

# 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

**2019 – present**      **Associate Professor of Strategic Communication**  
**2015 – 2019**      **Assistant Professor of Strategic Communication**  
                         **Associate Chair of Graduate Studies (2019-2020)**  
                         **Associate Chair of Undergraduate Curriculum and Programs (2016-2017)**  
                         Advertising, Public Relations, & Media Design

**2020 – present**      **Director of Residential Academic Program**  
                         College of Media, Communication, & Information  
                         University of Colorado Boulder

**2011 – 2015**      **Assistant Professor of Public Relations**  
                         Department of Journalism  
                         University of Memphis

### EDUCATION

**2011**      **Doctor of Philosophy, Journalism**  
                 University of Missouri, School of Journalism  
                 Advisor: Dr. Shelly Rodgers

**2018**      **Master of Public Health**  
                 University of Memphis, School of Public Health  
                 Focus: Social and Behavioral Health

**2008**      **Master of Arts, Strategic Communication**  
                 University of Missouri, School of Journalism

**2002**      **Bachelor of Arts, Interdisciplinary Studies**  
                 University of Missouri

### SCHOLARSHIP

#### CO-EDITED BOOK

**Willis, E., & Painter, C.** (in progress, 2025). Communicating disability: Diversity, equity, and inclusion in health communication. Taylor & Francis.

#### PEER-REVIEWED JOURNAL ARTICLES

Kim, S., **Willis, E.**, Scheffer-Wentz, H., Wehlage, S., & Dulitz, T. (2023). Role of meritocratic and diversity beliefs in Gen Z's trust and COVID-19 vaccine hesitancy: A mixed-method study. *American Journal of Preventive Medicine and Public Health*, 9(5), 1-9. Available open-access online [here](#).

Wang, Y., **Willis, E.**, Yeruva, V., Ho, D., & Lee, Y. (2023). Using natural language processing to extract intelligence for public health crises. *BMC Public Health*, 23(1), 935. Available open-access online [here](#).

**Willis, E.**, Friedel, K.\*, Heisten, M.\*, Pickett, M.\*, & Bhowmick, A. (2023). Communicating health literacy about pharmaceutical medication on social media: interviews with patient influencers. *Journal of Medical Internet Research*, 25, e41867. Available open-access online [here](#).

Kim, S., **Willis, E.**, Scheffer-Wentz, H., Wehlage, S., & Dulitz, T. (2022). COVID-19 vaccine hesitancy and short-term and long-term intentions among unvaccinated young adults: A mixed-method approach. *BMC Public Health*, 22(1). Available open-access online [here](#).

**Willis, E.**, & Delbaere, M. (2022). Patient influencers: The new frontier for pharmaceutical direct-to-consumer marketing? *Journal of Medical Internet Research*, 24(3), e29422. Available open-access online [here](#).

**Willis, E.**, & Painter, C. (2020). Conceptualization of the public health model of reporting through application: The case of the *Cincinnati Enquirer's* heroin beat. *Health Communication*, 37(1), 83-92.

**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.

Haught, 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*, 23(10), 1309-1320..

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.**, Haight, 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

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 – REVISE & RESUBMIT

Schauster, E., **Willis, E.,** & Heisten, M. (revise and resubmit). The ethical nature and caring practice of patient influence on social media. *Interactive Journal of Advertising*.

#### MANUSCRIPTS – UNDER REVIEW

**Willis, E.,** Wang, Y., Goudarzvand, S., & Lee, Y. (under review). What’s on the agenda?: Examining public health discourse about opioids. *Mass Communication & Society*.

**Willis, E.,** Friedel, K., & Delbaere, M. (under review). Patient influencers: Understanding cultural inclusivity in health communication on social media. *Social Science & Medicine*.

#### PEER-REVIEWED CONFERENCE PRESENTATIONS

**Willis, E., & Friedel, K.\*** (2024). How patient influencers brand disease: An application of the human brand theory. American Academy of Advertising, March 14-17, Portland.

**Willis, E., Pickett, M.\*, & Walker, T.** (2024). Applying Taylor's six-segment message strategy wheel to patient influencers' medication content on Instagram. American Academy of Advertising, March 14-17, Portland.

**Willis, E., Friedel, K.\*, & Delbaere, M.** (2024). Patient influencers: Understanding cultural inclusivity in health communication on social media. American Academy of Advertising, March 14-17, Portland.

Friedel, K.\*, **Willis, E., & Haught, M.** (2023). Social media and health: An exploratory study on Gen Z. Association for Education in Journalism and Mass Communication (AEJMC) Conference, ComSHER Division, August 6-10, Washington, D.C.

**Willis, E., & Delbaere, M.** (2023). Patient influencers: patients or peers? American Academy of Advertising, March 23-26, Denver.

Schauster, E., **Willis, E., & Heisten, M.\*** (2023). The ethical nature and caring practice of patient influence on social media. American Academy of Advertising, March 23-26, Denver.

Kim, S., Woodley, S., & **Willis, E.** (2022). Barriers to COVID-19 vaccination among the unvaccinated: a qualitative study. American Public Health Association, Community Health and Education, Nov. 6-9, Boston.

**Willis, E., Friedel, K.\*, Heisten, M.\*, & Pickett, M.\*** (2022). Communicating health literacy about pharmaceutical medication on social media: "it works for me, but may not work for you." Association for Education in Journalism and Mass Communication (AEJMC) Conference, ComSHER Division, August 3-6, Detroit.

\* COMSHER Top Paper Award

**Willis, E.** (2021). The lived journey of chronic disease, shared through computer-mediated communication in online health communities. Chronic Living Conference, (*rescheduled from April 2020 due to COVID-19 to be virtual*) March 4-7, Copenhagen, Denmark.

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, C.** (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.

Haight, 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, M. (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.**, Haight, 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

A new brand of health: Evaluating the digital strategies used to influence patient health. (2020). American Academy of Advertising (AAA) Conference, March 25-29, San Diego (virtual).

Moderator: **Erin Willis**

Panelists: Marjorie Delbaere (University of Saskatchewan), Jisu Huh (University of Minnesota), Jennifer Ball (Temple University), and Mark Durney (Porter Novelli).

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).

### INVITED SPEAKING PRESENTATIONS

November 10, 2023, Virtual Ability, Inc.'s International Disability Rights Affirmation Conference (virtual).  
Lecture: Patient Influencers: The next frontier in direct-to-consumer pharmaceutical marketing

Panelists: **Erin Willis**; Daniel G. Garza, Health Union

September 14, 2023, Duke-Margolis Center for Health Policy's The Future of Prescription Drug Promotion

and Digital Marketing (virtual).

Lecture: Patient Influencers: The next frontier in direct-to-consumer pharmaceutical marketing

Session Keynote: **Erin Willis**

September 15-18, 2022, Doctors For America's National Conference, hosted by the Food and Drug Administration, Chicago.

Lecture: Patient Influencers: The next frontier in direct-to-consumer pharmaceutical marketing

Panelists: **Erin Willis**; Sneha Dave, Generation Patient; Ellen Pil, Johns Hopkins University School of Medicine

June 22-23, 2022, Life Sciences Public Relations & Communication Summit, Morristown, NJ

Presenter: **Erin Willis**

Lecture: Patient Influencers: The next frontier in direct-to-consumer pharmaceutical marketing

September 2021, Center for Teaching and Learning (online)

Panel: Faculty Panel on the Honor Code and Its Use in Our Classrooms

January 2021, Colorado Academy of Family Physicians (online), Continuing Medical Education

Presenter: **Erin Willis**

Lecture: Can you spot a fake? Addressing patient misinformation

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

Presenter: **Erin Willis**

Lecture: The power of peers: How to advance patient health through online communication

## INTERNAL GRANT PROPOSALS – FUNDED

College of Media, Communication and Information, de Castro Award [2022, \$3,000, funded], University of Colorado Boulder.

Role: Principal Investigator

Collaborators: Mark Heisten\*, Kate Friedel\*

College of Media, Communication and Information, de Castro Award [2020, \$2,000, funded], University of Colorado Boulder.

Role: Principal Investigator

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

Role: Principal Investigator.

## EXTERNAL GRANT PROPOSALS – FUNDED

A tailored DPP to improve access to food and physical activity among African Americans, Jackson County Health Department, [2021, \$4,923,456], collaboration with almost 50 researchers, Jannette Berkley-Patton, Principal Investigator.

Role: Consultant

Patient influencers: The morality of paid influence in pharmaceutical advertising, Arthur Page/Legacy Scholar Grant, [2021, \$7,000], **Erin Willis**, Dr. Erin Schauster, University of Colorado Boulder, Dr. Maria Len-Rios, University of Georgia, Dr. Marjorie Delbaere, University of Saskatchewan.  
Role: Principal Investigator

Patient influencers: A marketplace approach to investigating the influence of expert patients, Social Sciences and Humanities, Research Council of Canada, [2020, \$85,819, funded], Dr. Marjorie Delbaere, Department of Marketing and Management, University of Saskatchewan (Principal Investigator).  
Role: Consultant

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

## HONORS AND AWARDS

Top Paper (1<sup>st</sup> place), COMSHER Division  
Association for Educators in Journalism & Mass Communication, Detroit, 2022

Finalist for William R. Payden Award for Faculty Excellence  
College of Media, Communication & Information, 2020

Top Faculty Paper (1<sup>st</sup> place), Small Programs Division  
Association for Educators in Journalism & Mass Communication, Minneapolis, 2016

Top Faculty Paper (1<sup>st</sup> place), Promotion Track  
Society of Marketing Advances, Atlanta, 2016

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, 2011

## MEDIA PLACEMENTS

Scott, P. J. (2022, April 29). On TikTok, Instagram and Facebook, patient influencers are remaking the drug advertising market. Duluth News Tribune, available [here](#).

Cassata, C. (2022, June 13). Why ‘patient influencers’ are worrying medical experts. Healthline, available [here](#).

Davis, K. W. (2022, June 21). ‘Patient influencers’ partnering with drug, medical companies. WebMD, available [here](#).

Lynch, P. J. (2022, October). Are patient influencers a good thing? BloodStream podcast, available [here](#).

Chan, W. (2023, March 17). 'I'm not a doctor just FYI': the influencers paid to hawk drugs on TikTok. *The Guardian*, available [here](#).

Bulik, B. S. (2023, March 22). Social media patient influencers 'dancing in the gray' of pharma marketing, more clarity needed, researcher says. *EndPoints News*, available [here](#).

Waddick, K. (2023, April 17). Patient influencers are here to stay – where are the regulations? *PharmaVoice*, available [here](#).

Ingram, D. (2023, June 15). Ozempic: Thousands of weight loss drug ads found on Instagram. *NBC News*, available [here](#).

## TEACHING EXPERIENCE

### University of Colorado

#### *Undergraduate*

- Community & Society – Residential Academic Program (COMR 1000); 20 students
- Community & Society (CMCI 1000); 20 students
- Introduction to Branding Strategy (APRD 1002); 30 students
- Principles of Strategic Communication (APRD 1003); roughly 500 students
- Principles of Public Relations (APRD 2002); 80 students
- Strategic Writing for Public Relations (APRD 3103); 20 students
- PR Strategy and Implementation (APRD 3105); 30 students
- Research Methods in Strategic Communication (APRD 3303); 30 students
- Strategic Communication Campaigns (APRD 4403); 20 students
- Health News and Promotion (APRD 4873: Special Topics); 20 students
- PRSSA Bateman Competition (APRD4873: Special Topics); 20 students

#### *Graduate*

- Media, Research, and Practice Professionalization (JRNL/APRD 7004); 20 students
- Health Communication (JRNL/APRD 7006); 10 students

### University of Memphis

#### *Undergraduate*

- Public Relations Writing (Jour 3421); 20 students
- Public Relations Research (Jour 4410); 20 students
- Public Relations Case Studies (Jour 4420); 20 students
- Public Relations Campaigns (Jour 4440/6440); 20 students

#### *Graduate*

- Mass Communication Theories (Jour 7050); 10 students
- Health News and Promotion (special topics; Jour 7201/8201); 10 students
- Public Relations Management (Jour 7450); 10 students
- Strategic Public Relations Writing (Jour 7240); 10 students

### University of Missouri

#### *Undergraduate*

- Newswriting (J2121); 20 students
- Introduction to Public Relations (J4256); 100 students

*Graduate*

- Qualitative Research Methods (J8008); 10 students
- Health News and Promotion (J8042); 10 students

**DISSERTATION COMMITTEE CHAIRED**

- Tara Walker. (2019). Dissertation Title: Ask your doctor about chemical imbalances: Mass-communicating the biomedical model of mental illness through the selective serotonin reuptake inhibitors; Placement: Assistant Professor, St. Bonaventure

Jane Caulfield, Doctoral Student, University of Colorado Boulder, PhD, In Progress

Kate Friedel, Doctoral Student, University of Colorado Boulder, PhD, In Progress

Melissa Pickett, Doctoral Student, University of Colorado Boulder, PhD, In Progress

**DISSERTATION COMMITTEE MEMBER**

2022 – Danielle Quichocho (APRD), Katie Alaimo (JRNL)

2023 – Kaitlyn Wright (APRD), Raaj Chandran (APRD)

2024 – Joshua Foust (APRD)

**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*

Imagination Storybooks (non-profit)

Loverboy

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 AND PROFESSIONAL AFFILIATIONS

### National Service

#### Promotion and Tenure External Reviewer

- Emmerson College (2021)
- Arizona State University (2022)
- West Virginia University (2023)

#### Journal Editorial Boards

- *Journal of Current Issues and Research in Advertising* (2020-present)
- *Health Communication* (2022-present)

#### Ad Hoc Manuscript Reviewer

- *British Medical Journal; Communication Yearbook; 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.*

## University of Colorado Boulder

### *Service to the University*

- Faculty Salary Policy Committee, Fall 2022 – Spring 2023
- Merit Evaluations Working Group, Fall 2022 – Spring 2023

### *Service to the College Media, Communication & Information*

- Director, COMRAP, Fall 2020 – Summer 2023  
*Management of CMCI academic unit including:* two full-time faculty, one faculty-in-residence, 10 part-time faculty, one staff, and three student employees; 25 courses with 33 total sections; annual budget of \$200,000.  
*Responsibilities include:* co-curricular and community-building programming; communication to and interaction with 200 residents; coordination of student housing and residential living process via other campus stakeholders including, Occupancy Management, Housing, Residential Life, Admissions; development and execution of CommRAP communication including website, social, parent correspondence, recruitment.
- Faculty-in-Residence, COMRAP, Fall 2017 – Spring 2021
- Member, First-Year Program Manager Search Committee, Spring 2022
- Member, ARPAC Faculty Committee, Fall 2022
- Chair, Faculty-in-Residence Search Committee, Summer 2021

- Chair, RAP Instructor Search Committee, Summer 2021
- Chair, Faculty Council's Grievance Committee, Fall 2015 – Spring 2017; Fall 2021 – present
- Member, Payden Endowment Teaching Initiatives Committee, Summer 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***

- Associate Chair, Graduate Studies, Fall 2019 – Spring 2020
- Associate Chair, Undergraduate Curriculum and Programs, Fall 2016 – Spring 2017
- Search Committee Member, Public Relations Instructor, Spring 2023
- Member, Primary Unit Evaluation Committee, Tenured Faculty Member Review, Spring 2022
- Search Committee Member, Advertising (3 positions), Fall 2022
- Member, Primary Unit Evaluation Committee, Fall 2022
- Member, Curriculum Committee, Fall 2022 – Spring 2023
- Search Committee Chair, Public Relations Professor, Fall 2022
- Member, Primary Unit Evaluation Committee, Fall 2019
- Search Committee Member, Full Professor and Chair, Fall 2019
- Search Committee Member, STAR Professor, Fall 2017
- Member, Curriculum Committee, Fall 2016 – Spring 2018
- Search Committee Chair, Public Relations Instructor, Spring 2016
- Search Committee Chair, Public Relations Professor, Fall 2016
- Advisor, Public Relations Student Society of America, Fall 2015 – Spring 2017
- Founder, Public Relations Student Society of America, CU Chapter, Fall 2015
- Search Committee Member, Strategic Communication, Fall 2015
- Search Committee Member, Big Data Analytics, Fall 2015

**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
- Program Coordinator, #GoProOrGoHome Internship Program, Summer 2012 – Summer 2015; oversaw the Placement Office, including graduate assistants
- 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
- Program Coordinator, #GoPro Mentorship Program, Spring 2013 to Spring 2015
- Member, Curriculum Committee, Fall 2013 – Spring 2015
- Search Committee Member, Visual Communications Assistant Professor, Fall 2012
- Member, Scholarship Committee, Spring 2012, 2013, 2014, 2015
- Member, Recruitment Committee, Fall 2011 – Spring 2015
- Committee Chair, Internship/Placement Committee, Fall 2011 – Spring 2015
- Member, Social Media/Communication Committee, Fall 2011 – Spring 201

## PROFESSIONAL AFFILIATIONS AND SERVICE

### **American Academy of Advertising**

- Member, Editorial Board, *Journal of Current Issues and Research in Advertising* (2020-present)
- Chair, Communication Committee (2016-2019)
- 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
- Member, Communication Committee (2014-2016)
- Conference Paper Reviewer (2009-present)
- Organization Member (2009-present)

### **Association for Education in Journalism and Mass Communication**

- Conference Paper Reviewer (2009-present)
- Kopenhaver Fellow 2013, Kopenhaver Center for the Advancement of Women in Communication
- Organization Member (2009-present): COMSHER, Communication Technology, Public Relations