

# Curriculum Vitae

## ERIN WILLIS

### CONTACT INFORMATION

478 UCB, 1511 University Avenue  
University of Colorado Boulder  
Boulder, CO 80309-0478

Erin.Willis@Colorado.edu

### ACADEMIC APPOINTMENTS

<b>2019 – present</b>	<b>Associate Professor of Strategic Communication</b>
<b>2015 – 2019</b>	<b>Assistant Professor of Strategic Communication</b>
<b>2016 – 2017</b>	<b>Associate Chair of Undergraduate Curriculum and Programs</b> Department of Advertising, Public Relations and Media Design
<b>2019 – present</b>	<b>Associate Chair of Graduate Studies</b> Department of Advertising, Public Relations and Media Design
<b>2017 – present</b>	<b>Faculty-in-Residence, Residential Academic Program</b> College of Media, Communication & Information University of Colorado Boulder
<b>2011 – 2015</b>	<b>Assistant Professor of Public Relations</b>
<b>2012 – 2015</b>	<b>Head, Public Relations Concentration</b> Department of Journalism University of Memphis

### EDUCATION

<b>2011</b>	<b>Doctor of Philosophy, Journalism</b> University of Missouri, School of Journalism Advisor: Dr. Shelly Rodgers
<b>2018</b>	<b>Master of Public Health</b> University of Memphis, School of Public Health Focus: Social and Behavioral Health
<b>2008</b>	<b>Master of Arts, Journalism</b> University of Missouri, School of Journalism
<b>2002</b>	<b>Bachelor of Arts, Interdisciplinary Studies</b> University of Missouri

## PEER-REVIEWED JOURNAL ARTICLES (N=31)

Willis, E., Adams, R., Keene, J. R. (2019). If everyone does it, it must be safe: Perceptions of risky behavior among college students. *Substance Use & Misuse*, 54(11), 1886-1893.

Lee, Y. A., Willis, E., Lee, H., & Park, S. (2019). Resources aren't everything, but they do help: Assessing local TV health news to deliver substantive and useful health information. *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*, 12(1), 13-22.

Willis, E. (2018). Applying the Health Belief Model to medication adherence: The role of online health communities and peer reviews. *Journal of Health Communication*, 23(8), 743-750.

Willis, E. (2018). The power of peers: Applying user-generated content to health behaviors "off-line." *Qualitative Health Research*, 28(13), 2081-2093.

Willis, E., & Painter, C. (2018). The needle and the damage done: Framing the heroin epidemic in the Cincinnati Enquirer. *Health Communication*, 34(6), 661-671.

Mutairi, N., Alhabash, S., Hellmueller, L.C., & Willis, E. (2018). The effects of Twitter users' weight and gender on viral behavioral intentions toward obesity-related news. *Journal of Health Communication*, 23(3), 233-243.

Willis, E., Ferrucci, P., Painter, C., & Tantoc, E. (2018). Domestic violence and sports news: How gender affects people's understanding. *Online Journal of Communication and Media Technologies*, 8(1), 70-87.

Haight, M. J., & Willis, E. (2017). 'Taking the J out of J-School': Motivations and processes of program name changes. *Teaching Journalism and Mass Communication*, 2, 1-8.

Willis, E., & Ferrucci, P. (2017). Mourning and grief on Facebook: An examination of motivations for interacting with the deceased. *Journal of Death and Dying*, 76(2), 122-140.

Willis, E. (2017). Health literacy and direct-to-consumer advertisements: Messages communicated by visual images in targeted advertising. *Health Marketing Quarterly*, 34(1), 1-17.

Zhang, Y., Willis, E., Paul, M. J., Elhadad, N., & Wallace, B. (2016). A data-driven approach to characterizing (perceived) newsworthiness of health science articles. *Journal of Medical Internet Research*, 4(3), e27.

Willis, E., & Wang, Y. (2016). Blogging the brand: Meaning transfer and the case of Weight Watchers. *Journal of Brand Management*, 23(4), 457-471.

Wang, Y., & Willis, E. (2016). Supporting self-efficacy through interactive discussion in online communities of weight loss. *Journal of Health Psychology*.

Delbaere, M., & Willis, E. (2016). Pharmaceutical advertising and the role of hope. *Journal of Medical Marketing*, 15(1-2), 26-38.

Haight, M., Willis, E., Furrow, A., Morris, D., & Freberg, K. (2016). From tweets to seats: How does social media use affect commuter university students' football fandom? *Journal of Issues in Intercollegiate Athletics*, 9, 17-38.

Willis, E. & Royne, M. (2016). Health consciousness or familiarity with supplement advertising: What drives attitudes toward dietary supplements? *International Journal of Pharmaceutical and Healthcare Marketing*, 10(2), 130-147.

Willis, E., & Royne, M. (2016). Chronic disease self-management and online communities. *Health Communication*, 32(3), 269-278.

Willis, E., Haught, M., & Morris, D. (2016). Up in vapor: Exploring the health messages of e-cigarette advertisements. *Health Communication*, 32(3), 372-380.

Lancaster, C., Lenz, S., Willis, E., Brownlee, T. W., Smith, B. N., & Omura, J. K. (2016). Factors of mentor attrition from an after-school community-based mentoring program. *International Journal of Evidence Based Coaching and Mentoring*, 14(2), 122-134.

Wang, Y., & Willis, E. (2016). Examining theory-based behavior-change constructs, social interaction, and sociability features of the Weight Watchers' online community. *Health Education & Behavior*, 43(6), 656-664.

Willis, E., & Painter, C. (2016). Not on my watch: A textual analysis of local and national newspaper coverage of the Martin-Zimmerman case. *Newspaper Research Journal*, 37(2) 180-195.

Willis, E. (2016). Patients' self-efficacy within online communities: Facilitating chronic disease self-management behaviors. *Health Communication*, 31(3), 299-307.

Young, R., Willis, E., Stemmler, J., & Rodgers, S. (2015). Localized health news releases and community newspapers: A method for disseminating health information to rural audiences. *Health Promotion Practice*, 16(4), 492-500.

Brown-Smith, C., Willis, E., Havard, C., & Irwin, R. (2015). From tailgating to Twitter: Fans' use of social media at a gridiron matchup between two historically black colleges. *Journal of Applied Sports Management*, 7(3), 1-22.

Willis, E., Ham, C.D., & Rodgers, S. (2014). Social determinants of health in five major media markets. *Newspaper Research Journal*, 35(4), 21-39.

Wang, Y., Willis, E., & Rodgers, S. (2014). Consumer insights from peer-to-peer communication in an online health community of weight management. *Journal of Consumer Health on the Internet*, 18(2), 143-156.

Young, R., Willis, E., Cameron, G.T., & Geana, M. (2014). "Willing but unwilling": Attitudinal barriers to adoption of home-based health information technology among older adults. *Health Informatics Journal*, 20(2), 127-135.

Willis, E., Schauster, E., Rodgers, S., & Everett, K. (2014). Print newspaper advertising as a resource for tobacco control advocates: A content analysis of tobacco advertising, 2006-2010. *Newspaper Research Journal*, 35(2), 70-84.

Willis, E. (2013). The making of expert patients: The role of online health communities in arthritis self-management. *Journal of Health Psychology*, 19(12), 1613-1625.

Lee, H., Lee, Y.A., Park, S.A., Willis, E., & Cameron, G.T. (2013). What are Americans seeing? Examining the gain and loss frames of local health news stories. *Health Communication, 28*(8), 846-852.

Ashley, S., Poepsel, M., & Willis, E. (2010). Media literacy and news credibility: Does knowledge of media ownership increase skepticism in news consumers? *Journal of Media Literacy Education, 2*(1), 37-46.

### INVITED BOOK CHAPTERS (N=3)

Painter, C., & Willis, E. (2015). Flipping the script: Newspaper reporting of the Trayvon Martin shooting. In Gibson, S., & Lando, A. L., *Impact of communication and the media on ethnic conflict*. (pp. 90-106). Hershey, PA: IGA Global.

Willis, E., & Rodgers, S. (2014). Health literacy, model of. In Thompson, T. (Ed.), *Encyclopedia of health communication* (vol. 8, pp., 621-623). Thousand Oaks, CA: Sage Publications.

Willis, E., Wang, Y., & Rodgers, S. (2011). Online health communities and health literacy: Applying a framework for understanding domains of health literacy. In Smedberg, A. (Ed.), *E-health communities and online self-help groups: Applications and usage* (pp. 206-224). Hershey, PA: IGA Global.

\* Chosen for *Thomson Reuters Book Citation Index*, 2013

\* Chosen for *Clarivate Analytics' Book Citation Index*, 2017

### MANUSCRIPTS – UNDER REVISION (N=1)

Willis, E., & Painter, C. (revise and resubmit). Conceptualization of the public health model of reporting through application: The case of the *Cincinnati Enquirer's* heroin beat. *Health Communication*.

### PEER-REVIEWED CONFERENCE PRESENTATIONS (N=45)

Haught, M. J., Willis, E., & Alaimo, K. (2019). A crisis in pictures: Visual framing of the opioid epidemic by the Cincinnati Enquirer. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division, August 7-10, Toronto, Canada.

Willis, E., & Painter, E. (2018). Conceptualization of the public health model of reporting through application: The case of the Cincinnati Enquirer's heroin beat. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division, August 6-9, Washington, D.C.

Haught, M. J., & Willis, E. (2017). Blinded by the Blu light: Public perceptions and electronic cigarette advertising strategies. Association for Education in Journalism and Mass Communication (AEJMC) Conference, COMSHER Division, August 9-12, Chicago.

Willis, E., & Painter, C. (2017). The needle and the damage done: Framing the heroin epidemic in the Cincinnati Enquirer. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division, August 9-12, Chicago.

Delbaere, M., & Willis, E. (2017). Content marketing and e-WOM: The new prescription for pharmaceutical advertisers? American Academy of Advertising (AAA) Conference. March 23-26, Boston.

Royne Stafford, M., Willis, E., & Coleman, J. (2016). The effects of familiarity with dietary supplement

advertising on consumer shopping behavior. Society for Marketing Advances, November 2-4, Atlanta.

Zhang, Y., Willis, E., Wallace, B. C., Elhadad, N., & Paul, M. (2016). Characterizing the editorial process of health science dissemination via statistical analysis of text. New Directions in Text as Data conference, hosted by Northeastern University, October 14-15, Boston.

Haught, M. J., & Willis, E. (2016). 'Taking the J out of J-School': Motivations and processes of program name changes. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Small Programs Division, August 4-7, Minneapolis.

Willis, E., Ferrucci, P., Painter, C., & Tantoc, E. (2016). Domestic violence and sports news: How gender affects people's understanding. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division, August 4-7, Minneapolis.

Willis, E., & Morris, D. (2016). Talking smack: An analysis of news coverage of the heroin epidemic. Association for Education in Journalism and Mass Communication (AEJMC) Conference, COMSHER Division, August 4-7, Minneapolis.

Delbaere, M., & Willis, E. (2015). Pharmaceutical advertising and the role of hope. Association for Consumer Research (ACR) Conference. October 1-4, New Orleans.

Willis, E., & Wang, Y. (2015). Blogging the brand: Meaning transfer and the case of Weight Watchers. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division. August 6-9, San Francisco.

Willis, E., & Jahng, R. (2015). The case of Ebola: Risk information communicated by the Centers for Disease Control and Prevention using Twitter. Association for Education in Journalism and Mass Communication (AEJMC) Conference, COMSHER Division. August 6-9, San Francisco.

Willis, E., Haught, M., & Morris, D. (2015). Up in vapor: Exploring the health messages of e-cigarette advertisements. Association for Education in Journalism and Mass Communication (AEJMC) Conference, COMSHER Division. August 6-9, San Francisco.

Mutairi, N. Alhabash, S., Hellmueller, L.C., & Willis, E. (2015). The effects of Twitter users' weight status and gender on attitudes and viral behavior intentions toward obesity-related news coverage. International Communication Association (ICA), May 21-25, San Juan, Puerto Rico.

Royne, M., Willis, E., & Levy, M. (2015). Consumers' perceptions of electronic cigarettes: Implications for advertising and promotion. American Academy of Advertising (AAA) Conference. March 26-29, Chicago.

Willis, E., & Ferrucci, P. (2014). Mourning and grief on Facebook: An examination of motivations for interacting with the deceased. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division. August 6-9, Montreal, Canada.

Platt, C., Holmes, G., & Willis, E. (2014). Encouraging people to make healthy choices and talk about their health: Let's Talk Health radio collaboration. Kentucky Conference on Health Communication (KCHC). April 10-12, Lexington, Kentucky.

Mutairi, N. Willis, E., Hellmueller, L.C., & Alhabash, S.E. (2014). Who tweeted what? Effects of race and weight status on memory for obesity online news stories. International Communication Association (ICA)

Conference. May 22-26, Seattle.

Wang, Y., & Willis, E. (2013). Self-efficacy and interactivity: A content analysis of Weight Watchers' online discussion board. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Communication Technology Division. August 8-11, Washington, D.C.

Willis, E., & Painter, C. (2013). Not on my watch: A textual analysis of local and national newspaper coverage of the Martin-Zimmerman case. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Mass Communication & Society Division. August 8-11, Washington, D.C.

Painter, C., & Willis, E. (2013). Humanity as an end: Analyzing Trayvon Martin shooting coverage using Kant's second categorical imperative. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Media Ethics Division. August 8-11, Washington, D.C.

Brown-Smith, C., Willis, E., Irwin, R., & Quilliam, E. (2013). From tailgating to Twitter: Fans' use of social media at a gridiron matchup between two historically black colleges. American Advertising Association (AAA) International Conference. May 31-June 2, Oahu, Hawaii.

Willis, E. (2013). Direct-to-consumer advertising for arthritis: Disease-related health literacy communicated through visual elements. American Advertising Association (AAA) Conference. April 4-7, Albuquerque.

DeMuro, B., Willis, E., & Meeks, C. (2012). The efficacy of state health departments to promote public health messages: The case of Twitter. Association for Education in Journalism and Mass Communication (AEJMC) Conference, COMSHER Division. August 9-12, Chicago.

Willis, E. (2012). Online communities and chronic disease self-management. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Communication Technology Division. August 9-12, Chicago.

Rodgers, S., Schauster, E., Duffy, M., Smith-Frigerio, S., & Willis, E. (2012). Students' perspective on online pedagogy: Findings from depth interviews with graduate M.A. students. American Academy of Advertising (AAA) Conference. March 15-18, Myrtle Beach, South Carolina.

Willis, E. (2012). Transforming patients into chronic disease experts: Online health communities and the facilitation of self-management behaviors. Kentucky Conference on Health Communication (KCHC). April 19-22, Lexington, Kentucky.

DeMuro, B., Meeks, C., & Willis, E. (2012). The efficacy of Twitter use by state health departments to promote health literacy. Kentucky Conference on Health Communication (KCHC), April 19-22, Lexington, Kentucky.

Schauster, E., Willis, E., & Rodgers, S. (2011). Health literacy and eHealth literacy: Perspectives from health literacy professionals. Health Literacy Annual Research Conference (HARC). October 17-18, Chicago.

Willis, E., Young, R., Stemmler, J., & Rodgers, S. (2011). Interactive health literacy in the world of social networking. Health Literacy Annual Research Conference (HARC). October 17-18, Chicago.

Lee, Y.A., Willis, E., Park, S.A., Lee, H., & Cameron, G.T. (2011). Organizational gatekeeping and local

television health news content in a Midwestern city. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Newspaper Division. August 10-13, St. Louis.

Young, R., Willis, E., Stemmler, J., & Rodgers, S. (2011). Localizing health: Public relations efforts to improve news coverage of health issues. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Public Relations Division. August 10-13, St. Louis.

Willis, E., & Duffy, M. (2011). "Everybody's doing it": Rehabilitation in celebrity news. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Popular Culture Division. August 10-13, St. Louis.

Freeman, J., & Willis, E. (2011). The new face of love: An analysis of Facebook as a relationship tool. The Society for the Scientific Study of Sexuality, "Sexuality Communication in the Digital Age: Poke It, Tweet It, Sext It." March 3-6, Philadelphia.

Willis, E., Ham, C.D., & Rodgers, S. (2011). News coverage of social determinants of health: A content analysis of California television and newspapers. International Communication Association (ICA) Conference, COMSHER Division. May 26-30, Boston.

Schauster, E., Willis, E., Rodgers, S., & Everett, K. (2011). Finding public health news-writing strategies within tobacco advertising: A content analysis of Missouri tobacco advertising from 2005-2010. American Academy of Advertising (AAA) Conference. April 7-10, Mesa, Arizona.

Willis, E., Lee, Y.A., Park, S.A., Lee, H., & Cameron, G.T. (2010). "Reality check": Applying domains of health literacy to television health news. Health Literacy Research Conference (HARC). October 18-19, Bethesda, Maryland.

Lee, H., Lee, Y.A., Park, S.A., Willis, E., & Cameron, G.T. (2010). How does local television frame health news? Examining the gain and loss frames of local television health news. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Newspaper Division. August 4-7, Denver.

Young, R., Willis, E., Cameron, G.T., & Geana, M.V. (2010). "Willing but unwilling": Attitudinal barriers in adoption of home-based health information technologies among older adults. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Communication Technology Division. August 4-7, Denver.

Wang, Y., Willis, E., & Rodgers, S. (2010). Exploring the role of online discussion in improving health literacy: A content analysis of health literacy domains and eWOM of The Biggest Loser League. Association for Education in Journalism and Mass Communication (AEJMC) Conference, COMSHER Division. August 4-7, Denver.

Willis, E. (2010). Self-efficacy's verbal persuasion construct in the context of computer-mediated communications of patients with chronic disease within Internet communities. Kentucky Conference on Health Communication (KCHC). April 22-24, Lexington, Kentucky.

Ashley, S., Poepsel, M., & Willis, E. (2010). Media literacy and news credibility: Does knowledge of media ownership increase skepticism in news consumers? International Communication Association (ICA) Conference. June 22-26, Singapore.

Kim, H., Willis, E., & Cameron, G.T. (2010). Computer-mediated social support and uncertainty management for people living with diabetes: An in-depth interview study. International Communication Association (ICA) Conference, Health Communication Division. June 22-26, Singapore.

Park, S.A., Lee, Y.A., Lee, H., Willis, E., & Cameron, G.T. (2010). The making of local TV health news: Relationships between gender, source, topic, and tone. Centers for Disease Control and Prevention's National Conference on Health Communication, Marketing, and Media. August 17-19, Atlanta.

Stemmler, J., Culbert, A., Casey, C., Caburnay, C., Willis, E., Hunt, P., & Cameron, G.T. (2009). Health literacy intervention for media relations research. Centers for Disease Control and Prevention's National Conference on Health Communication, Marketing, and Media. August 11-13, Atlanta.

## PEER-REVIEWED PANEL PRESENTATIONS (N=2)

Seeing the message: Public relations and visual communication strategies. (2016). Association for Education in Journalism and Mass Communication (AEJMC) Conference, sponsored by the Public Relations and Visual Communication Divisions, August 4-7, Minneapolis.

Moderator: Karen Freberg (University of Louisville)

Panelists: Erin Willis, Matthew J. Haught (University of Memphis), Melissa Janoske (University of Memphis), Megan Mallicoat (University of Florida), Candice Parrish (Virginia Commonwealth University), Matthew Vandyke (Texas Tech University), Nicole Dahmen (University of Oregon), Geah Pressgrove (West Virginia University), Julia Daisy Fraustino (West Virginia University), and Nicole Lee (Texas Tech University).

The gamification of health: Lessons for the advertising industry. (2016). American Advertising Association. March 17-20, Seattle.

Moderator: Harsha Gangadharbatla (University of Colorado)

Panelists: Erin Willis, Donna Davis (University of Oregon), Amanda Hall (University of Washington), Brian Garcia (Welltok), Norm Shearer (Cactus Communications), and Mimi McFaul (Cactus Communications).

## GRANT FUNDING

New Faculty Research Grant [2012, \$5,000, funded], University of Memphis, College of Communication and Fine Art.

Role: Principal Investigator.

Missouri Health Information Technology Assistance Center [\$6,836,335, funded], University of Missouri, Department of Health & Human Services. Dr. Grant T. Savage (PI).

Role: Research Assistant.

Missouri Arthritis Rehabilitation, Research, and Training Center [\$4 million, NIDRR funded], U.S. Department of Education, University of Missouri School of Medicine and School of Journalism. Dr. Jerry C. Parker (PI).

Role: Research Assistant.



## GRANT PROPOSALS UNDER REVIEW

The psychophysiology of advertising messages: Conceptualizing strategies that counter “vape culture” among college students, Pfizer Pharmaceuticals [under review, \$250,000], Dr. Harsha Ganga, Advertising, Public Relations & Media Design, University of Colorado Boulder (co-Principal Investigator).

Role: Principal Investigator

AI+AR/VR Cognitive Empathy Lab: Improving cognitive empathy of STEM learners via simulated roleplaying, National Science Foundation, [under review, \$750,000], Dr. Yugyung Lee, Computer and Information Science, University of Missouri Kansas City (Principal Investigator), Dr. Ye Wang, Department of Communication, University of Missouri Kansas City (co-Principal Investigator).

Role: Co-Principal Investigator

## GRANT PROPOSALS SUBMITTED BUT NOT FUNDED

“Smart and Connected Health,” National Science Foundation + National Institutes of Health [2018, \$1,112,422], Dr. Michael Paul, Information Science, University of Colorado Boulder (co-Investigator), Dr. Sheana Bull, School of Public Health, University of Colorado (consultant).

Role: Co-Principal Investigator

Pfizer Independent Grants for Learning & Change, Patient Decision Aids for Inflammatory Conditions [2018, \$289,567], Dr. Michael Paul, Information Science, University of Colorado Boulder (consultant), Dr. Sheana Bull, School of Public Health, University of Colorado (consultant).

Role: Principal Investigator

CU Research and Innovation Seed Grant [2018, \$49,565], Dr. Michael Paul, Information Science, University of Colorado Boulder (co-Investigator), Dr. Sheana Bull, School of Public Health, University of Colorado (consultant).

Role: Principal Investigator

“Smart and Connected Health,” National Science Foundation + National Institutes of Health [2016, \$1,875,000], Dr. Michael Paul, Information Science, University of Colorado Boulder (co-Investigator), Dr. Sheana Bull, School of Public Health, University of Colorado (consultant).

Role: Co-Principal Investigator

Innovative Research Grant [2015, \$184,596], Arthritis Foundation, Dr. Marla Royne & Dr. Marian Levy, University of Memphis (co-Investigators), Dr. Brent Graham, Vanderbilt University School of Medicine (co-Investigator).

Role: Principal Investigator

## HONORS AND AWARDS

Excellence in Teaching Award, Sigma Alpha Pi  
The National Society of Leadership and Success, 2015

Top Poster, COMSHER Division  
Association for Educators in Journalism & Mass Communication, St. Louis

Top Faculty Paper (1<sup>st</sup> place), Small Programs Division

Association for Educators in Journalism & Mass Communication, Minneapolis

Top Faculty Paper (1<sup>st</sup> place), Promotion Track  
Society of Marketing Advances, Atlanta

## TEACHING EXPERIENCE

### University of Colorado

#### *Undergraduate*

- Health News and Promotion (APRD 4873); under 20 students, taught 3 hours
- Introduction to Branding Strategy (APRD 1002); under 30 students, taught 15 hours
- Principles of Public Relations (APRD 2002); under 80 students, taught 15 hours
- Strategic Writing for Public Relations (APRD 3103); under 20 students, taught 9 hours
- Research Methods in Strategic Communication (APRD 3303); under 30 students, taught 6 hours
- Strategic Communication Campaigns (APRD 4403); under 30 students, taught 4 hours
- Community & Society (COMR1000); under 20 students, taught 9 hours
- Principles of Strategic Communication (APRD 1003); 500 students, taught 6 hours

### University of Memphis

#### *Undergraduate*

- Public Relations Writing (Jour3421); under 20 students, taught 21 hours
- Public Relations Research (Jour4410); under 20 students, taught 28 hours
- Public Relations Case Studies (Jour4420); under 20 students, taught 6 hours
- Public Relations Campaigns (Jour4440/6440); under 20 students; taught 28 hours

#### *Graduate*

- Mass Communication Theories (Jour7050); under 10 students, taught 9 hours
- Health News and Promotion (special topics; Jour7201/8201); under 10 students, taught 9 hours
- Public Relations Management (Jour7450); under 10 students, taught 3 hours
- Strategic Public Relations Writing (Jour7240); under 10 students, taught 3 hours

### University of Missouri

#### *Undergraduate*

- Newswriting (J2121); under 20 students, taught 6 hours
- Introduction to Public Relations (J4256); under 100 students, taught 6 hours

#### *Graduate*

- Qualitative Research Methods (J8008); under 10 students, taught 3 hours
- Health News and Promotion (J8042); under 10 students, taught 3 hours

## INVITED PRESENTATIONS

May 2019, Stanford University  
Portfolio to Professional (P2P – ENGR 311D)  
Portfolio critique

Summer 2018, Boulder Startup Week  
Panel: The State of Health and Your Digital Self  
Moderator: Alex Riesenkampff (Get Vokl)  
Panelists: Erin Willis, Howard Kaushansky (30dB), Hunter Albright (Curve 10)

Fall 2017, University of Colorado Boulder  
Human Centered Computing  
Lecture: “The power of peers: How to advance patient health through online communication”

Spring 2017, Middle Tennessee State University  
Dr. Joonghwa Lee, ADV 3020 Principles of Advertising  
Lecture: “Introduction to public relations and the business of relationship-building”

Fall 2016, Michigan State University  
Dr. Saleem Alahabash, ADV 375 Consumer Behavior  
Lecture: “Developing theory-based messages to activate behavior change: Informing public communication campaigns”

## OTHER CONTRIBUTIONS TO TEACHING

### **University of Colorado Boulder**

Developed courses in the undergraduate public relations curriculum, including Crisis Communication, Event Planning, Health News and Promotion, International Public Relations, and Strategic Writing for Public Relations.

#### *Community clients*

Backstop Brewing  
Bobo’s  
Chef Ann Foundation (non-profit)  
Noosa  
Pivot Technology

Developed course in the doctoral program curriculum, Health Communication.

### **University of Memphis**

#### *Community clients*

Arthritis Foundation (non-profit)  
Germantown Symphony Orchestra  
Habitat for Humanity (non-profit)  
March of Dimes (non-profit)  
Safezone (non-profit)  
University of Memphis Athletics

Developed courses in the master’s program curriculum, Health News and Promotion, Strategic Public Relations Management, and Strategic Writing.

## SERVICE TO THE UNIVERSITY

### University of Colorado – Boulder

#### *Service to the College*

##### *College of Media, Communication & Information*

- Faculty-in-Residence, COMRAP, Fall 2017 – present
- Member, Payden Endowment Teaching Initiatives Committee, Summer 2017
- Member, Faculty Council's Grievance Committee, Fall 2015 – Spring 2017
- Member, Primary Unit Evaluation Committee, RAP Instructor, Spring 2017
- Member, Academic Success, Fall 2015 – Spring 2016
- Member, Public Scholarship Committee, Fall 2015 – Spring 2016
- Member, Doctoral Program Admissions Committee, Spring 2016
- Member, Doctoral Program Planning Committee, Spring 2016 – Spring 2017
- Search Committee Member, RAP Director, Spring 2016
- Member, Scholarship Committee, Fall 2016

#### *Service to the Academic Unit*

##### *Department of Advertising, Public Relations & Media Design*

- Search Committee Member, STAR Professor, Fall 2017
- Associate Chair, Graduate Studies, Fall 2019 – Spring 2020
- Associate Chair, Undergraduate Curriculum and Programs, Fall 2016 – Spring 2017
- Member, Curriculum Committee, Fall 2016 – Spring 2018
- Advisor, Public Relations Student Society of America, Fall 2015 – Spring 2017
- Founder, Public Relations Student Society of America, CU Chapter, Fall 2015
- Search Committee Chair, Public Relations Professor, Fall 2016
- Search Committee Chair, Public Relations Instructor, Spring 2016
- Search Committee Member, Strategic Communication Professor, Fall 2015
- Search Committee Member, Big Data Analytics, Fall 2015
- Member, Primary Unit Evaluation Committee, Fall 2019

### University of Memphis

#### *Service to the University*

- Member, Academic Integrity Committee
- Member, Grade Appeals Committee
- Let's Talk Health Initiative, Sinclair School of Nursing, College of Communication and Fine Arts

#### *Service to the Academic Unit*

##### *Department of Journalism*

- Head, undergraduate Public Relations concentration
- Academic Advisor, advised approx. 50 undergraduate students per semester
- Chair/Member, served on 15 graduate students' committees
- Search Committee Member, Entrepreneurial Media Assistant Professor, Fall 2014
- Search Committee Chair, Public Relations Instructor, Summer 2013
- Search Committee Chair, Public Relations Assistant Professor, Fall 2013

- Search Committee Member, Visual Communications Assistant Professor, Fall 2012
- Program Coordinator, #GoPro Mentorship Program, Spring 2013 to Spring 2015
- Program Coordinator, #GoProOrGoHome Internship Program, Summer 2012 – Summer 2015; oversaw the Placement Office, including graduate assistants
- Committee Chair, Internship/Placement Committee, Fall 2011 – Spring 2015
- Member, Recruitment Committee, Fall 2011 – Spring 2015
- Member, Scholarship Committee, Spring 2012, 2013, 2014, 2015
- Member, Social Media/Communication Committee, Fall 2011 – Spring 2015
- Member, Curriculum Committee, Fall 2013 – Spring 2015

## SERVICE TO THE ACADEMIC COMMUNITY

### American Academy of Advertising

Chair, Communication Committee (2016-2019)

Member, Communication Committee (2014-2016)

- Redesigned the organization's website (2017)
  - Created social media strategy for the organization
  - Actively managed social media accounts, including Twitter and Facebook
  - Organized and contributed to the editorial content of the quarterly newsletter
- Conference Paper Reviewer (2009-present)

### Association for Education in Journalism and Mass Communication

Conference Paper Reviewer (2009-present)

- Communicating Science, Health, Environment, & Risk
- Communication Technology
- Public Relations

### Article Reviewer for Journals

*British Medical Journal; Communication Yearbook; Health Communication; Health Promotion International; Health Promotion Practice; Journal of Advertising; Journal of Computer-Mediated Communication; Journal of Health Psychology; Journal of Interactive Advertising; Journal of Applied Communication Research; Journal of Health Communication; Journal of Medical Internet Research; and, Public Relations Review.*

Member, Editorial Board, Journal of Current Issues and Research in Advertising (Fall 2018 – present)

## ORGANIZATIONAL MEMBERSHIPS

2009 – present

American Academy of Advertising

2009 – present

Association for Education in Journalism and Mass Communication

- Kopenhagen Fellow 2013, Kopenhagen Center for the Advancement of Women in Communication
- Member, Communicating Science, Health, Environment, and Risk Division
- Member, Public Relations Division

## PROFESSIONAL EXPERIENCE

2006 – 2007

Director of Marketing and Communications

Lyceum Theatre, Arrow Rock, Missouri

- Managed strategic communication for the regional theatre, including public relations and social media networks.
- Worked closely with the Board of Directors and the Friends of Arrow Rock to reinvent tourism in Arrow Rock.
- Cultivated relationships with sponsors and advertisers, responsible for \$50,000 seasonal program revenue.
- Designed seasonal brochure and audience program.
- Organized more than 50 bus tours, and increased audience attendance by 30% during the 2006 season.

2004 – 2005

Media Relations Manager

Grand Crowne Resorts, Branson, Missouri

- Managed brand of largest independent timeshare resort in the U.S., including print materials, advertising, and media relations efforts.
- Responsible for both internal and external communication.

2005

Founder, Editor

VUE Magazine, Branson, Missouri

- Founded travel magazine for tourists and timeshare resort industry.
- Managed operations including editorial, advertising, and distribution.

2005 – 2009

Freelance Magazine Writer

*417 Magazine* (Special Section), Springfield, Missouri

*Inside Columbia* magazine, Columbia, Missouri

2003 – 2004

Account Executive

IDPgroup, Columbia, Missouri

- Managed client relationships of interactive advertising agency.
- Responsible for new business development contacts.

2002

Public Relations Intern

Cushman/Amberg Communications, Chicago

## PHILANTHROPY

2017 – present

Savvy Patient Co-Op

Owner, Member

2017 – present

Communication Consultant

Arthritis Foundation, Denver, CO

2013-2015

Member of the Mid-South Leadership Council  
Arthritis Foundation, Memphis, TN

2013-2015

University of Tennessee College of Medicine  
Patient Partners in Arthritis, Memphis TN  
Demonstrate “hands-on” full musculoskeletal exam to medical students and residents, promote  
rheumatology as medical specialty

2013-2015

Judge, Vox Awards  
Public Relations Society of America, Memphis, TN