

## CURRICULUM VITAE

### JUSTIN F. WILLETT, M.H.A.

- Ph.D. Student, Strategic Communication, University of Missouri School of Journalism
  - Program Director, Novak Leadership Institute
- 221C Lee Hills Hall  
Columbia, Missouri, 65211  
Office Phone: (573) 882-2815  
Email: [willettj@missouri.edu](mailto:willettj@missouri.edu)  
Website: [willettjf.com](http://willettjf.com)

## EDUCATION

### **Ph.D. in Strategic Communication – expected May 2025**

University of Missouri School of Journalism, Columbia, Missouri

### **Master of Health Administration (M.H.A.) – granted December 2021**

University of Missouri School of Medicine, Columbia, Missouri

### **Bachelor of Journalism (B.J.) – granted May 2001**

University of Missouri School of Journalism, Columbia, Missouri

## RESEARCH AND SCHOLARSHIP

### Publications

#### ***Conference Presentations (refereed)***

**Willett, J. F.**, LaGree, D., Houston, J. B., Shin, H., & Duffy, M. (2023). *The role of leader communication in fostering respectful workplace culture and increasing employee engagement and well-being*. Paper presented May 27, 2023, at the International Communication Association Conference in Toronto, Ontario, Canada.

**Willett, J. F.**, Rodgers S., Stemmler, J. (2023). *Seeking the public health angle in Missouri newspaper coverage of the opioid crisis*. Paper accepted to Communicating Science, Health, Environment & Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication Conference, August 7-10, 2023, in Washington, D.C.

### Research Experience

**Research Fellow**, Gregory Scholars Program, Missouri School of Journalism, Fall 2022-Present. Work under Dr. Shelly Rodgers, Maxine Wilson Gregory Chair in Journalism Research, to conceptualization and deploy a nationally representative survey to understand public trust in advertising.

## TEACHING EXPERIENCE

### Courses Taught

#### **Instructor, Spring 2023**

JOURN 4242/7242 Strategic Communication Leadership  
School of Journalism, University of Missouri

#### **Teaching Assistant, Spring 2022**

JOURN 4242/7242 Strategic Communication Leadership  
School of Journalism, University of Missouri

#### **Adjunct Instructor, Spring 2017**

JOURN 2100 News Writing  
School of Journalism, University of Missouri

- Taught one section of J2100 News Writing, a required writing-intensive course for new Mizzou journalism students.

### Teaching Certifications

#### **Online Teaching Certification – completed May 2023**

Conducted by Missouri Online at University of Missouri.

#### **Certificate in Inclusive Teaching – completed April 2023**

Conducted by the Teaching for Learning Center at the University of Missouri.

#### **Faculty Writing Intensive Certification – completed August 2022**

Required for teaching JOURN 4242 Strategic Communication Leadership

## SERVICE

### Service to the Discipline

#### ***Conference Paper Reviewer***

American Academy of Advertising Conference  
Association for Education in Journalism and Mass Communication Conference  
(Advertising Division and ComSHER Division)

#### ***Association Service Role***

Communication Committee, American Academy of Advertising, March 2023-present

## ***Memberships***

American Academy of Advertising (AAA)  
International Communication Association (ICA)  
Association for Education in Journalism and Mass Communication (AEJMC)

## **Service to the University**

**Research Fellow**, Gregory Scholars Program, Missouri School of Journalism, Fall 2022-Present. Work under Dr. Shelly Rodgers, Maxine Wilson Gregory Chair in Journalism Research, to mentor undergraduate and master students in strategic communication research for positive social change.

## **AWARDS AND HONORS**

### **2021 Bonnie and Douglas Wakefield Award**

Department of Health Management and Informatics  
University of Missouri School of Medicine

- Given to a master's student annually to recognize significant achievement and leadership outside the classroom. [Link](#)

## **PROFESSIONAL EXPERIENCE**

### **Strategic Communication**

#### **Program Director, February 2022-present**

Novak Leadership Institute, School of Journalism, University of Missouri, Columbia, Missouri

- Teaching and promotional activities.

#### **Communication Manager, February 2018-January 2022**

University of Missouri Health Care, Columbia, Missouri  
School of Medicine, University of Missouri, Columbia, Missouri

- Manage a 6-person team responsible for promoting MU Health Care and School of Medicine through content, social media, and websites (muhealth.org and medicine.missouri.edu). Manage a \$900,000 annual budget. Collaborate with leaders across the health system and university. Public information section leader for MU Health Care COVID-19 Incident Command.

#### **Communication Strategist, July 2015-February 2018**

University of Missouri Health Care, Columbia, Missouri  
School of Medicine, University of Missouri, Columbia, Missouri

- Individual contributor working on web development, content creation, and social media strategy and planning. Led the redesign of the muhealth.org (2017) and medicine.missouri.edu (2018) websites.

#### **Editor, November 2014-July 2015**

Influence & Co., Columbia, Missouri

- Wrote and edited content marketing articles and whitepapers for clients in a variety of industries.

### **Journalism**

#### **Associate City Editor, April 2010-November 2014**

Columbia Daily Tribune, Columbia, Missouri

- Planned news coverage for print and web editions, edited local news stories, posted content to the website, and helped manage the website and moderate online comments.

#### **Business Editor, September 2007-November 2014**

Columbia Daily Tribune, Columbia, Missouri

- Wrote, assigned, and edited business stories for the Tribune's daily print publication and for the award-winning Saturday Business section. Worked with local business professionals who generated contributed content for the Saturday Business opinion page.

#### **Assistant Editor, May 2006-September 2007**

#### **Military Reporter, December 2003-May 2006**

Fayetteville Observer, Fayetteville, North Carolina

- Supervised copy editors and oversaw production of the daily newspaper. Served as editor-in-charge on nights and weekends.
- Served as a military beat reporter covering the 82nd Airborne Division, Special Forces and other units at Fort Bragg and Pope Air Force Base. Traveled to Iraq in 2004 with the North Carolina National Guard.

#### **Computer-assisted reporting intern, June 2003-August 2003**

Miami Herald, Miami, Florida

- Worked on computer-assisted reporting projects and wrote a variety of daily stories for the Miami Herald and its zoned editions.

#### **Reporter, May 2001-May 2003**

Columbia Daily Tribune, Columbia, Missouri

- Covered a variety of beats, including city government and crime and courts.