

JULIE NAUGHTON
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SUMMARY: Accomplished media professional with 30+ years of proven experience in journalism, editing, and social media strategy and design. Specialties: crisis communications, book reviewing, editing, feature writing, press releases, publicity.

EXPERIENCE

NUtech Ventures, Lincoln, NE

November 2022-present

Marketing and Communications Manager

- Responsible for all marketing and communications for NUtech Ventures, the nonprofit technology commercialization affiliate of the University of Nebraska, serving the Lincoln and Kearney campuses. NUtech Ventures protects and licenses the university's intellectual property and promotes entrepreneurship through programming and sponsored events.

University of Nebraska-Lincoln, Lincoln, NE

August 2016-present

Adjunct instructor, College of Journalism and Mass Communications

Classes taught: Beginning Reporting and Technical Writing.

- Responsible for teaching journalism and technical writing to undergraduates at top Midwestern journalism school.
- Teach one evening class per semester.

State of Nebraska, Lincoln, NE

April 2016-November 2022

Public Information Officer III, Department of Health and Human Services

Responsible for leading communications for the DHHS Division of Behavioral Health and share responsibility for leading communications for the Division of Public Health. Participate in creating crisis communications, including COOP (continuity of operations planning) for DHHS. Gubernatorial code agency.

- Design and execute effective communications strategies for the Division of Behavioral Health and share responsibility for the Division of Public Health. Serve as primary media spokesperson for the Division of Behavioral Health. Lead strategy teams consisted of members of the Division to ensure plans are established and work is managed to meet defined objectives and timelines.
- Coordinate and carry out public affairs/public information programs for the Division of Behavioral Health and the Division of Public Health. Before staff size was expanded, also simultaneously served as the lead Public Information Officer for the Divisions of Medicaid and Long-Term Care, Behavioral Health and Developmental Disabilities. During staff gaps, have also handled communications for the Division of Children and Family Services.
- Oversee public relations, advertising and marketing strategy for the ongoing implementation of 988, the new three-digit dialing code for the National Suicide Prevention Lifeline, which went live on July 16. Co-chaired the stakeholder 988 marketing workgroup and oversee DHHS's \$100,000 initial marketing budget for 988, choosing vendors and working with state procurement to get contracts in place; chosen awareness vehicles include advertising at Pinnacle Bank Arena and partnering with Learfield, Lee Enterprises, Nebraska Public Media and Telemundo.
- Develop comprehensive suicide prevention advertising campaign materials for TV, radio, print, and digital channels. Prior to the 988 campaign, worked with the Nebraska State Suicide Coalition to deliver and launch the multi-media Nebraska Needs You suicide prevention campaign (a precursor to the 988

campaign.) The coalition includes statewide partners such as NAMI Nebraska, the UNL Public Policy Center, Bryan Health, representatives from Nebraska's tribes, and others.) Responsible for choosing vendors, working with them on strategy, managing a \$75,000 budget, and ensuring placements aligned with DHHS goals.

- Oversaw the communications planning and execution for both the implementation of Medicaid managed care in Nebraska in 2017 and Medicaid expansion in October 2020. Worked with numerous external partners (including the involved managed care organizations) to develop optimal strategy and messaging.
- Contribute to all COVID-19 related information vehicles, including Facebook Lives, press releases, website additions (including materials in languages other than English) and more.
- Plan, execute, and evaluate the effectiveness of information and communication strategies to ensure all organizational goals are met. Identify and address communications need gaps.
- Extensive experience in cooperative relations and communication techniques as it relates to fostering relationships and interests amongst all segments of the general public.
- Regularly collaborate with gubernatorial strategy, policy, finance and communications leadership and personnel, the state attorney general's office and the University of Nebraska Medical Center to plan and execute multi-agency news conferences and to create joint releases, fact sheets, talking points and official statements and identify communication needs. Schedule frequent Facebook Live sessions to showcase assets and information for the general public.
- Develop information materials that inform the public as well as management of various agency activities and advising management officials on potential public reactions to proposed programs and policies.
- Extensively trained in disaster public communications through the American Red Cross of Greater New York, the Federal Emergency Management Agency (FEMA) and the Nebraska Emergency Management Agency (NEMA). Completed FEMA's Advanced Public Information Officer weeklong course at the Emergency Management Institute in Emmitsburg, Maryland in August 2019.
- Certified by NEMA as a basic emergency manager in October 2019.
- Deployed to NEMA to write news releases, Facebook posts and tweets during Nebraska's historic floods of 2019. Completed extensive independent study and in-person disaster communications classes.
- Participate in the Risk Communications Cadre, organized by Dr. Stacey Hoffman at the University of Nebraska-Lincoln's Public Policy Center. The Cadre is comprised of numerous city, state and federal communications professionals who work collaboratively to proactively create appropriate crisis messaging.
- Work closely with program managers, division directors, and senior staff to disseminate information about the need for and successes of the Department of Health and Human Services.
- Develop materials using a variety of media, including newspapers and magazines, radio and television, exhibits, visual aids, newsletters and audiovisual presentations. Regularly draft press releases and senior leadership communications, including talking points for division directors, run-of-show plans for multi-agency news conferences, and letters to staff from the chief executive officer.
- Develop public involvement campaigns by preparing information materials and designing public meetings. Have collaborated in planning "listening tours" (informal public meetings) statewide for the Divisions of Medicaid and Long-Term Care and Developmental Disabilities, including public information materials and talking points.
- Pitch feature ideas to local media and interface with local and national media to present DHHS priorities in a compelling way. Achieved placements in numerous media outlets, including the Lincoln Journal-Star, the Omaha World-Herald, 10/11 News, KLKN-TV, WOWT-TV, the Norfolk Daily News and the Hastings Tribune.
- Collaborate with production staff and graphic artists to lay out, print and distribute internal and external printed publications.
- Develop public involvement campaigns by preparing information materials, public meetings and workshops.
- Contribute to maintaining and utilizing the agency's social media channels: Facebook, Twitter, Instagram, and Linked In.
- Participate in daily Joint Information Center (JIC) conference calls during crisis situations and regularly participate in U.S. Department of Health and Human Services and Centers for Disease Control and Prevention PIO calls.

WWD, New York, NY**Senior Prestige Market Beauty Editor****Prestige Market Beauty Editor****Health and Beauty Aids (HBA) Editor**

Responsible for determining content for, writing and editing beauty stories for WWD, WWD.com and monthly Beauty Inc. WWD, the leading fashion daily paper, has 60,000 subscribers (mixture of print, digital and bundled subscriptions). The site garners approximately 827,000 unique visitors monthly. During New York, London, Milan and Paris Fashion Weeks, WWD's monthly unique visitors spike to 1.1 million.

May 1999-April 2016**May 2005-April 2016****June 2000-May 2005****May 1999-June 2000**

- Generated an average of 20 bylined stories per week for WWD, WWD.com and Beauty Inc.
- Directed beauty-related photo shoots.
- Reported beauty and retail trends.
- Represented WWD to interface with and interview major celebrities, and corporate presidents and CEOs.
- Represented WWD for national television interviews to cover key industry stories and trends.
- Developed content for all WWD's social media channels, which have 4.1 million followers. Social channels covered: Twitter, Facebook, Pinterest, Instagram, Google Plus and Tumblr.
- Trained and supervised junior staff members.
- Responsible for one late night every week and weekend duty every month for late-breaking and/or weekend news. Oversaw reporters, the copy desk, and the art department to ensure that a mistake-free newspaper was published the next day.

Publishers Weekly, New York, NY**March 2007-present****Freelance Book Reviewer**

Responsible for writing features and reviews for the leading book industry publication. Average weekly readership is approximately 70,000 and includes booksellers, publishers, public and academic librarians, wholesalers, distributors, educators, agents and writers.

- Review a minimum of 15 books monthly in the categories of general fiction, general non-fiction, memoirs, self-help and romance.
- Write author features and industry roundups, including category features on new adult and romance categories.

New York Junior League, New York, NY**July 2009-June 2012****Public Affairs/External Communications Council Head**

Directed external public relations, oversaw advocacy efforts and developed and launched a redesigned website and all social media activities for a \$3 million, 3,000-member New York City-based not-for-profit charitable organization. The organization has over 50 volunteer committees that train volunteers and work in the community. Elected to three-year position. Honored as one of five Outstanding Volunteers in 2013.

- Responsible for website redesign of nyjl.org, including creative look and feel, site mapping and organization, and content development. The site has over 1,000 visits each month.
- Supervised and participated in the NYJL's Advocates for Public Policy committee, which lobbies both at the New York City level and at the New York State level. Partnered with the New York State Public Affairs Committee, a coalition of 17 Junior League chapters located throughout New York State (the NYJL is by far the largest). Coordinated annual lobby day in Albany and met with state government officials.
- Created strategic plan, developed, and launched the NYJL's social media activities on Facebook, Twitter and LinkedIn.
- Developed and executed media plans for eight major fundraising efforts yearly, which generated more than \$350,000 in donations.
- Created and managed media plans showcasing the NYJL's 25 committees offering direct service to the community.
- Developed and managed external communications budget of \$10,000.

- Directly supervised four committee chairs (two each for the External Communications and Advocates for Public Policy committees) and their committees (approximately 45 volunteers), as well as worked closely with four permanent NYJL employees, including the organization's CEO.) Achieved placements in the New York Times, the Wall Street Journal and the New York Daily News, as well as many other outlets.
- Designated point of contact for the media. Served as the liaison between the media and senior leadership at the league.
- Responsible for developing speeches, talking points, remarks, and internal and external communications for the NYJL's president.
- Active volunteer, 2002-2016. Chaired and co-chaired multiple committees with a minimum of 20 volunteers each, including Bellevue Buddies (volunteering on the pediatric psychiatric unit at Bellevue Hospital), College Coaches at Bayview (teaching writing and math to female inmates at Bayview, a medium-security correctional institute), Child Advocates (volunteering at the New York Center for Children, a facility which counsels children who have been sexually abused), and Peg's Closet (a clothing closet at a homeless shelter in Harlem.)

Salon News, New York, NY

January 1996-May 1999

Senior Editor

- Quickly promoted to senior-level role for monthly salon industry magazine with circulation of more than 40,000 salon and spa owners.
- Wrote and edited beauty feature and news articles.
- Generated an average of two dozen feature article and column ideas monthly.
- Reported beauty trends and business news, including financial reporting.
- Directed and managed all aspects of photo shoots.
- Assisted in the hiring, training, supervision and mentoring of junior staff members.

HFN Group, division of Fairchild Publications, New York, NY **April 1993-January 1996**

Section Editor, HFN

Contributing Editor, High Points, Home International and Casa Internacional

- Assigned, wrote and edited all copy for a weekly home furnishings magazine section.
- Contributed to a monthly and two quarterly home furnishings magazines.
- Coordinated photo shoots (including choosing photographers and styling), researched, interviewed sources.

Freelance Writer/Editor, New York, NY

December 1992-March 1993

Clients included YM, Teen, First for Women and Working Mother.

- Published articles in Teen and YM.
- Wrote fashion and beauty copy and copy-edited for First for Women and Working Mother.

Woman's Day, New York, NY

October 1991- December 1992

Beauty and Fashion Assistant

Responsible for assisting fashion and beauty editors.

- Generated a minimum of 20 beauty and fashion story ideas a month.
- Wrote six to eight published items per month.
- Fact-checked all fashion and beauty-related copy.
- Managed fashion closet and beauty closet.

EDUCATION

University of Nebraska-Lincoln, Lincoln, NE

Bachelor of Journalism, August 1991

- Majors: News-editorial journalism and English
- Minors: History and political science