

Jessica Fitts Willoughby, Ph.D.
The Edward R. Murrow College of Communication
Washington State University
208 Goertzen Hall, Pullman, WA 99164-2520
509-335-7926 - jessica.willoughby@wsu.edu

EDUCATION

Ph.D. in Mass Communication, University of North Carolina - Chapel Hill, 2013
Graduate Certificate in Interdisciplinary Health Communication

M.A. in Communication, Washington State University, 2010

B.A. in Communication (Magna Cum Laude), Washington State University, 2008
Emphasis: Public Relations Minor: Psychology

ACADEMIC AND RESEARCH APPOINTMENTS

- | | |
|---------------|--|
| 2020- present | Associate professor , The Edward R. Murrow College of Communication, Washington State University
-Received Lester M. Smith Distinguished Professorship in January 2023 |
| 2014 to 2020 | Assistant professor , The Edward R. Murrow College of Communication, Washington State University |
| Spring 2014 | Lecturer , School of Journalism and Mass Communication, University of North Carolina, Chapel Hill |
| 2012-2015 | Senior research health analyst (contractor), Research Triangle Institute International, Research Triangle Park, NC |
| 2010-2013 | Roy H. Park Fellow , School of Journalism and Mass Communication, University of North Carolina, Chapel Hill |

AWARDS AND HONORS

- | | |
|------|--|
| 2024 | Washington State University President's Health Award , recognizes contributions to health in the WSU community. |
| 2024 | Washington State University Excellence in Online Teaching nominee ; nominated by WSU students. Excerpts from the unsolicited nominations: "She is organized, flexible, and responsive, all of which are critical for online instruction." "There are a lot of ways to show you have integrity as a student. It was so nice that Jessica responds in kind, with her own professional integrity..." |
| 2023 | Washington State University Chosen Cougar nominee and finalist ; nominated by Murrow graduate student. An excerpt from the unsolicited nomination letter: "...She |

inspires others to think critically and creatively. Her classes are warm, inviting places of acceptance and deep thinking. She is an excellent professor who encourages people to do their best and be their best.”

- 2022 **Association for Education in Journalism and Mass Communication Mass Communication and Society Division Professional Freedom and Responsibility award**; recognizes excellence in research, teaching or service related to professional freedom and responsibility.
- 2020 **Third place top paper award**, Communication Theory & Methodology division, Association for Education in Journalism and Mass Communication (Willoughby, J.F., Gibbons, & Liu, S. (2020). A two-study qualitative exploration of ecological momentary assessment as a tool for media, behavior measurement.)
- 2020 **Second place top paper award**, Communicating Science, Health, Environment and Risk division, Association for Education in Journalism and Mass Communication (Myrick, J.G. & Willoughby, J.F. (2020). “I saw on Twitter that Tom Hanks has coronavirus”: A mixed method examination of a theoretical model of celebrity illness disclosure effects.)
- 2019 **Third place teaching award**, Communicating Science, Health, Environment and Risk division, Association for Education in Journalism and Mass Communication
- 2017 **Mobile Health Technology Institute Scholar**, competitively selected for a funded research opportunity
- 2016 **Lillian Lodge Kopenhaver Outstanding Woman Junior Scholar Award**, Association for Education in Journalism and Mass Communication, Commission on the Status of Women
- 2016 **Third place top paper award**, Communication Theory & Methodology division, Association for Education in Journalism and Mass Communication (Willoughby, J.F., L’Engle, K.L., Jackson, K., & Brickman, J. (2016). Evaluating a sexual health text message service using short message service (SMS) surveys with adolescents.)
- 2015 **North Beach High School Graduate of Distinction**
- 2014 **Science Matters Award**, recognizes research of importance to the field of pregnancy prevention, Adolescent Pregnancy Prevention Campaign of North Carolina
- 2014 **Graduate Education Advancement Board Impact Award**, university-wide award for graduate student research of benefit to North Carolina, UNC-Chapel Hill
- 2012 **Top paper award**, Communicating Science, Health, Environment and Risk, Association for Education in Journalism and Mass Communication (Hennink-Kaminski, H., Willoughby, J.F. & McMahan, D. (2012). Join the Conquest: Developing a campaign to increase participation in clinical research in North Carolina.)
- 2012 **Fran and Paul Hoch Summer Research Fellowship**, Awarded \$4000 to support research
- 2008 **Big Ten Senior Award for Campus Involvement**, awarded to one male and female for contributions to the campus community, WSU
- 2008 **Honorable mention**, Bateman Public Relations Campaign Competition
- 2007 **President’s Award**, awarded to the top 1% of WSU students for leadership contributions
- 2005 **National Society of Collegiate Scholars** (inducted)

SELECTED TRANSLATIONAL RESEARCH ACTIVITIES

- 2024 **Willoughby, J. F.** (2024, September). Digital media for prevention: Developing and evaluating health communication interventions. Social science keynote presentation at the Washington State University Alcohol and Drug Abuse Research Program retreat.
- 2024 **Willoughby, J. F. & Hust, S. J. T.** (2024, March). Cannabis awareness: Adolescents, cannabis & media. Presented to Let's Be Clear Georgia.
--Presented a session on media and cannabis, including knowledge and suggestions for interventions, upon request, to a statewide collaborative.
- 2023 **Willoughby, J. F.** (2023). Mentor, National Academies of Sciences, Engineering, and Medicine Virtual Hackathon for Tech and Media Solutions to Reduce STIs
---Served as a mentor for participants in the hackathon developing technology-based solutions for STI prevention and treatment; teams submit final projects with proof-of-concept technology and winners receive continued mentoring with the intention to bring technologies to market in partnership with the Centers for Disease Control and Prevention.
- 2023 **Willoughby, J. F.** (2023, April). Digital health communication. The Rise of “Dr. Google”: Youth and online health information. Presented as part of the Ask the Experts webinar series offered by Children and Screens Institute of Digital Media and Child Development.
---Webinar had more than 265 live viewers and has been viewed on YouTube 390 times. Attendees viewed from the U.S., U.K., South Africa, Canada, Sweden, Kenya, India, France, Zimbabwe, Mexico, United Arab Emirates, and Israel.
- 2023 **Willoughby, J. F. & Hust, S. J. T.** (2023, August; 2023, June). Media in prevention webinar: Using media in substance misuse prevention. Prevention Technology Transfer Center.
---Presentation given twice to Pacific Southwest Prevention Technology Transfer Center (serving American Samoa, Arizona, California, Commonwealth of the Northern Mariana Islands, Federated States of Micronesia, Guam, Hawaii, Nevada, Republic of the Marshall Islands, and Republic of Palau) and Northwest Prevention Technology Transfer Center (serving Alaska, Washington, Oregon and Idaho).
---For the Pacific Southwest presentation, we had 198 attendees who came from 5 countries, as far as Paraguay, 27 states, and the District of Columbia.
- 2022 **Willoughby, J. F. & Hust, S. J. T.** (2022, October). Youth's perceptions of cannabis product packaging. *Washington State Liquor and Cannabis Board*.
---Provided information directly to members of the Washington State Liquor and Cannabis Board on advertising and product packaging perceptions among youth in Washington state.

- 2022 **Willoughby, J. F.** & Hust, S. J. T. (2022, December). Youth, cannabis, and advertising: Understanding appeals and effects. *Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery Cannabis Symposium*.
 ---More than 160 attendees, many of whom provide prevention campaigns for college students, attended the presentation.

PUBLICATIONS

As of May 2024, according to Web of Science, I have an H index of 17 and have been cited in 748 articles. According to Google Scholar, I have an H index of 25, with 1791 citations of my work.

Refereed Journal Articles

*Indicates graduate student status at time of project

**Indicates undergraduate student status at time of project

Letters denote my role on publications: a) Developed initial idea; b) Obtained or provided funds or other resources; c) Collected data d) Analyzed data e) Wrote/created product f) Edited product

73. Myrick, J. G. & **Willoughby, J. F.** (in press). Public responses and parasocial relationships following senator John Fetterman's depression disclosure. *Frontiers in Public Health*. [a, d, e, f]
 Impact factor: 3.0

72. Weybright, E. H., Hall, A., **Willoughby, J. F.**, Dalye, K., Schleimer, J., Ellyson, A., Watters, C., Gause, E., Kuklinski, M. R., Varrella, G., & Rowhani-Rahbar, A. (in press).
 Conceptualization of firearm-related terms among rural adolescents: Definitions matter. *Youth & Society, Online first ahead of print*. [e, f]
 Impact factor: 2.0

71. Myrick, J. G., **Willoughby, J. F.**, Francis, D. B., & Noar, S. M. (2024). The impact of celebrity and influencer illness disclosures. *Health Communication, Online first ahead of print*. [a, b, e, f]
 Impact factor: 3.90
 --Viewed more than 500 times in the first month; Altmetric score in the top 25% of all research outputs assessed.

70. Couto, L.* & **Willoughby, J. F.** (2024). #LoveYourBody: An experimental test of the effects of objectification and body appreciation content on Instagram fitness and health posts among young women. *Health Communication, 39(11), 2298-2306*. [a, b, c, e, f]
 Impact factor: 3.90
 --Viewed more than 300 times in the first two weeks, more than 900 times in the first three months; Altmetric score in the top 5% of all research outputs assessed; 10th most read article of those published in the last year.

69. **Willoughby, J. F.**, Couto, L.*, Kang, S.*, Randall, J.*, Kirkpatrick, A. W.*, Lee, K. D.*, Su, Y.*, Booth, A. M.* & Domgaard, S.* (2024). A content analysis of the use of health

communication strategies and presence of objectification in fitness influencer social media posts. *Health Communication*, 39(5), 888-895. [a, b, c, d, e, f]

Impact factor: 3.90

--Viewed more than 900 times in the first year online; 13th most read article of those published in the last year.

68. **Willoughby, J. F.**, Hust, S. J. T., Couto, L.*, Kang, S.*, Pingel, B., Li, J., Austin, B. W., Brooks, O., Burduli, E., & Barbosa-Leiker, C. (2023). Examining science and media literacy health communication messages to reduce intentions to use cannabis while pregnant. *Psychology of Addictive Behaviors*, 37(6), 746-757. [a, b, c, e, f]

Impact factor: 4.044

67. **Willoughby, J. F.**, Hust, S. J. T., Couto, L.*, Li, J., Kang, S.*, Nickerson, C. G.*, Price, R.*, & Tlachi-Munoz, S.** (2023). The impact of sexual scripts in brand-generated cannabis social media posts on sex-related cannabis expectancies: Does body appreciation moderate effects? *Drug and Alcohol Review*. [a, b, c, e, f]

Impact factor: 4.04

66. Austin, E. W., Borah, P., Austin, B. W., Smith, C. L., Amram, O., Domgaard, S.*, McPherson, S. M., & **Willoughby, J. F.** (2023). Media literacy's role in the mitigation of disinformation effects on substance misuse. *Journal of Substance Use*, 29(4), 517-523. [e, f]

Impact factor: .895

65. **Willoughby, J. F.**, Hust, S. J. T., Li, J. & Couto, L.* (2023). Exposure to pro and anti-cannabis social media messages and adolescents' and college students' intentions to use cannabis. *Health Communication*, 39(1), 183-194. [a, b, c, e, f]

Impact factor: 3.9

--Covered in news stories across 47 outlets, both national and international. Second most read article in the journal for the year at more than 4000 views.

64. Myrick, J. G., **Willoughby, J. F.**, & Clark, M. (2022). Racial differences in response to Chadwick Boseman's colorectal cancer death: Media use as a coping tool for parasocial grief. *OMEGA Journal of Death and Dying*, Online first ahead of print. [a, c, e, f]

Impact factor: 2.602

--This article has been viewed and downloaded more than 600 times.

63. **Willoughby, J. F.**, King, R., & Adams, P. M. (2024). Development of an mHealth text message intervention to promote adherence to COVID-19 isolation recommendations for college students. *Journal of American College Health*, 72(2), 335-339. [a, c, d, e, f]

Impact factor: 3.093

--Shared with health practitioners in the California university system upon request as they worked to develop a text message intervention to support students amid COVID-19.

62. **Willoughby, J. F.**, Gibbons, S.*, & Hundley, S. L.* (2022). A two-study qualitative exploration of ecological momentary assessment as a tool for media, health behavior

measurement. *Journalism and Mass Communication Quarterly*, Online first ahead of print. [a, b, c, d, e, f]

Impact factor: 4.128

61. **Willoughby, J. F.** & Noar, S. M. (2022). Fifteen years after a 10-year retrospective: The state of health mass mediated campaigns. *Journal of Health Communication*, 27(6): 362-374. [a, b, c, d, e, f]

Impact factor: 2.781

--Viewed more than 550 times and was within the top 20 most read articles in the journal for 2022.

60. **Willoughby, J. F.**, Hust, S. J. T., Couto, L.*, Kang, S.*, Pingel, B., Li, J., & Barbosa-Leiker, C. (2022). An online mixed-methods approach to developing narrative health communication messages. *SAGE Research Methods: Doing Research Online*. [a, b, c, d, e, f]

<https://doi.org/10.4135/9781529602197>

59. Myrick, J. G., Waldron, K. A., Cohen, O., Dirusso, C., Shao, R., Cho, E., **Willoughby, J. F.**, & Turrise, R. (2022). The effects of embedded skin cancer interventions on sun safety attitudes and attention to tan women on Instagram. *Frontiers in Psychology, Health Psychology*. [e, f]

Impact factor: 2.990

58. **Willoughby, J. F.**, Hust, S. J. T., Li, J.*, & Couto, L.* (2022). Social media, marijuana and sex: An exploratory study of adolescents' intentions to use and college students' use of marijuana. *The Journal of Sex Research*, 59(1): 85-97. [a, b, c, e, f]

Impact factor: 5.141

--More than 1400 views and covered in 7 news outlets, including U.S. News and World Reports.

57. **Willoughby, J. F.**, Hust, S. J. T., Li, J., & Couto, L.* (2021). Measurement invariance of the sex-related cannabis expectancies scale across age and gender. *The Journal of Sex Research*, 58(8): 967-975. [a, b, c, e, f]

Impact factor: 5.141

56. Myrick, J. G. & **Willoughby, J. F.** (2021). The "celebrity canary in the coal mine for the coronavirus": An examination of a theoretical model of celebrity illness disclosure effects. *Social Science & Medicine*, 279: 113963. [a, b, c, d (qual), e, f]

Impact factor: 4.634

55. Austin, E. W., Austin, B. W., **Willoughby, J. F.**, Amram, O., & Domgaard, S.* (2021). How media literacy and science media literacy predicted the adoption of protective behaviors amidst the COVID-19 pandemic. *Journal of Health Communication*, 26(4): 239-252. [a, c, e, f]

Impact factor: 2.781

54. **Willoughby, J. F.**, Myrick, J. G., & Li, J. (2021). Appearance, friends, and feelings: The association between young women's emotional states and indoor tanning frequency. *International Journal of Behavioral Medicine*, 28(6): 705-714. [a, b, c, e, f]

Impact factor: 2.229

53. Myrick, J. G. & **Willoughby, J. F.** (2021). A mixed methods inquiry into the role of Tom Hanks' COVID-19 social media disclosure in shaping willingness to engage in prevention behaviors. *Health Communication, 37*(7): 824-832. [a, b, c, d (qual), e, f]

Impact factor: 3.198

52. Niu, Z.*, **Willoughby, J. F.**, Coups, E. J. & Stapleton, J. L. (2021). Effects of website interactivity on skin cancer-related intentions and user experience: Factorial randomized experiment. *Journal of Medical Internet Research, 23, 1*. [a, e, f]

Impact factor: 5.03

51. Niu, Z.*, Li, X., **Willoughby, J. F.**, Li, X. & Zhao, R. (2021). Association of health literacy, social media use, and self-efficacy with health information-seeking intentions among social media users in China: Cross-sectional survey. *Journal of Medical Internet Research, 23, 2*. [a, e, f]

Impact factor: 5.03

50. **Willoughby, J. F.** & Brickman, J.* (2021). Adding to the message testing tool belt: Assessing the feasibility and acceptability of an EMA-style, mobile approach for mHealth interventions. *Health Communication, 36*(10), 1260-1267. [a, e, f]

Impact factor: 3.198

49. Niu, Z.*, Jeong, D. C., & **Willoughby, J. F.** (2021). Friends over doctors? The intersection of information source and customization in digital health messages. *Health Communication, 36*(6), 671-681. [a, e, f]

Impact factor: 3.198

48. **Willoughby, J. F.**, Myrick, J. G., Gibbons, S.* & Kogan, C. (2020). Associations between emotions, social media use, and sun exposure among young women: Ecological momentary assessment study. *JMIR Dermatology*. [a, b, c, e, f]

47. Hust, S. J. T., **Willoughby, J. F.**, Li, J. & Couto, L.* (2020). Youth's proximity to marijuana retailers and advertisements: Identifying factors associated with Washington state adolescents' intentions to use marijuana. *Journal of Health Communication, 25*(7), 594-603. [a, b, c, e, f]

Impact factor: 2.781

46. **Willoughby, J. F.**, Hust, S. J. T., Li, J.*, Couto, L.*, Kang, S.*, & Domgaard, S.* (2020). An exploratory study of adolescents' social media sharing of marijuana-related content. *Cyberpsychology, Behavior and Social Networking, 23*(9), 642-646. [a, b, c, d, e, f]

Impact factor: 4.157

45. Noar, S. M., **Willoughby, J. F.**, Crosby, R., Webb, E. M., Van Stee, S. K., Feist-Price, S. & Davis, E. (2020). Acceptability of a computer-tailored safer sex intervention for heterosexually active African Americans attending an STI clinic. *The Journal of Primary Prevention, 41*(3), 211-227. [a, b, e, f]

Impact factor: 1.722

44. Niu, Z.*, **Willoughby, J. F.**, Jing, M., Li, S. & Hu, P. (2020). A cross-cultural comparison of an extended Planned Risk Information Seeking Model on mental health among college students: Cross-sectional study. *Journal of Medical Internet Research*. [a, e, f]
Impact factor: 5.030
43. Rodgers, K. B., Hust, S. J. T., **Willoughby, J. F.**, Wheeler, J.* & Li, J.* (2019). Adolescents' alcohol-sex expectancies and alcohol advertisements in magazines: The role of wishful identification, realism, and enjoyment of sexualization. *Journal of Health Communication*, 24(4), 395-404. [e, f]
Impact factor: 1.614
42. Myrick, J. G. & **Willoughby, J. F.** (2019). The role of media-induced nostalgia after a celebrity death in shaping audiences' social sharing and prosocial behavior. *Journal of Health Communication*, 5, 461-468. [a, e, f]
Impact factor: 1.614
41. O'Donoghue, A., Sullivan, H., Rupert, D., **Willoughby, J. F.**, & Aikin, K. (2019). Actors in Whitespace: Communicating risk information on pharmaceutical websites. *Health Marketing Quarterly*, 36, 152-167. [e, f]
40. **Willoughby, J. F.** & Myrick, J. G. (2019). Entertainment, social media use, and young women's tanning behaviors. *Health Education Journal*, 78, 352-365. [a, b, c, d, e, f]
Impact factor: 1.008
39. Myrick, J. G. & **Willoughby, J. F.** (2019). Educated but anxious: How emotional states and education levels combine to influence online health information seeking. *Health Informatics Journal*, 25, 649-660. [a, c, e, f]
Impact factor: 2.297
38. Liu, S.* & **Willoughby, J. F.** (2018). Do fitness apps need text reminders? An experiment testing goal-setting text message reminders to promote self-monitoring. *Journal of Health Communication*, 23, 379-386. [a, c, e, f]
Impact factor: 2.013
37. Niu, Z.* & **Willoughby, J. F.** (2018). Examining cultural identity and media use as predictors of intentions to seek mental health information among Chinese. *Asian Journal of Communication*, 28, 360-376. [a, c, e, f]
Impact factor: .683
36. **Willoughby, J. F.**, Niu, Z.*, & Liu, S.* (2018). Assessing the potential use of narrative and the entertainment education strategy in an mHealth text message intervention. *Journal of Health Communication*, 23, 20-27. [a, b, c, d, e, f]
Impact factor: 2.013

35. **Willoughby, J. F.** & Liu, S.* (2018). Do pictures help tell the story? An experimental test of narrative and emojis in a health text message intervention. *Computers in Human Behavior*, 79, 75-82. [a, c, d, e, f]
Impact factor: 3.435
34. **Willoughby, J. F.**, L'Engle, K. L., Jackson, K., & Brickman, J.* (2018). Using text message surveys to evaluate a mobile sexual health question-and-answer service. *Health Promotion Practice*, 19, 103-109. [a, b, c, d, e, f]
Impact factor: n/a
33. Hust, S. J. T., Adams, P. M., **Willoughby, J. F.**, Ren, C., Lei, M., Ran, W. & Marett, E. (2017). The entertainment education strategy in sexual assault prevention: A comparison of theoretical foundations and a test of effectiveness in a college campus setting. *Journal of Health Communication*, 22, 721-731. [e, f]
Impact factor: 2.013
32. Brickman, J.* & **Willoughby, J. F.** (2017). 'You shouldn't be making people feel bad about having sex': Exploring young adults' perceptions of a sex positive sexual health text message intervention. *Sex Education*, 6, 621-634. [a, e, f]
Impact factor: .753
31. O'Donnell, N.* & **Willoughby, J. F.** (2017). Photo-sharing social media for eHealth: Analysing perceived message effectiveness of sexual health information on Instagram. *Journal of Visual Communication and Medicine*, 40, 149-159. [a, e, f]
30. Sullivan, H. W., O'Donoghue, A. C., Rupert, D. J. & **Willoughby, J. F.** (2017). Placement and format of risk information on direct-to-consumer prescription drug websites. *Journal of Health Communication*, 22, 171-181. [e, f]
Impact factor: 2.013
29. **Willoughby, J. F.**, Brickman, J.*, Niu, Z.* & Liu, S.* (2017). Focus groups and experiments for health message development: Creating a text message program for college women about alcohol and hook-ups. *Sage Research Methods Cases*. [a, b, c, d, e, f]
28. **Willoughby, J. F.** (2017). Using text messaging to promote sexual health: A mixed-methods study. *Sage Research Methods Cases*. [a, b, c, d, e, f]
27. **Willoughby, J. F.** & Muldrow, A.* (2017). SMS for sexual health: A comparison of sexual health text message service types and recommendations for service providers. *Health Education Journal*, 76, 231-243. [a, b, c, d, e, f]
Impact factor: .845
26. Sullivan, H.W., O'Donoghue, A.C., Rupert, D.J., **Willoughby, J. F.**, Amoozegar, J.B., & Aikin, K.J. (2016). Are disease awareness links on prescription drug websites misleading? A randomized study. *Journal of Health Communication*, 21, 1198-1207. [e, f]
Impact factor: 2.013

25. Francis, D.B., Noar, S.M., Widman, L., **Willoughby, J. F.**, Sanchez, D.M., & Garrett, K.P. (2016). Perceptions of a campus-wide condom distribution program: An exploratory study. *Health Education Journal*, 75, 998-1011. [a, e, f]
Impact factor: .821
24. O'Donoghue, A. C., Sullivan, H. W., Williams, P., Squire, C. M., Betts, K., **Willoughby, J. F.**, & Parvanta, S. (2016). Consumers' understanding of FDA approval requirements and composite scores in direct-to-consumer prescription drug print ads. *Journal of Health Communication*, 21, 927-934. [e, f]
Impact factor: 2.013
23. **Willoughby, J. F.** & Myrick, J. G. (2016). Does context matter? Examining PRISM as a guiding framework for context specific health risk information seeking among young adults. *Journal of Health Communication*, 6, 696-704. [a, b, c, d, e, f]
Impact factor: 2.013
22. **Willoughby, J. F.** & Smith, H. (2016). Communication strategies and new media platforms: Exploring the synergistic potential of health and environmental communication. *Science Communication*, 38, 535-545. [a, c, d, e, f]
Impact factor: 1.820
21. Myrick, J. G., **Willoughby, J. F.**, & Verghese, R. (2016). How and why young adults do and do not search for health information: Cognitive and affective factors. *Health Education Journal*, 75, 208-219. [a, e, f]
Impact factor: .821
20. Williams, P. A., O'Donoghue, A. C., Sullivan, H. W., **Willoughby, J. F.**, Squire, C. M., Parvanta, S. & Betts, K. R. (2016). Communicating efficacy information based on composite scores in direct-to-consumer prescription drug advertising. *Patient Education and Counseling*, 99, 583-590. [e, f]
Impact factor: 2.199
19. **Willoughby, J. F.** (2015). BrdsNBz: Sexually experienced teens more likely to use sexual health text message service. *Health Education & Behavior*, 42, 752-758. [a, b, c, d, e, f]
Impact factor: 2.229
18. **Willoughby, J. F.** (2015). Effectiveness of a social marketing campaign promoting use of a sexual health text message service by teens. *Journal of Health Communication*, 20, 1206-1213. [a, b, c, d, e, f]
Impact factor: 1.869
17. **Willoughby, J. F.**, & Furberg, R. (2015). Under developed or under reported? Coverage of pretesting practices and recommendations for design of text-message based health behavior change interventions. *Journal of Health Communication*, 20, 472-478. [a, b, c, d, e, f]
Impact factor: 1.869

16. **Willoughby, J. F.**, & L'Engle, K. L. (2015). Influence of perceived interactivity of a sexual health text message service on young people's attitudes, satisfaction, and repeat use. *Health Education Research*, *30*, 996-1003. [a, b, c, d, e, f]

Impact factor: 1.944

15. Hennink-Kaminski, H., **Willoughby, J. F.**, & McMahan, D. (2014). Join the Conquest: Developing a campaign to increase participation in clinical research in North Carolina. *Science Communication*, *36*, 30-55. [c, d, e, f]

Impact factor: 1.517

14. Hust, S. J. T, Marett, E. G., Ren, C. R., Adams, P. M., **Willoughby, J. F.**, Lei, M., Ran, W. & Norman, C. (2014). Establishing and adhering to sexual consent: The association between reading magazines and college students' sexual consent negotiation. *Journal of Sex Research*, *51*, 280-290. [c, d, e, f]

Impact factor: 2.695

13. Myrick, J. G., Noar, S. M., **Willoughby, J. F.**, & Brown, J. (2014). Public reaction to the death of Steve Jobs: Implications for cancer communication. *Journal of Health Communication*, *19*, 1278-1295. [a, c, d, e, f]

Impact factor: 1.617

12. Noar, S. M., **Willoughby, J. F.**, Myrick, J. G., & Brown, J. (2014). Public figure announcements about cancer and opportunities for cancer communication: A review and research agenda. *Health Communication*, *29*, 445-461. [a, c, d, e, f]

Impact factor: 1.297

11. O'Donoghue, A. C., Williams, P. A., Sullivan, H. W., Boudewyns, V., Squire, C. & **Willoughby, J. F.** (2014). Effects of comparative claims in prescription drug direct-to-consumer advertising on consumer perceptions and recall. *Social Science & Medicine*, *120*, 1-11. [e, f]

Impact factor: 2.89

10. Southwell, B. G., Murphy, J. J. DeWaters, J. E., LeBaron, P. A. & **Willoughby, J. F.** (2014). Energy information sharing in social networks: The role of objective knowledge and perceived understanding. *The Journal of Sustainability Education*, June 2014. [e, f]

Impact factor: n/a

9. Widman, L., Noar, S. M., Golin, C. E., **Willoughby, J. F.**, & Crosby, R. (2014). Incarceration and unstable housing interact to predict sexual risk behaviors among urban, heterosexually active African Americans. *International Journal of STD and AIDS*, *25*, 348-354. [e, f]

Impact factor: 1.054

8. Hust, S. J. T., Lei, M., Ren, C., Chang, H., McNab, A., Marett, E. G., & **Willoughby, J. F.** (2013). The effects of sports media exposure on college students' rape myth beliefs and intentions to intervene in a sexual assault. *Mass Communication and Society*, *16*, 762-786. [e, f]

Impact factor: .753

7. Myrick, J. G., **Willoughby, J. F.**, Noar, S. M., & Brown, J. (2013). Reactions of young adults to the death of Apple CEO Steve Jobs: Implications for cancer communication. *Communication Research Reports*, 30, 115-126. [a, c, d, e, f]

Impact factor: SJR: .513

6. Noar, S. M., Ribisl, K. M., Althouse, B. M., **Willoughby, J. F.**, & Ayers, J. W. (2013). Examining the impact of public figure pancreatic cancer diagnoses and deaths using search query data. *Journal of the National Cancer Institute Monographs*, 47, 188-194. [a, e, f]

Impact factor: 15.161

5. **Willoughby, J. F.** (2013). Everyone has questions: Developing a social marketing campaign promoting a sexual health text message service. *Social Marketing Quarterly*, 19, 265-278. [a, c, d, e, f]

4. **Willoughby, J. F.** & Jackson, K. (2013). "Can you get pregnant when u r in the pool?" Young people's information seeking from a sexual health text line. *Sex Education*, 13, 96-106. [a, b, c, d, e, f]

Impact factor: .446

3. Noar, S. M. & **Willoughby, J. F.** (2012). eHealth Interventions for HIV prevention. *AIDS Care*, 24, 945-952. [a, c, d, e, f]

Impact factor: 1.684

2. Noar, S. M., Webb, E., Van Stee, S., Feist-Price, S., Crosby, R., **Willoughby, J. F.**, & Troutman, A. (2012). Sexual partnerships, risk behaviors, and condom use among low income heterosexual African Americans: A qualitative study. *Archives of Sexual Behavior*, 41, 959-970. [e, f]

Impact factor: 3.239

1. Pinkleton, B. E., Austin, E. W., Zhou, Y., **Willoughby, J. F.**, & Reiser, M. (2012). Perceptions of news media, external efficacy and public affairs apathy in political decision making and disaffection. *Journalism and Mass Communication Quarterly*, 89, 23-39. [e, f]

Impact factor: .636

Commentaries

2. **Willoughby, J. F.** & Guilamo-Ramos, V. (2022). Designing a national health communication campaign to support adolescent sexual health. *Journal of Adolescent Health*, 70(1): 12-15.

Impact factor: 5.012

---Submitted to provide recommendations and suggestions for research and practice, expanding upon the Centers for Disease Control and Prevention-funded National Academies of Sciences, Engineering, and Medicine ad-hoc committee on the Prevention and Treatment of Sexually Transmitted Infections consensus report.

1. Boyer, C. B., Agênor, M., **Willoughby, J. F.**, Mead, A., Geller, A., Yang, S., Prado, G. J., & Guilamo-Ramos, V. (2021). A renewed call to action for addressing the alarming rising rates of sexually transmitted infections in U.S. adolescents and young adults. *Journal of Adolescent Health, 69*(2): 189-191.

Impact factor: 5.012

---Submitted to provide recommendations and suggestions for research and practice, expanding upon the Centers for Disease Control and Prevention-funded National Academies of Sciences, Engineering, and Medicine ad-hoc committee on the Prevention and Treatment of Sexually Transmitted Infections consensus report.

Refereed Book Chapters

3. **Willoughby, J. F.** (2021). Technology-based interventions for health promotion and disease prevention and treatment. In T. L. Thompson & N. G. Harrington (Eds.), *Routledge Handbook of Health Communication (3rd Edition)*.

2. **Willoughby, J. F.** (2017). Mobile health and exposures to health and risk messages. In R. Parrott (Ed.), *Oxford Encyclopedia of Health and Risk Message Design and Processing*. New York: Oxford University Press.

1. **Willoughby, J. F.** & Noar, S. M. (2014). Communication and marketing strategies for health promotion. In M.P. O'Donnell (Ed.), *Health promotion in the workplace (4th Edition)*. New York: Springer.

Book – under contract

Hust, S. J. T., **Willoughby, J. F.**, & Ortiz, R. (Ed.). (Forthcoming). Teens, sex and media effects: Understanding media impact on adolescent sexuality, sexual health, and advocacy. Routledge.

Manuscripts Unpublished — Revise and resubmits

Willoughby, J. F., Austin, E. W., Austin, B. W., & Domgaard, S.* (resubmitted). A mixed methods examination of a text message-based mHealth media literacy intervention for U.S. college students amid the COVID-19 pandemic.

Willoughby, J. F., Hust, S. J. T., Couto, L., Li, J., & Kang, S. (revise and resubmit). Sex, romance, or recreation? An experiment testing the effects of brand-generated social media ads on college students' expectancies and intentions to use cannabis prior to sex.

Willoughby, J. F., Hust, S. J. T., Couto, L., Price, R., Johnson, O., Nickerson, C. G., Oladele, P., Gray, M., & Maykovich, B. (resubmitted). Cannabis awareness program: A proof-of-concept study examining a health communication intervention to reduce cannabis misuse among college students.

Hsu, Y.-C.*, Kruger, J. G.*, Ellenwood, R.*, **Willoughby, J. F.**, & Boyd, A. (revise and resubmit). Modeling health behaviors on Instagram: A content analysis of Indigenous influencers' COVID-19 messages.

Hust, S. J. T., **Willoughby, J. F.**, Couto, L., Kang, S., Nickerson, C. G., Price, R., & Ross-Viles, S. (resubmitted). Washington state teens' perceptions of cannabis-infused product packaging: A qualitative study.

Hust, S.J.T., Couto, L.*, **Willoughby, J. F.**, Kang, S.*, Nickerson, C.G.*, Price, R.*, & Johnson, O.* (revise and resubmit). Alcohol-fueled sexual activity in the media: An integrative model approach to understand its effects on women's sexual consent negotiation.

Hust, S. J. T., **Willoughby, J. F.**, Couto, L*. & Li, J.* (resubmitted). Adolescents' reports of parent-related factors associated with their attitudes about and intentions to use cannabis.

Manuscripts unpublished – under review

Willoughby, J. F., & Couto, L.* (under review). Social media and fitness content: A mixed methods study of ecological momentary assessment as a health communication intervention among young women. [a. b, c, d, e, f]

PRESENTATIONS

Refereed Research Presentations

58. **Willoughby, J. F.** & Couto, L.* (2024). Social media and fitness content: A mixed methods study of ecological momentary assessment as an intervention. Poster presented at the Kentucky Conference on Health Communication, Lexington, KY.

57. Hsu, Y.-C.*, Kruger, J. G.*, Ellenwood, R.*, **Willoughby, J. F.**, & Boyd, A. (2023). Modeling health behaviors on Instagram: A content analysis of Indigenous influencers' COVID-19 messages. Paper presented at the International Communication Association Conference, Toronto.

56. Hust, S. J. T., Couto, L.*, Kang, S.*, **Willoughby, J. F.**, Nickerson, C. G.*, & Price, R.* (2023). Alcohol-fueled sexual activity in the media: An integrative model approach to understand its effects on sexual consent negotiation. Poster presented at Society for Research on Adolescence Conference, San Diego.

55. **Willoughby, J. F.**, Gibbons, S.*, & Price, R.* (2022). Measuring media in near real time? A systematic review of intensive longitudinal methods in communication research. Paper presented at the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication, Detroit.

54. **Willoughby, J. F.**, Austin, E. W., Austin, B., & Domgaard, S.* (2022). A mixed methods examination of the effects of a text message-based mHealth media literacy intervention amid the COVID-19 pandemic. Paper presented at the Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication, Detroit.

53. **Willoughby, J. F.**, Hust, S. J. T., Li, J., Couto, L., & Kang, S. (2022). Examining the impact of exposure to and perceptions of risky cannabis brand-generated Instagram posts on college students' sex-related cannabis expectancies and intentions to use cannabis prior to sex. Paper presented at the International Communication Association, Paris.
52. Myrick, J.G. & **Willoughby, J.F.** (2020). "I just saw on Twitter that Tom Hanks has coronavirus": A mixed method examination of a theoretical model of celebrity illness disclosure effects. Paper presented at the Communicating Science, Environment, Health and Risk Division of the Association for Education in Journalism and Mass Communication. (Second place Top Faculty Paper).
51. **Willoughby, J.F.**, Gibbons, S.* & Liu, S.* (2020). A two-study qualitative exploration of ecological momentary assessment as a tool for media, behavior measurement. Paper presented at the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication. (Third place Top Faculty Paper).
50. **Willoughby, J.F.**, Hust, S.J.T., Li, J., & Couto, L.* (May, 2020). Social media, marijuana and sex: An exploratory study of adolescents' intentions to use and young adults' use of recreational marijuana. Presented at the Health Communication Division of the International Communication Association.
49. **Willoughby, J.F.**, Couto, L.*, Kang, S.*, Randall, J.*, Kirkpatrick, A.W.*, Lee, K.D.*, Su, Y.*, Booth, A.M.* & Domgaard, S.* (May, 2020). Encouraging action or perceived inadequacy? A content analysis of health and fitness influencers' Instagram posts. Presented at the Children, Adolescents and Media Division of the International Communication Association, virtual.
48. Myrick, J.G. & **Willoughby, J.F.** (April, 2020). Keeping up with the Kardashian's skin: Skin cancer prevention interventions to buffer users from the negative effects of Instagram. Poster presented at the Kentucky Conference of Health Communication, virtual.
47. **Willoughby, J.F.**, Hust, S.J.T., Li, J., Couto, L.*, Kang, S.*, & Domgaard, S.* (August, 2019). Parents, peers and pot: Adolescents' social media sharing of marijuana-related content. Presented at the Association for Education in Journalism and Mass Communication annual conference, Communication Technology Division, Toronto.
46. **Willoughby, J.F.**, Myrick, J.G., Gibbons, S.*, & Kogan, C. (August, 2019). The interplay of young women's emotions, social media, and outdoor tanning behaviors. Presented at the Association for Education in Journalism and Mass Communication annual conference, Communicating, Science, Health, Environment, and Risk Division, Toronto.
45. **Willoughby, J.F.** (May, 2019). Data collection as intervention? Using ecological momentary assessment to engage young adults and gauge media use, health implications. Digital poster presented at the annual conference Youth, Tech, Health Live, San Francisco.

44. **Willoughby, J.F.**, Hust, S.J.T., & Li, J.* (May, 2019). Exposure to pro and anti-marijuana social media messages and adolescents' intention to use marijuana. Paper presented at the annual conference of the International Communication Association.
43. Hust, S.J.T., **Willoughby, J.F.**, & Li, J.* (May, 2019). Youth's proximity to marijuana retailers: Identifying factors associated with Washington state adolescents' intentions to use marijuana. Paper presented at the annual conference of the International Communication Association.
42. **Willoughby, J.F.**, L'Engle, K., & Plourde, K. (May, 2018). Workshopping beyond informational messages: Developing digital role model stories for health. Presented at the annual conference Youth, Tech, Health Live, San Francisco.
41. Myrick, J.G. & **Willoughby, J.F.** (August, 2018). The effects of media-induced nostalgia after a celebrity death on social sharing and prosocial behavior. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Washington, D.C.
40. Myrick, J.G. & **Willoughby, J.F.** (November, 2017). Beyond demographics: The relationship of young women's emotional states with skin damaging and skin safety behaviors. Paper presented at the National Communication Association annual conference, Dallas, TX.
39. **Willoughby, J.F.** & Myrick, J.G. (November, 2017). The impact of entertainment media and social media on young women's indoor and outdoor tanning behaviors. Poster presented at the National Communication Association annual conference, Dallas, TX.
38. Liu, S.* & **Willoughby, J.F.** (May, 2017). Do pictures help tell the story? An experimental test of narrative and emojis in a health text message intervention. Paper presented at the International Communication Association annual conference, Communication & Technology, San Diego.
37. **Willoughby, J.F.**, & Niu, Z.* (October, 2016). A review of the influence of interactivity on health related outcomes and recommendations for future study. Presented at the Connected Health Symposium, Boston, MA.
36. **Willoughby, J.F.**, Niu, Z* & Liu, S*. (October, 2016) Connecting with the audience: Testing the use of the entertainment education strategy and narrative in an SMS intervention. Presented at the Connected Health Symposium, Boston, MA.
35. **Willoughby, J.F.**, L'Engle, K.L., Jackson, K., & Brickman, J.* (August, 2016). Evaluating a sexual health text message service using short message service (SMS) surveys with adolescents. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Communication Theory and Methodology, Minneapolis, MN. (Third place Top Faculty Paper)

34. Brickman, J.* & **Willoughby, J.F.** (August, 2016). Establishing an EMA-style collection method for intervention message testing. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Communication Theory and Methodology, Minneapolis, MN.
33. Liu, S.* & **Willoughby, J.F.** (August, 2016). Do fitness apps need text reminders? An experiment testing goal-setting text reminders to promote self-monitoring. Paper presented at the Association for Education in Journalism and Mass Communication annual conference, Communication Technology, Minneapolis, MN.
32. Myrick, J.G., & **Willoughby, J.F.** (August, 2016). Beyond the worried well: Emotional states and education levels predict online health information seeking. Poster presented at the Association for Education in Journalism and Mass Communication annual conference, Communicating Science, Health, Environment and Risk, Minneapolis, MN.
31. Niu, Z.* & **Willoughby, J.F.** (August, 2016). A cross cultural comparison of an extended Planned Risk Information Seeking Model. Poster presented at the Association for Education in Journalism and Mass Communication annual conference, International Communication Division, Minneapolis, MN.
30. Niu, Z.* & **Willoughby, J.F.** (June, 2016). The role of cultural identity and media use at influencing intentions to seek mental health information among Chinese adults. Paper presented at the International Communication Association annual conference, Fukuoka, Japan.
29. Sullivan, H., O'Donoghue, A., Rupert, D., **Willoughby, J.F.**, Amoozegar, J., & Aikin, K. (March, 2016). Are disease information links on prescription drug websites misleading? Poster presented at the Society of Behavioral Medicine, Washington, D.C.
28. **Willoughby, J.F.**, & Muldrow, A.* (2016, February). Sexual health text message services: A discussion of service types and the benefits of personalization. Paper presented at Media + Health Symposium, Virginia Commonwealth University, Online.
27. **Willoughby, J.F.** & Furberg, R. (2015, November). Recommendations for design of SMS-based interventions. Poster presented at the 2015 mHealth Summit and Global mHealth Forum, Washington, D.C.
26. **Willoughby, J.F.** & Smith, H. (2015, June). Integrating disciplinary approaches: Applying new media health intervention strategies to environmental communication. Paper presented at the Conference on Communication and Environment, Boulder, CO.
25. **Willoughby, J.F.** & Jackson, K. (2013, December). Online or text survey? Comparing data collection strategies to evaluate a sexual health text message service. Poster presented at the mHealth Summit, Washington, D.C.
24. **Willoughby, J.F.** (2013, October). Influence of perceived interactivity of a sexual health text message service on users' attitudes, satisfaction, and repeat use. Poster presented at the Inaugural Symposium on Using New Technologies to Enhance Healthy Behaviors, Chapel Hill, NC.

23. **Willoughby, J.F.** (2013, August). Evaluating a social marketing campaign promoting use of a sexual health text service by teens. Poster presented at the National Conference on Health Communication, Marketing and Media, Atlanta.
22. **Willoughby, J.F.** (2013, August). Testing a model of sexual health information seeking via text messaging. Poster presented at the conference of the Association for Education in Journalism and Mass Communication, Washington D.C.
21. **Willoughby, J.F.** (2013, August). Everyone has questions: Developing a social marketing campaign promoting a sexual health text message service. Paper presented at the conference of the Association for Education in Journalism and Mass Communication, Washington D.C.
20. **Willoughby, J.F.** & Jackson, K. (2013, April). Are we reaching our target audience? Assessing demographic characteristics of sexual health text message service users and service perceptions. Poster presented at Youth, Tech, Health Live, San Francisco.
19. Noar, S. M., Crosby, R., **Willoughby, J. F.**, Webb, E., Van Stee, S., Feist-Price, S., & Davis, E. (2013, March). Acceptability of an interactive, computer-tailored intervention to promote condom use among African Americans visiting an STI clinic. Poster presented at the 34th Annual Meeting of the Society of Behavioral Medicine, San Francisco.
18. Furberg, R. & **Willoughby, J.F.** (2013, February). Assessing pretesting practices in SMS-based health behavior change interventions. Poster presented at the annual Digital Health Communication Extravaganza (DHCX), Orlando, FL.
17. Noar, S.M., Myrick, J.G., **Willoughby, J.F.**, & Brown, J. (2012, November). Public reaction to the death of Steve Jobs: Implications for cancer communication. Presented at the annual conference of the National Communication Association, Orlando, FL.
16. Jackson, K. & **Willoughby, J.F.** (2012, October). What are they asking? Teens use of a text service for information on STDs and pregnancy. Presented at the 33rd Annual Healthy Teen Network Conference, Minneapolis, MN.
15. **Willoughby, J.F.** & Myrick, J.G. (2012, August). Testing the Planned Risk Information Seeking Model: Context-specific and construct-related extensions. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, Chicago.
14. Hennink-Kaminski, H., **Willoughby, J.F.**, & McMahan, D. (2012, August). Join the Conquest: Developing a campaign to increase participation in clinical research in North Carolina. (Top paper award). Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment and Risk Division, Chicago.

13. Noar, S.M., Widman, L. **Willoughby, J.F.**, Golin, C. & Crosby, R. (2012, July) Incarceration and unstable housing interact to predict sexual risk behavior among low income, heterosexually active African Americans. Poster presented at the International AIDS Conference, Washington D.C.
12. Myrick, J.G., **Willoughby, J.F.**, Noar, S.M. & Brown, J. (2012, April). Seeking about Steve: A survey analysis of the impact of Steve Jobs' death on information seeking and interpersonal communication about pancreatic cancer. Paper presented at the 12th Biennial Kentucky Conference on Health Communication, Lexington, KY.
11. Noar, S.M., **Willoughby, J.F.**, Myrick, J.G., & Brown, J. (2012, April). Celebrity announcements about cancer and opportunities for cancer communication and prevention: A review and research agenda. Poster presented at the 12th Biennial Kentucky Conference on Health Communication, Lexington, KY.
10. **Willoughby, J.F.** & Jackson, K. (2012, April). "Can I get pregnant through oral sex?" Adolescents' questions about pregnancy posed to an interactive text message service. Presented in "Two-Way Text Message Interventions" panel, SexTech 2012, San Francisco.
9. Hust, S.J.T, Adams, P.A., Marett, E.G., Ren, C.R., **Willoughby, J.F.**, Lei, M., Ran, W. & Norman, C. (2011, August). Establishing and adhering to sexual consent: The association between reading magazines and college students' sexual consent negotiation. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Magazine Division, St. Louis, MO.
8. **Willoughby, J.F.** & Jackson, K. (2011, August). Texting for sexual health: Examining the questions adolescents ask the BrdsNBz text message warm line. Poster presented at the annual CDC National Conference on Health Communication, Marketing and Media, Atlanta.
7. **Willoughby, J.F.** & Hust, S.J.T. (2011, May). Strategic ambiguity: The effects of viewing ambiguous advertisements on college students. Presented at the annual conference of the International Communication Association, Health Communication Division, Boston.
6. Myers, A., **Willoughby, J.F.**, Myrick, J.G., Brown, J., McGill, T., Mehen, L., Cates, J.R. & Brown, J.D. (2010, December). If you build it, will they come? Promoting interactive, interdisciplinary health communication scholarship via internet blog. Poster presented at the 2011 D.C. Health Conference, Designing for Health, Fairfax, VA.
5. Hust, S., Adams, P., Ren, C., Lei, M., **Willoughby, J.F.**, Norman, C., Radanielina-Hita, M.L., Marett, E.G., & Pinkleton, B. (2010, August). Theory driven message development and the effectiveness of the entertainment education strategy in sexual assault prevention. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, Denver, CO.

4. **Fitts, J.*** & Norman, C. (2010, March). Attention to women's magazines and tanning behaviors among college females. Paper presented at the midwinter conference of the Association for Education in Journalism and Mass Communication, Commission on the Status of Women Division, Norman, OK.
3. Pinkleton, B.E., Austin, E.W., **Fitts, J.**, Reiser, M. & Zhou, Y. (2009, August). The role of citizens' satisfaction with media performance and perceptions of media usefulness in their political decision making and disaffection. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Mass Communication and Society Division, Boston.
2. Hust, S.J.T., Lei, M., Ren, C., Chang, H., McNab, A., Marett, E.G., & **Fitts, J.** (2009, August). Sports programming and beliefs related to sexual assault. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Mass Communication & Society Division, Boston.
1. Hust, S.J.T. & **Fitts, J.** (2008, August). Responsible Regulation? The DISCUS Code's role in priming positive attitudes toward alcohol advertisements. Poster presented at the annual conference of the Association for Education in Journalism and Mass Communication, Advertising Division, Chicago.

Invited Presentations

17. **Willoughby, J. F.** & Hust, S. J. T. (2024, March). Cannabis awareness: Adolescents, cannabis & media. Presented to Let's Be Clear Georgia.
16. **Willoughby, J. F.** & Hust, S. J. T. (2024, February). Cannabis content: From product packages to social media. *University of Washington Addictions, Drug & Alcohol Institute*. (Approximately 40 attendees for the presentation).
15. **Willoughby, J. F.** & Hust, S. J. T. (2024, January). Examining cannabis edibles packaging: Findings from a survey of Washington state teens and young adults. *6th Annual Cannabis Public Health Use Prevention Conference*.
14. **Willoughby, J. F.** & Hust, S. J. T. (2023, December). Pilot testing a cannabis awareness intervention among college students. *Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery Cannabis Symposium*. (Approximately 150 attendees for the live presentation).
13. **Willoughby, J. F.** & Hust, S. J. T. (2023, September). How Washington teens and young adults perceive cannabis packaging. *Prevention Voices*.
12. **Willoughby, J. F.** & Hust, S. J. T. (2023, July). Youth, cannabis and media: Understanding appeals and effects, implications for prevention. *Nebraska Prevention Alliance*.

* Fitts is my maiden name, so past presentations appear under the name Jessica Fitts. More recent research presentations and publications are under Jessica Fitts Willoughby.

11. **Willoughby, J. F.** & Hust, S. J. T. (2022, December). Youth, cannabis, and advertising: Understanding appeals and effects. *Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery Cannabis Symposium*. (More than 160 attendees for our presentation).
10. **Willoughby, J. F.** & Hust, S. J. T. (2022, October). Youth's perceptions of cannabis product packaging. *Washington State Liquor and Cannabis Board*.
9. **Willoughby, J. F.** & Hust, S. J. T. (2022). Connections between cannabis and media: A summary of a program of research. *Higher Education Center for Alcohol and Drug Misuse Prevention and Recovery's National Meeting*.
8. **Willoughby, J. F.** (2022). Say it in a story: Using stories for promotion. *Washington Farmer's Market Conference*.
7. **Willoughby, J. F.** (2020, June). *Social media best practices for health promotion*. WSU Extension and SNAP-Ed.
6. **Willoughby, J. F.** & Hust, S. J. T. (2020, June). *Cannabis in the media: Associations with intentions and use among adolescents and young adults*. Prevention Research Sub-Committee Meeting.
5. Hust, S. J. T. & **Willoughby, J. F.** (2018, June). *Clarity, consistency & resonance: Best practices for using social media for health promotion*. Washington State Department of Health, Lacey, WA.
4. **Willoughby, J. F.** (2013, October). *Teens and Social Media*. Presented at "Keeping Kids Safe on Social Media," Orange High School, Hillsborough, NC.
3. **Willoughby, J. F.** (2013, June). *Sexy Media? Shaping teens' attitudes and behaviors*. Presented at the Family Life Institute, Appalachian State University, NC.
2. **Willoughby, J. F.** & Furberg, R. (2012, August). *Looking forward in mHealth: The importance of pretesting*. Poster presented at the RTI (Research Triangle Institute) International Intern Showcase, Research Triangle Park, NC.
1. Myrick, J. G., Noar, S. M., **Willoughby, J. F.**, & Brown, J. (2012, May). *Public reaction to the death of Steve Jobs: Implications for cancer communication*. Poster session presented at the 2012 Lineberger Comprehensive Cancer Center Annual Scientific Retreat, Chapel Hill, NC.

GRANTS AND CONTRACTS

Amount awarded total: \$1,116,102

The numbers provided in the contracts and grant entries below provide information on my contribution to the project as follows: 1) Provided initial idea; 2) Developed research design and hypotheses; 3) Authorship of grant application 4) Developed and/or managed budget; 5) Managed personnel and project activities.

Contracts

Co-Principal Investigator, “Cannabis packaging appeals, young adults” (\$25,000)
 Co-PI: Stacey J. T. Hust March 2022-June 2023
 Funding organization: Washington State Liquor and Cannabis Board
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Mixed methods study of youth’s perceptions of cannabis product packaging: Phase 2.” (Phase 2, \$76,437)
 Co-PI: Stacey J. T. Hust March 2022-June 2023
 Funding organization: King County Department of Health
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Mixed methods study of youth’s perceptions of cannabis product packaging: Phase 1.” (Phase 1, \$81,133)
 Co-PI: Stacey J. T. Hust March 2021-June 2022
 Funding organization: King County Department of Health
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Washington Federal Financial Literacy Project.” (\$18,333)
 Co-principal Investigator: Narayanan Iyer Oct. 2017-Dec. 2018
 Funding Agency: Washington Federal
 [1, 2, 3, 4, 5]

Grants

Grants submitted and funded (not including contracts)					
	Post tenure		Pre tenure		Career totals
	External	Internal	External	Internal	
Submitted, unfunded	4	1	10	3	18
Awarded	4	6	1	6	15
Total submitted	8	7	11	9	33

Note: All external grants submitted for 10k or greater since tenure have been submitted as PI or co-PI.

Grants Awarded

Co-Principal Investigator, “Development and acceptability testing of a technology-based intervention to reduce college students’ cannabis misuse” (\$668,110) Sept. 2024-Sept. 2027
 Co-PI: Stacey J. T. Hust
 Funding organization: National Institutes of Health, National Institute of Drug Abuse (R34 mechanism)
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Piloting a technology-based intervention to reduce cannabis use and misuse among college students” (\$30,000) Jan. 2024-June 2025

Co-PI: Stacey J. T. Hust

Co-Investigator: Celestina Barbosa-Leiker

Funding organization: Washington State University Dedicated Marijuana Accounts
(administered through WSU Alcohol and Drug Abuse Research Program)

[1, 2, 3, 4, 5]

Co-Principal Investigator, “Furthering the reach of narrative social norms interventions on college campuses” (\$15,000) Dec. 2023-Dec. 2024

Co-PI: Stacey J. T. Hust

Funding organization: Molson Coors and International Town and Gown Association

[1, 2, 3, 4, 5]

Principal Investigator, “Examining the impact of exposure to fitspiration content and perceptions of objectifying and body appreciation content on young women’s mental health-related outcomes: An ecological momentary assessment study” (\$2000) Oct. 2022-Dec. 2023

Co-I: Leticia Couto*

Funding organization: Coolen Endowment, Murrow College of Communication

[1, 2, 3, 4, 5]

Co-Principal Investigator, “Testing a social norms intervention to reduce alcohol-related sexual risk taking” (\$10,000) Dec. 2022-Dec. 2023

Co-PI: Stacey J. T. Hust

Funding organization: Molson Coors and International Town and Gown Association

[1, 2, 3, 4, 5]

Co-Investigator, “Mitigation of misinformation effects on substance use.” (\$24,100)

PI: Erica Weintraub Austin

Co-Investigators: Porismita Borah, Bruce W. Austin, Crystal Lederhos Smith, Ofer Amran, & Sterling McPherson

Funding Agency: WSU Alcohol and Drug Abuse Research Program

[Assisted with 2, 3]

Co-Principal Investigator, “A mixed methods examination of young adults’ media perceptions and use of cannabis prior to sex.” (\$24,999)

Co-PI: Stacey J. T. Hust

Sept. 2021-June 2023

Funding Agency: WSU Alcohol and Drug Abuse Research Program DMAc

[1, 2, 3, 4, 5]

Co-Principal Investigator, “Development and testing of a health communication risk reduction campaign to decrease marijuana use during pregnancy.” (\$30,000)

Co-Principal Investigator: Celestina Barbosa-Leiker

July 2020-Dec. 2022

Co-Investigators: Stacey J.T. Hust, Olivia Brooks, Ekaterina Burduli, Benjamin Pingel

Funding Agency: Alcohol and Drug Abuse Research Program

[1, 2, 3, 4, 5]

Principal Investigator, “Strategies for increasing undergraduate research engagement in large, lower-level strategic communication courses.” (\$5,000) May 2020-May 2021
 Funding agency: WSU Smith Teaching and Learning Endowment Grant, WSU Provost’s Office
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Testing the effects of marijuana advertising with risk portrayals on young adults’ attitudes and intentions to use marijuana.” (\$25,000)
 Co-Principal Investigator: Stacey J.T. Hust Nov. 2019-June 2021
 Funding Agency: Alcohol and Drug Abuse Research Program, WSU (Dedicated marijuana account funding)
 [1, 2, 3, 4, 5]

Principal Investigator, “The role of emotions and social media in young women’s tanning attitudes and behaviors.” (\$22,263) May 2018-Dec. 2020
 Funding Agency: New Faculty Seed Grant Program, WSU
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Youth’s exposure to marijuana advertising and its association with their marijuana-related beliefs and behaviors.” (\$25,000)
 Co-Principal Investigator: Stacey J.T. Hust Nov. 2017-June 2019
 Funding Agency: Alcohol and Drug Abuse Research Program, WSU (Dedicated marijuana account funding)
 [1, 2, 3, 4, 5]

Principal Investigator, “Assessing the use of narratives in a text message intervention to reduce negative sexual health outcomes associated with alcohol use.” (\$29,988) July 2015-Jan. 2018
 Funding Agency: Alcohol and Drug Abuse Research Program, WSU
 [1, 2, 3, 4, 5]

Co-Principal Investigator, “Increasing and Understanding Adolescents’ Use of a Sexual Health Text Message Service.” (\$10,000)
 Co-principal Investigator: Jane D. Brown June 2012-Dec. 2013
 Funding Agency: The Lalor Foundation
 [1, 2, 3, 4, 5]

Co-Investigator, “Ambiguous Advertisements: Effects on Beliefs and Behavioral Intentions Related to Alcohol Consumption.” (\$22,089)
 Principal Investigator: Stacey J.T. Hust July 2009-Jan. 2011
 Funding Agency: Alcohol and Drug Abuse Research Program, WSU
 [2, 3, 5]

Co-Investigator, “The Effects of a Greater Awareness of the Self-Regulation of Alcohol Advertising.” (\$1,650)
 Principal Investigator: Stacey J.T. Hust Jan. 2008- May 2008
 Funding Agency: Alcohol and Drug Abuse Research Program, WSU
 [2, 3, 5]

Grants and Contract Experience

- 2021-present Consultant on NIH funded R01, PI Seth M. Noar
- 2011- 2012 Research Assistant for “Theories Longitudinal Survey: Prioritization and Identification of Measures” National Cancer Institute (NCI), HHSN261200700006I (Westat Subcontract)
- 2013-2015 Contractor with RTI International on multiple projects. Food and Drug Administration (FDA). Oversaw analysis plans, results reports.

MEDIA COVERAGE

- 2023 Positive body appreciation messaging can mitigate harm from social media, WSU study finds. Covered on television and website broadcasts on [KOMO News 4](#), which is among the four highest-rated stations in the Seattle-Tacoma market in total day viewership. Highlighted recent publications on body appreciation and fitness social media content.
- 2022 Pro-cannabis social media linked to youths’ intentions to use. Covered in more than 47 national and international outlets, including [U.S. News and World Report](#), which has more than 42 million monthly unique visitors, [Medical Xpress](#), and others.
- 2021 *CDC Health Communication Science Digest* highlighted Myrick & Willoughby, 2021 in the digest, June 2021 (Vol. 12, Issue 6e), also included in the email blast: <https://www.cdc.gov/healthcommunication/sciencedigest/2021/hcsde-v12-6e.html>
- 2021 *CDC Health Communication Science Digest* highlighted Austin et al., 2021 in the digest, May 2021 (Volume 12, Issue 5e), also included in email blast: <https://www.cdc.gov/healthcommunication/sciencedigest/2021/hcsde-v12-5e.html>
- 2020 Metz, N. Celebrity health disclosures: From ‘The Real Housewives’ to the death of Chadwick Boseman, experts are studying our reactions to news of serious health issues, [Chicago Tribune](#), which averages 5.6 million monthly unique visitors. Highlighted current research we are conducting on celebrity health disclosures.
- 2020 *Multiple outlets* covered the release of our research teams’ article in the *Journal of Sex Research*, including [U.S. News and World Reports](#), which has more than 40 million unique visitors to their website each month. The article was also covered in international outlets.

- 2020 *Multiple outlets* covered the release of our research teams' article in the *Journal of Health Communication* about proximity to retailers and advertisers on adolescents' cannabis use, including international outlets and local media.
- 2020 *CDC Health Communication Science Digest* highlighted Willoughby & Brickman, 2020 in the digest, May 2020 (Volume 11, Issue 5e), also included in the email blast:
<https://www.cdc.gov/healthcommunication/pdf/sciencedigest/HCS11-5e.pdf>
- 2017 *CDC Health Communication Digest* highlighted O'Donnell & Willoughby, 2017 in the digest. October, 2017:
<https://www.cdc.gov/healthcommunication/pdf/sciencedigest/HCS10-10e.pdf>
- 2015 *Medical News Today*, which has roughly 10 million monthly unique visitors to the website, published an article about my research: Text messaging useful for reaching 'at-risk' teens about sex.
<http://www.medicalnewstoday.com/releases/293053.php>
- 2015 Interviewed on using technology to reach adolescents with sexual health information for *The Measure of Everyday Life*, a radio program with followers from more than 40 countries.
- 2015 *CDC Health Communication Digest* highlighted two of my articles in two issues of the digest, also included in the email blast. May, 2015:
<http://www.cdc.gov/healthcommunication/pdf/sciencedigest/hcsd6-5e.pdf>
December, 2015:
<http://www.cdc.gov/healthcommunication/pdf/sciencedigest/hcsd6-12e.pdf>

TEACHING EXPERIENCE

Developed and taught 11 different courses in Murrow at the undergraduate and graduate level, including both in person and online courses. In addition to the courses I have taught, I have provided content for instructors of ComStrat 312, serving as a course mentor.

Undergraduate courses

- Advertising Principles and Practices (ComStrat 380)
- Message Design for Communication Campaigns (ComStrat 477)
- Principles of Public Relations (ComStrat 312, in person and online)
- Health Communication (Com 478)
- Computer Mediated Communication (Com 482)

Graduate courses

- Health Communication and Society (Com 516)
- Research Methods for Professionals (Com 564)
- Topics in Communication: Mixed Methods (Com 580)
- Topics in Communication (Com 599): Professional Development
- Topics in Communication: Health and Adolescents (Com 580)
- Communicating Health in Practice (ComHlth 571)
- Professional marketing communication management and campaigns (ComStrat 565)

Previous teaching

- Media processes and effects (Lecturer, University of North Carolina, Chapel Hill)
- Media writing (Instructor of record, Washington State University)

GRADUATE STUDENT ADVISING

Committee Chair and Advisor-completed

I have advised five doctoral students and three master's students.

Maykovich, B. (Spring 2024). Thesis: Nonalcoholic beverage alternatives; Advertising appeals and gen Z intentions to purchase and consume.

Booth, A. (Spring 2022). Dissertation: Mental health, masculine norms, and Marvel: How exposure to the Avengers movie narratives and identification with a character are associated with masculine norms and intentions to seek health.

Donaway, R. (Spring 2020). Dissertation: Facts or objects? An examination of emojis in Facebook news teasers and user engagement.

Steinberg, C. (Summer 2021). Thesis: Examining young adults' online risky behaviors: Associations with content exposure, family relationships, and sexual communication.

Liu, S. (Spring 2018). Dissertation: The role of theory and interactivity of tailored messages on health risk decision-making.

Niu, Z. (Summer 2017). Dissertation: Effects of different types of interactivity on health information evaluation.

Brickman, J. (Spring 2017). Dissertation: Establishing a self-determination and autonomy-focused approach to a text-based sexual violence prevention intervention.

Brickman, J. (Spring 2016). Thesis: Using mobile surveys to evaluate sexual health messaging with sex positive or sex negative language and gain or loss frames.

Committee Chair and Advisor-in progress

Nickerson, C. (doctorate)

Okor, F. (doctorate)

Thuku, J. (doctorate)

Zhang, W. (doctorate)

Doctoral/Masters Committee Member-completed

I have served as a thesis or dissertation committee member for 24 graduate students.

Kang, S. (Spring 2024). Dissertation: Exploring young adults' perceptions of alcohol images on social media: Wishful identification, desirability, and sex-related alcohol expectancies.

Couto, L. (Spring 2024). Dissertation: It's on you! The development and assessment of an Instagram-based social norms message to increase bystander intervention among college students.

Johnson, O. (Fall 2023). Thesis: Empowering narratives: Understanding consent, personal boundaries, and body autonomy in children's literature.

Price, E. (Fall 2022). Thesis: LGBTQAI+ and Law & Order: SVU: A thesis project

Domgaard, S. (Spring 2023). Dissertation: Misinformation and vaccines: Using media literacy to improve health decision-making.

Karimitar, A. (Spring 2022). Dissertation: Digital life: Formation of self-identity and activism within online cultures.

Hilton, K. (Spring 2022). Non-thesis option.

Storm, C. (Spring 2021). Thesis: Trust and thresholds: Examining athletic relationships through a lens of social exchange theory.

Randall, J. (Summer 2020). Non-thesis option.

Couto, L. (Spring 2020). Thesis: "It was all consensual:" The news, sexual assault, and college athletes.

Zhao, W. (Spring 2020). Dissertation: Misinformation correction across social media platforms.

Xiao, X. (Spring 2020). Dissertation: Integrating reasoned action approach and message sidedness in HPV vaccination promotion in the era of misinformation.

Zhao, W. (Summer 2019). Thesis: A cross-cultural examination of corporate social responsibility advertising within social networks: The roles of moral emotions, culture values, and self-construal in information processing.

Li, J. (Spring 2019). Dissertation: Sexual consent among college men: Fraternity membership, media effects, and the integrative model.

Stefani, W. (Spring 2019). Dissertation: Beyond the thin ideal: Women's perceptions of and experiences with beauty standards and beautyism.

Muldrow, A. (Summer 2018). Dissertation: Masculinity in advertising: A content analysis of male body images.

Cameron, N. (Spring 2018) Dissertation: Effects of exposure to consequences of bystander intervention on intentions to intervene in intimate partner violence situations.

O'Donnell, N. (Spring 2018). Dissertation: The design and evaluation of e-health messages aimed at increasing the refusal of unwanted alcohol.

Wheeler, J. (Spring 2018). (Prevention Science). Dissertation: The effectiveness of corrective masculinity gender norms to prevent alcohol-related consequences among fraternity members.

Mayeda, A. (Spring 2017). Thesis: Examining media representations and risk perceptions of water issues.

Wheeler, J. (Fall 2015). (Prevention Science). Thesis: Adolescent perceptions of objectifying magazine advertisements and feelings of body consciousness.

Ebreo, S. (Summer 2015). Thesis: Perceptions of sexualized and non-sexualized images of women in alcohol advertisements: Factors associated with intentions to sexually coerce.

Li, J. (Fall 2015). Thesis: Factors associated with intentions to negotiate sexual consent—media and integrative model.

Liu, S. (Spring 2015). Thesis: Messaging framing and credibility assessment: Examining the role of social endorsement in Facebook.

PROFESSIONAL DEVELOPMENT

- Doing Thematic Analysis using MAXQDA, QDA Services, March 2022
- Latent Growth Curve Modeling, Statistical Horizons, October 2020
- Advancing dual-process models of health behavior using intensive longitudinal data in the era of COVID-19, Society of Behavioral Medicine webinar attendee, September 2020
- mHealth Training Institute participant, June 2017.
- Analyzing Intensive Longitudinal Data workshop, ICPSR Summer Program, June 2017.
- Selected as GUMSHOE grant writing fellow, April 2016.
- Mental health first aide certified, January 2016.
- Selected as a Kopenhaver Fellow, participated in workshop “Empowering Junior Faculty: Pathways to Success in the Academy,” AEJMC, August 2015.
- “Write Winning Grants Seminar,” October 2014.
- Grant Writers’ Seminars and Workshops, October 2014-May 2015.
- “Mediation, moderation, and conditional process analysis preconference,” August 2013. Association for Education in Journalism and Mass Communication, by Andrew Hayes.
- Designing Multi-Item Scales, September 2012. Odum Institute, by Robert DeVillis.
- “Mixed Methods: Approaches for Combining Qualitative and Quantitative Research,” June 2011. Part of the Inter-University Consortium for Political and Social Research, taught by John Creswell and Paul Mihas.

SERVICE

Discipline

Editorial board membership

2024-present	Editorial board member, <i>Science Communication</i>
2024-present	Editorial board member, <i>Journal of Sex Research</i>
2021-present	Editorial board member, <i>Journal of Health Communication</i>
2019-present	Editorial board member, <i>Health Communication</i>

Journal service

2012-present	Ad-hoc reviewer for multiple journals including, but not limited to, <i>JAMA Pediatrics</i> , <i>Journal of Adolescent Health</i> , <i>Journal of Applied Communication Research</i> , <i>Health Promotion Practice</i> , <i>Journal of Communication</i> , <i>Health Communication</i> , <i>Mass Communication & Society</i> , <i>Journal of Health Communication</i> , <i>Journal of Sex Research</i> , <i>Health Education Journal</i> , <i>Psychology and Health</i> , <i>Journal of Health Psychology</i> , <i>Cases in Public Health Communications and Marketing</i> , <i>Journal of Medical Internet Research</i> , <i>Games for Health</i> , <i>Sex Education</i> , <i>Journal of American</i>
--------------	---

College Health, Journal of Medical Internet Research, Journal of Medical Internet Research mHealth and uHealth, Computers in Human Behavior, AIDS Care and AIDS and Behavior.

-Reviewed an average of 30 manuscripts a year since 2020.

Grant reviewer

2024 Grant reviewer, Institute of Cannabis Research, Colorado, United States
 2023 Grant reviewer, Arthur W. Page Center 2023 Page/Johnson Legacy Scholar Grant
 2019, 2020 Grant reviewer, KU Leuven, a research university in Belgium
 2015 Grant reviewer, ZonMw—The Netherlands Organisation for Health Research and Development

National and international organization service

2023-present Vice head, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication, Second largest division in AEJMC
 2023-present Mentor, National Academies of Sciences, Engineering, and Medicine sponsored Virtual Hackathon for Tech and Media Solutions to Reduce STIs
 2022-2023 Vice-head elect, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication
 2019-2021 Committee member, National Academies of Science, Engineering & Medicine ad-hoc committee on STI Prevention and Treatment (Centers for Disease Control and Prevention sponsored panel)
 2020-2022 Co-research chair, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication. Received record number of submissions for the two years in which I was research chair.
 2013-present Ad-hoc reviewer, Association for Education in Journalism and Mass Communication, Communicating Science, Health, Environment and Risk Division
 2019-2020 Teaching chair, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication
 2019-2020 Reviewer, Kentucky Conference on Health Communication
 2019 Reviewer, International Communication Association, Health Communication Division
 2018-2019 Social media chair, Communicating Science, Health, Environment and Risk Division, Association for Education in Journalism and Mass Communication
 2018-2019 Ad-hoc reviewer for Association for Education in Journalism and Mass Communication, Mass Communication and Society Division
 2015 Ad-hoc reviewer for Association for Education in Journalism and Mass Communication, Communication Technology Division
 2015 Ad-hoc reviewer for mHealth Summit

- 2014 Triangle mHealth Consortium, one of the founding members who helped begin a group focused on enhancing mHealth research in the North Carolina Research Triangle
- 2010-2011 Evaluations committee member, the 32nd Annual Minority Health Conference. The Promise of Health Equity: Advancing the Discussion to Eliminate Disparities in the 21st Century

Washington State University

- 2024-present Member, Washington State University Faculty Mid-Career Award Advisory Committee
- 2023-present Executive committee member, Program of Excellence in Addictions Research (PEAR)
- 2022 Smith Teaching and Learning Grant reviewer
- 2021 WSU New Faculty Seed Grant reviewer
- 2019-present Academic Affairs Committee member, meets twice a month during academic semesters to review and appraise education policies and programs at WSU and make recommendations to the Faculty Senate concerning academic policies, curricula, degree programs, and university requirements.
- 2020 Member, working group to develop a text message intervention to support WSU students in COVID-19 isolation
- 2020 Member, working group for COVID-19 return to campus training. Oversaw development of online training required for students prior to return to campus.
- 2015-2019 Judge, Showcase for Undergraduate Research and Creative Arts
- 2014-2019 Engagement and outreach coordinator, Murrow Center for Media and Health Promotion Research
- 2014-present Member, Murrow Center for Media and Health Promotion Research
- 2014-2017 Member, Association for Faculty Women
- 2015 Search committee chair, Communications Coordinator, WSU Alumni Association
- 2015 Roundtable participant, Founding Dean of Medicine interviews
- 2015, 2016 Selection committee member, Orientation Counselors, Office of New Student Programs

The Edward R. Murrow College of Communication

- 2024-present Chair, Graduate Student Annual Review Committee. Coordinated the development of annual review materials and processes for graduate students in Murrow College.
- 2023-2024 Chair, Coolen Endowment Grant Selection Committee. Oversaw the call for and selection of Coolen grant awardees.
- 2023 Search committee member, tenure track strategic communication position
- 2023-present Committee member, Murrow Strategic Plan committee. Worked as part of a seven-person committee to draft and edit Murrow's five-year strategic plan.
- 2022-present Committee member, Murrow Diversity, Equity and Inclusion committee. Worked as part of an eight-person committee to conduct baseline research and draft a diversity, equity and inclusion plan for the College.

2017-present	Graduate studies committee member. Served on a five-person committee that provided support to the Murrow graduate program through program applicant review, annual review, and curriculum assessment and review.
2019-present	CommGrad (graduate student group) advisor. Met with graduate student leaders on a monthly basis and helped support graduate student efforts for research advancement and connection.
2020-2022	Committee member, Murrow College department committee
2019-2020	Search committee member, Tenure track science communication position
2019-2020	Search committee member, Tenure track political/journalism position
2019-2020	Search committee member, Tenure track health communication position
2018-2019	Search committee member, Tenure track strategic communication position
2018-2019	Search committee member, Tenure track communication and society position
2018-2019	Search committee member, Associate dean search
2018-2019	Committee member, Murrow College restructuring committee
2019	Interviewer, Association for Education in Journalism and Mass Communication job hub, WSU Murrow tenure track positions (multiple)
2017-2018	Committee member, Public relations and advertising similarities and differences subcommittee
2017-2018	Member, Health promotion minor and online MA in Health Communication and Promotion working group
2016-2017	Search committee member, Tenure track health communication position
2015	Interviewer, Association for Education in Journalism and Mass Communication job hub, Murrow College Clinical Assistant Professor
2015	Member, Murrow Working Group for assessment and development of an embedded rubric

RELEVANT PROFESSIONAL EXPERIENCE

2011-2012	Public health program consultant , North Carolina Division of Public Health, Injury Prevention Division
2009-2010	Content editor , Campus Campaign Against Sexual Assault, WSU
2007-2008	Intern , Education Department, Pullman Regional Hospital
2006-2008	Intern , WSU Today
2006-2008	Engagement Intern , WSU Alumni Association
2005-2006	Staff writer , <i>The Daily Evergreen</i> , WSU
2001-2004	Contributing writer , <i>The North Coast News</i> , Ocean Shores, WA