, Grand Rapids, Basic Course Division.
- 2015 **Basic Course Program of Distinction**, *National Communication Association*, Las Vegas.
- 2015 **Sene and Louella Carlile Scholarship**, *University of Kansas*, Communication Studies, Awarded \$3,000.  
The purpose of the Sene and Louella Scholarship is to recognize and reward graduate students doing outstanding work in all areas of academic life (i.e. research, service and teaching).
- 2015 **J. Jeffery Auer Award for Top Student Paper**, *Central States Communication Association*, Political Communication, Awarded \$100.
- 2015 **Top Panel**, *Central States Communication Association*, Madison, Basic Course Division.
- 2005–2009 **Scholarship Recipient**, *State of Michigan*, Michigan Educational Assessment Program.
- 2005–2009 **Academic Honors Scholarship**, *Central Michigan University*, Board of Trustees.

## Grants, Funding, and Fellowships

- 2019 (Under Review) **Dr. Richard Wallace Faculty Incentive Grant**, *University of Missouri*, \$3,370; unfunded.  
Co-Investigator for research project: Candidate Perceptions, Political Attitudes, and Social Media in the Iowa Causes.
- 2018 **Course Redesign Grant for COMM 1200: Public Speaking**, *ET@MO*, University of Missouri, Awarded \$7,000.
- 2018 **Online Teaching Foundations**, University of Missouri, Awarded \$500.  
Awarded \$500.00 upon completion of the 6-week online fundamentals course.
- 2015 **E.C. Buehler Teaching Fellowship**, *Communication Studies*, University of Kansas, Awarded \$2,500.
- 2015 **Graduate Student Travel Grant**, *Office of Graduate Studies*, University of Kansas, Awarded \$500.
- 2014 **Graduate Student Organization Grant**, *Student Senate*, University of Kansas, Awarded \$75.
- 2013 **E.C. Buehler Outstanding First-Year Teaching Fellowship**, *Communication Studies*, University of Kansas, Awarded \$1,500.
- 2013 **Collaborative Research Grant**, *PI: Dr. Robert Rowland*, University of Kansas, Awarded \$500.

## Teaching

**Internships** (COMM 4940), *University of Missouri*  
**[Online] Public Speaking** (COMM 1200), *University of Missouri*  
**[Online] Argumentation and Advocacy** (COMM 3572), *University of Missouri*  
**Business and Professional Communication** (Writing Intensive; COMM 3575), *University of Missouri*  
**Argument and Advocacy** (COMM 3572), *University of Missouri*  
**Public Speaking** (COMM 1200), *University of Missouri*  
**Audience-Centered Speaking in the Workplace** (COMS 322), *University of Kansas*  
**[Online] Speaker-Audience Communication** (COMS 130), *University of Kansas*  
**Speaker-Audience Communication for Professional Students, Honors** (COMS 133), *University of Kansas*  
**Oral Communication for the Professional Student** (COMS 132), *University of Kansas*  
**Rhetoric and Social Influence** (COMS 235), *University of Kansas*  
**Speaker-Audience Communication** (COMS 130), *University of Kansas*  
**Introduction to Human Communication** (COM 101), *Central Michigan University*  
**Persuasion and Social Influence** (COM 365), *Central Michigan University*

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## Invited Talks

- Kearney, C. C. (2019a). *Madness and violence: The rhetorical construction of motive following mass violence*. University of Missouri, Department of Communication Research Colloquium Series.
- Kearney, C. C. (2019b). *Public speaking for Summer Welcome Leaders*. Summer Welcome Leaders, University of Missouri.
- Kearney, C. C. (2019c). *Communication and violence: Historical significance of "mental illness as motive"*. Political Communication Institute Fellows, University of Missouri.
- Kearney, C. C. (2019d). *Giving a talk about research & using presentations aides*. McNair Scholars Program, University of Missouri.
- Kearney, C. C. (2018c). *Public speaking for Mizzou's Tour Team*. Mizzou Campus Tour Team Retreat, University of Missouri.

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## Publications

- Warner, B., Horstman, H., & Kearney, C. C. (2020). Reducing political polarization through narrative writing. *Journal of Applied Communication Research*.
- Jennings, F. J., Warner, B., McKinney, M. S., Kearney, C. C., Funk, M. S., & Bramlett, J. (2020). Learning from presidential debates: Who learns the most and why? *Communication Studies*, 1–15.
- Kearney, C. C. (2020). (In press) Mass shootings and mental health: A historical perspective on the mental illness as motive narrative. *Rhetoric of Health and Medicine*, 3(1), 34–62.
- Bird, K. E., & Kearney, C. C. (2018). Pharmacy professionalism and communication. In K. E. Bird, S. A. Klepser, D. E. Malburg, & D. J. Quinn (Eds.), *Pharmacy certified technician training manual, 14th edition* (pp. 143–163). Lansing, MI: Michigan Pharmacists Association.
- Childers, J. P., & Kearney, C. C. (2018). *The rise of the comforter-in-chief: Presidential responses to violence, from reagan to obama*. In Heidt, S. J. Stuckey, M. E. (Eds.) *Reading the presidency: Advances in presidential rhetoric*. Peter Lang Publishing Group.
- Harroff, L., & Bird, C. C. (2017). *Apples to apples with a twist: Practice for constructing a more effective argument*. In Seiter, J. S. and Peeples, J. and Sanders, M. L. (Eds.), *A G.I.F.T.S. collection: Activities for teaching communication in the classroom*. Boston, MA: Bedford/St. Martin's.
- Bird, C. C. (2015a). Speaking to inform in the organizational context. In C. C. Bird, P. E. Wagner, L. Harroff, & A. M. Quenette (Eds.). *Department of Communication Studies Public Speaking Handbook: COMS 130/131/132/133*. Pearson Custom Publishing.
- Bird, C. C., Wagner, P. E., Harroff, L., & Quenette, A. M. (Eds.). (2015). *Department of communication studies public speaking handbook: COMS 130/131/132/133*. Pearson Custom Publishing.

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## Conference Papers

- Warner, B., Horstman, H., & Kearney, C. C. (2019). Testing a narrative writing intervention to reduce affective political polarization. Paper to be presented in the Political Communication Division at the 69th Annual International Communication Association Conference, Washington DC.
- Kearney, C. C. (2018a). Risk and responsibility: Politicizing mental illness in the wake of the aurora, colorado shooting. Paper presented in the Political Communication Division at the 104th Annual National Communication Association Convention, Salt Lake City, UT.
- Kearney, C. C. (2018b). Disputing the villainous mass shooter narrative: Prescriptive ways to address mass violence. Presenter in the Mass Communication Division at the 104th Annual National Communication Association Convention, Salt Lake City, UT.
- Jennings, F. J., Warner, B., McKinney, M. S., Kearney, C. C., Funk, M. S., & Bramlett, J. (2018). Learning from presidential debates: Who learns the most and why? Paper presented in the Political Communication Division at the 104th Annual National Communication Association Convention, Salt Lake City, UT.
- Bird, C. C. (2017). The legacy of mass shootings: A historical perspective on the "mental illness as motive" narrative. Paper presenter in the Critical and Cultural Studies Division at the 103rd Annual National Communication Association Convention, Dallas, TX.
- Bird, C. C. (2016a). Critical listening in public discourse: Seth rogen congressional testimony case study. Presented in the Great Ideas for Teaching Students (GIFTS) at the 102nd Annual National Communication Association Convention, Philadelphia, PA.

- Bird, C. C. (2016b).** Calling out stigma: Communication about (and against) mental illness stigma. Presenter in the Health Communication Division at the 102nd Annual National Communication Association Convention, Philadelphia, PA.
- Bird, C. C. (2016c).** Balancing for a firm foundation: The role of the basic course director in the management of diverse basic course offerings. Paper presented in the Basic Course Division at the Central States Communication Association Conference, Grand Rapids, MI. ★TOP PANEL★.
- Bird, C. C. (2016d).** An (in)significant blow to terrorism: Foundational frame in the killing of Anwar al-Awlaki. Paper presented in the Political Communication Division at Central States Communication Association Conference, Grand Rapids, MI. ★TOP PAPER PANEL★.
- Kearney, M. W., & **Bird, C. C. (2015).** Protest and activism on campus: Opportunities for university administration to engage with on-campus demonstrators. Presenter in the Opportunities for Administration Special Division at the 101st Annual National Communication Association Convention, Las Vegas, NV.
- Bird, C. C. (2015b).** Extending the geographic scope of the united states military: Department of Justice Awlaki case study. Scholar to Scholar paper presented in the Legal Communication Division at the 101st Annual National Communication Association Convention, Las Vegas, NV.
- Bird, C. C. (2015c).** Temporary citizenship: Drug testing welfare recipients Florida case study. Paper presented in the Graduate Student Division at the Central States Communication Association Conference, Madison, WI.
- Bird, C. C. (2015d).** The campus speaker festival: Converging voices, celebrating excellence, and confirming the discipline. Panelist in the Basic Course Division at the Central States Communication Association Conference, Madison, WI. ★TOP PANEL★.
- Bird, C. C. (2015e).** Converging media and political discourse: A reception history of the 1999 Columbine shooting. Paper presented in the Political Communication Division at the Central States Communication Association Conference, Madison, WI. ★TOP STUDENT PAPER★.
- Bird, C. C. (2014a).** The lawful power to kill Americans: Department of Justice white paper case study. Paper presented in the Legal Communication Division at the 100th Annual National Communication Association Convention, Chicago, IL.
- Bird, C. C. (2014b).** Paul Ryan and the rhetoric of the True Believer. Paper presented at the Rhetoric Society of America: Boarder Crossing Conference, San Antonio, TX.
- Bird, C. C. (2014c).** President Obama's failure of symbolic policy rhetoric. Paper presented at the Rhetoric Society of America: Boarder Crossing Conference, San Antonio, TX.
- Bird, C. C. (2013).** Constructing community in the wake of the 1999 Columbine shooting. Paper presented in the Political Communication Interest Group at the Central States Communication Association Conference, Kansas City, MO.
- Bird, C. C. (2012).** An epideictic approach to Johnson's "We Shall Overcome" address. Paper presented in the Rhetorical Theory and Criticism Interest Group at the Central States Communication Association Convention, Cleveland, OH.

## Professional Development

- 2019-2020 Faculty Institute for Inclusive Teaching, University of Missouri  
Competitively selected to attend the Faculty Institute for Inclusive Teaching (FIIT), which brings together a cross-disciplinary network of faculty to explore promising practices around diversity and inclusiveness in the undergraduate classroom.
- 2019 Wakonse Conference on College Teaching, sponsored by the University of Missouri  
Competitively selected to attend a six day conference where participants display and discuss teaching talents, learn about themselves as teachers, consider the tasks and issues of creative teaching, and provide meaningful feedback to one another.

- 2019 Association for College and University Educator (ACUE) Effective Teaching Practices Program  
Competitively selected to participate in the ACUE program where educators learn about and implement evidence-based teaching approaches that improve student achievement. Working through 25 modules across five comprehensive units of study, educators collaborate with peers, receive expert facilitation, and develop practices for effective teaching.
- 2016–2017 Presentation Coach, Business School at the University of Kansas  
Held 1-hour one-on-one coaching sessions for both individual and group presentations to be delivered for courses within the business school. Coaching included helping students develop strong structure, content, delivery, and visual aids.
- 2013–2017 Assisted in Developing Basic Course Assessment Protocols  
In collaboration with the Center for Teaching Excellence, the basic course team created the protocol to assess our basic course classes. This included selecting assignments to assess, creating rubrics for assessment, collecting and evaluating data, and measuring student success against course and college objectives.
- 2015–2016 Invited Facilitator for Library Professionalization and Presentation Series  
Created and facilitated an 8-week presentation and communication seminar series for working professionals within the KU Libraries Department.
- 2015–2016 Assistant Curriculum Developer for the online version of COMS 130  
In collaboration with the Basic Course Director, we translated the 16-week speaker-audience public speaking class into an 8-week online format which includes synchronous speech sessions for student presentations.
- 2015–2016 Academic Tutor, University of Kansas Athletics  
Worked with collegiate athletes to manage their course load and provided additional instruction for a variety of undergraduate communication courses.
- Sept. 2014 Basic Course Director Regional Workshop; Sioux Falls, SD  
This workshop developed skills such as course design; assessment; supervising adjuncts; training instructors; campus and community advocacy; and other issues often encountered when directing the basic course.
- Apr. 2014 Curriculum Developer for Oral Communication for Professional Students  
Responsibilities included selecting course book, developing course content/assignments, and creating master syllabus.
- 2014–2016 Linkugel Speech Competition Director  
Responsibilities included reserving rooms, organizing participants, securing prize money for winners, and moderating the speech competition.
- 2011 Mentored an Undergraduate Teaching Assistant: Brad T. Perry  
Responsibilities included evaluating student intern, advising lecture preparation, and weekly meetings to discuss his duties and progress as a teacher.
- 2010 Michigan Saginaw Correctional Facility, Volunteer Instructor  
In collaboration with another graduate student, spent three sessions teaching prisoners interviewing skills.
- 2007–2009 Resident Assistant, Central Michigan University  
Responsible for the security and supervision of approximately 400 students, functioned as a member of a staff of eleven in the preparation of programs and community building activities, and provided information and support regarding mental, physical, and emotional health

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## Graduate Student Committees

- 2017–2019 Master's Committee Member, Tiffany Anh Nguyen, Department of Journalism, University of Missouri
- 2020– Master's Committee Member, Kristyna Kresic, School of Journalism, University of Missouri
- 2017–2019 Doctoral Committee Member, Joel Reed, Department of Communication, University of Missouri

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## Service to Department

- 2020 Non-Tenure Track Hiring Committee , Department of Communication, University of Missouri
- 2019– Colloquium Committee, Department of Communication, University of Missouri
- 2019– Job Search Committee, Department of Communication, University of Missouri, Tenure Track job in Identity and Diversity Communication
- 2018–2019 Job Search Committee, Department of Communication, University of Missouri, Tenure Track job in Health Communication
- 2017–2020 Undergraduate Curriculum Committee, Department of Communication, University of Missouri
- 2015–2016 President, Graduate Student Organization
  - Responsible for organizing professionalization seminars to benefit communication studies graduate students, maintaining the organization's Blackboard resources, running meetings, coordinating organizational elections, and attending faculty meetings on behalf of graduate student interests.
- 2014–2016 Graduate Student Advisor, Lambda Pi Eta
  - Responsible for student mentoring, member recruitment, member correspondence, and program planning in conjunction with undergraduate president and faculty advisor.
- 2014–2015 Vice President, Graduate Student Organization
- 2013–2014 Treasurer/Secretary, Graduate Student Organization
- Spring 2013 Social Chair, Graduate Student Organization

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## Service to University

- 2019–2020 Member, College of Arts and Sciences Status of Women Committee, University of Missouri
- 2019 Online Course & Program Quality Team, MU Distance Strategy Team, University of Missouri
- 2019 Judge, Homecoming Talent Show, University of Missouri
  - Member of a 6-person panel for a 3-night event showcasing the talent of University of Missouri students.
- 2019 Presenter, Mizzou Campus Tour Team, University of Missouri
- 2017–2018 Faculty Advisor, Roosevelt Institute, University of Missouri
- 2016 Student Conduct Hearing Board, University of Kansas Student Affairs
- May 2014 Assistant Coordinator, Communication Studies Graduation Ceremony
- Mar. 2013 Judge, Linkugel Speech Competition

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## Service to Discipline

- 2018 Reviewer, Western Journal of Communication
- 2014–2016 Reviewer, NCA Rhetorical Criticism Division
- 2014–2016 Reviewer, NCA Political Communication Division
- 2014–2016 Reviewer, CSCA Political Communication Division
- 2015 Volunteer, Registration Area NCA, Las Vegas
- 2014 Volunteer, Registration Area NCA, Chicago
- Apr. 2014 Volunteer Assistant, NCA Political Communication Program Director

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## Memberships

National Communication Association

Central States Communication Association

Rhetoric Society of America

KU Ars Rhetorica

Lambda Pi Eta

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## Media Appearances

2019 KBIA Radio, Talking Politics, Talking about how we talk about gun violence, October 22, 2019