

CATHY HUGHES SCHOOL OF COMMUNICATIONS
DEPARTMENT of Strategic, Legal and Management Communications

Tia C. M. Tyree, Ph.D.

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(Revised August 2022)

1.0 EDUCATION

<u>University</u>	<u>Degree and Subject Area</u>	<u>Date</u>
Howard University	Ph.D., Mass Communications and Media Studies	2007
University of Baltimore	M.A., Publications Design	2000
Morgan State University	B.S., Telecommunications	1995

2.0 ACADEMIC EMPLOYMENT

<u>University</u>	<u>Position</u>	<u>Dates</u>
Howard University	Professor/Program Director, Graduate and Teaching Associates Program	2016 – Present
Howard University	Professor/Interim Associate Dean	2020 – 2021
Howard University	Professor/Assistant Chair	2019 – 2020
Howard University	Associate Professor/Interim Chair/Asst. Chair	2012 - 2016
Howard University	Assistant Professor	2007 – 2012
Howard University	Adjunct Professor	Fall 2003 – Spring 2004
Morgan State University	Adjunct Professor	Fall 2001

3.0 PROFESSIONAL APPOINTMENTS

<u>Position/University/Professional Setting</u>	<u>Date</u>
Public Relations Manager D.C. Housing Finance Agency Washington, D.C.	2001 - 2007
Public Outreach Specialist Government of the District of Columbia Washington, D.C.	1999 - 2001
Public Relations Specialist Booz Allen Hamilton Edgewood, Maryland	1998 - 1999
Junior Associate LY Group, Inc.	1997 - 1998

Baltimore, Maryland

Public Relations Manager

1996 - 1997

Princess Ashlee, Inc.

UPPER MARLBORO, MARYLAND

Road Manager

1996 - 1997

MS. E., INC.

UPPER MARLBORO, MARYLAND

Additional Professional and Employment Experience

Newsroom Intern

1995

States News Services

Washington, D.C.

Metro Section Intern

1995

The Baltimore Sun

Baltimore, Maryland

Metro Section Intern

1994

Florida Today

Melbourne, Florida

News/Public Relations Intern

1993-1994

WEAA 88.9 FM

Baltimore, Maryland

4.0 SCHOLARSHIP - CREATIVE WORKS/PUBLICATIONS

4.1 Creative Works or Campaigns

Associate Producer, CHSOC 50th Anniversary Virtual Dance Party, WHUR 96.3 FM. November 2021.

4.2 Articles – Refereed (print or e-Journals) and Book Chapters

Tyree, Tia C.M. (In press.) #ThisIsAmerica: Rappers, Racism, and Twitter. In Roy Christopher, (Ed.), Hip-Hop Theory: Time, Technology, and the Future. MIT Press: Cambridge, MA.

Tyree, Tia C. M. & Powell, Aisha (2022). [African American Women's Representations on Television](#). Journal of African American Studies.

Tyree, Tia C.M. & Williams, Melvin. (2021). [Black Women Rap Battles: A Textual Analysis of US Rap Diss Songs](#). *Women and Music: A Journal of Gender and Culture*, 25 (1), 64-86.

Somani, Indira & Tyree, Tia C. M. (2021). [Black Broadcast Journalists: Implications of Mentorship and Race in the Newsroom](#), *Journalism & Mass Communication Educator*, 76 (2), 176-201.

Tyree, Tia C. M. (2020). (Guest Editor) [African American Representation](#). *Howard Journal of Communications*, 31 (5).

Tyree, Tia C. M. (2020). [African American Representation: Introduction](#). *Howard Journal of Communications*, 31(5) 411-414.

Tyree, Tia C. M. (2020). [Speak up, Sis: Black Women, Race and News Coverage of the Me Too Movement](#). In Joan McAlister and Marnel Goins. *The Routledge International Handbook of Gender and Communication*.

Williams, M. & Tyree, Tia C. M. (2019). [The “Un-Quiet Queen”: An Analysis of Rapper Nicki Minaj in the Fame Comic Book](#). In Adrienne Trier-Bieniek, (Ed.), *Feminist Theory and Pop Culture*. 2nd. Edition. Sense Publishers: Rotterdam, The Netherlands.

Tyree, Tia C. M. & Jones, Michelle. (2018). [How Michelle Obama Uses Her Social Media Presence to Support the Black Community: An Analysis of the FLOTUS Presidential Initiatives Through the Lens of Black Feminism](#). *Women and Language*, 41(2), 7-30.

Williams, M. & Tyree, Tia C. M. (2018). [How to Be a Postfeminist: A Critical Discourse Analysis of Celebrity Culture, Sexual Messages, and Feminism in Amber Rose’s How to Be a Bad Bitch](#). In Carol Madere, *How Celebrity Lives Affect Our Own: Understanding the Impact on Americans’ Public and Private Lives*, (pp. 222-249). Roman and Littlefield: Lanham, MD.

Tyree Tia C. M. (2017). [Making Movie Money: A 25-Year Analysis of Rappers’ Acting Roles in Hollywood Movies](#). *Journal of Hip Hop Studies*, 4(1), 118-147.

Tyree, Tia. C. M. (2017). How Rich Media and Discussion Boards in Online Classes can foster student learning and an understanding of online social activism: a special focus on Black Lives Matter. In S. Ferris, H. Wilder & W. Paterson (Eds.), [Unplugged from the classroom](#). Elsevier: Amsterdam.

Tyree, Tia. C. M. & Kirby, M. (2017). #THOTsBeLike: The Construction of the New Female Sexual Stereotype in Social Media. In Kehbuma Langmia & Tia Tyree, [Social Media: Culture and Identity](#). Lexington Books: Lanham, MD.

Mills, B., Dovil, M., Williams, L. & Tyree, T. (2017). How Minorities Use Social Media During Weather Related Crises: Results of a U.S. National Weather Survey. In K. Langmia & T. Tyree (Eds.), [Social Media: Culture and Identity](#). Lexington Books: Lanham, MD.

Tyree, Tia C. M. & Hill, M. (2016). [Hurricane Katrina 10 Years Later: A Qualitative Meta Analysis of Communications and Media Studies of New Orleans' Black Community](#). *International Journal of Emergency Management*. 12(3), 304-327.

Tyree, Tia C. M. & Williams, M. (2016). Flawless Feminist or Fallible Freak?: An Analysis of Feminism, Empowerment and Gender in Beyoncé's Lyrics. In Dr. Adrienne Trier-Bieniek (Ed.), [The Beyoncé Effect: Essays on Sexuality, Race and Feminism](#). McFarland Publishing: Jefferson, North Carolina.

Tyree, Tia C. M. (2016). Potential Impact of Social Media on Media and Stranded New Orleans Residents. In Kathleen Fearn-Banks (Ed.), [Crisis Communication: A Casebook Approach](#) (5th Edition). Routledge: New York, NY

Tyree, Tia C. M. (2016). Disregarding Negative Statements about the Failures of Race-Gender Mentoring Pairings: How A White Man Can Mentor a Young Black Woman from a Bachelor's Degree to a Ph.D. In Sonja M. Brown Givens (Ed.), [Critical examinations of women of color navigating mentoring relationships](#). Peter Lang: New York, NY.

Tyree, Tia. C. M., (2016). [Making a video and making a difference using social media: A "call to action" approach](#). *Teaching Media Quarterly*, 4(1).

Tyree, Tia. C. M. & Cathcart, C. (2016). Understanding, Celebrating and Maintaining the "HBCU Experience." In Charles Prince and Rochelle Ford (Eds.), [Setting a New Agenda for Student Engagement and Retention in Historically Black Colleges and Universities](#). IGI Global: Hershey, Pennsylvania.

Williams, M., Tyree, Tia C. M. & Lewis, M. (2015). [My Hair Is "Layed" Like Cyberqueer: Video Blogging, Computer Cross-Dressing, and the Curious Case of Funky Dineva](#). Spectrum: A Journal on Black Men. 3(2), 1-24

Tyree, Tia C. M. & Jones, M. (2015). [The "Adored" Woman in Rap: An Analysis of the Presence of Philogyny in Rap Music](#). *Women's Studies*. 44(1), 54-83.

Williams, M. & Tyree, Tia C. M. (2015). [The "Un-Quiet Queen": An Analysis of Rapper Nicki Minaj in the Fame Comic Book](#). In Adrienne Trier-Bieniek, (Ed.), *Feminist Theory and Pop Culture*. Sense Publishers: Rotterdam, The Netherlands.

Tyree, Tia C. M. & Jacobs, L. (2014). [Can you save me?: Black Male Superheroes in Films](#). Spectrum: A Journal on Black Men. 3(1), 1-24

Jacobs, L.; Tyree, T. & Clemons, D. (2013). [The Construction of Femininity, Race and Sexuality in Alcohol Advertisements in South African and American Women Magazines](#). *Gender and Behavior*, 11(2), 5788-5803.

Tyree, Tia C. M. (2013). [Using Social Media and Developing Social Media Courses](#). In K. Langmia, T. Tyree, P. O'Brien, & I. Sturgis, (Eds). *Social Media: Pedagogy & Practice*. University Press of America: Lanham, MD.

Tyree, Tia C. M. (2013). Using Twitter to Assist Students in Writing a Concise Nutgraph, In S. Ferris, H. Wilder & W. Paterson (Eds.), [*The Plugged-In Professor: Tips and techniques for teaching with social media*](#). Woodhead Publishing: Cambridge.

Tyree, Tia C. M. (2013). Contemporary Representations of Black Females in Newspaper Comic Strips, In S. Howard & R. Jackson II (Eds.), [*Black Comics: Politics of Race and Representation*](#). Michigan: University of Michigan Press.

Tyree, Tia C. M. (2012). [*Gender and Sexuality Representations in Hip Hop*](#). Teaching Media Quarterly, 1(3).

Tyree, Tia C. M. Byerly, C. & Hamilton, K. (2012). [*Representations of \(New\) Black Masculinity: A news making case study*](#). *Journalism: Theory, Practice & Criticism*.

Tyree, Tia C. M. (2011). [*African American Stereotypical Characters in Reality Television*](#), *Howard Journal of Communication*, 22(4): 394-413.

Tyree, T. & Krishnasamy, A. (2011). [*Bringing Afrocentricity to the Funnies: An Analysis of Afrocentricity within Aaron McGruder's The Boondocks*](#). *Journal of Black Studies*, 42: 23-42.

Tyree, Tia C. M. (2009). [*Lovin' Momma and Hatin' on Baby Mama: A Comparison of Misogynistic and Stereotypical Representation in Songs about Rappers' Mothers and Baby Mamas*](#). *Women and Language*, 32(2), 49-58.

4.3 Other General Articles and Proceedings

Tyree, Tia C. M. (2014), Proceedings for the 3rd Annual Second Annual Social Media Technology Conference & Workshop. Volume II.

Lamb, Y., Sturgis, I. & Fancher, C. Commentary: Teaching Converged Media through News Coverage of the 2008 U.S. Presidential Election and Inauguration. *Asia Pacific Media Educator*, July 2010. (Contributing Writer and Researcher.)

Dates, J. Assessing Arbitron's Portable People Meter System Methodology, Howard University, July 2008. (Contributing Writer and Researcher.)

Tyree, Tia, C. M., A Comparison of How Factors Present within America's Cradle to Prison Report are Present in Top-Watched Network Programs of Youth and Young Adults, Children's Defense Fund, January 2008. (Primary Writer and Researcher.)

4.4 Books

Langmia, K. & Tyree, T. (2017). [*Social Media: Culture and Identity*](#). Lexington Books: Lanham, MD.

Tyree, Tia C. M. (2015). [The Interesting and Incredibly Long History of American Public Relations](#). Kendall Hunt: Dubuque, IA.

Tyree, T. & Cathcart, C. (2014). [HBCU Experience – The Book](#). Xlibris Publishing: Indiana.

Langmia, K., Tyree, T., O'Brien, P. & Sturgis, I. (2013). [Social Media Pedagogy and Practice](#). University Press of America: Lanham, MD.

4.5 Newsletter articles or commentaries

Tyree, Tia C. M. Ask the Oracle: How can scholars engage #MeToo in the most impactful way? Organization for Research on Women and Communication. February 2018.

Tyree, Tia C. M. Sporadic Crawls to the Abyss: Surveying the Landscape of Blacks in the Mass and Social Media HU Magazine, Summer 2006, p. 5.

Tyree, Tia C. M., Review of Feature and Magazine Writing: Action, Angle and Anecdote, D. Sumner & H. Miller (Ames, IA: Blackwell Publishing, 2005) in Quill & Scroll, Vol. 80(4), April-May 2006, p.17.

Tyree, Tia C. M., Guest Blogger, *Social Media: Still a Moving Target for Professors on PR Media Blog* (pr-meda-blog.co-uk), July 19, 2010.

4.6. Manuscripts (articles and/or books) in progress

Tyree, Tia C. M. & Smith, Christin. (Under Review). Black Women Rap Battles: A Textual Analysis of U.S. Rap Diss Songs (1988–2017).

Jones, Michelle. & Tyree, Tia (Analysis Phase). Black women love relationships cinematic romantic and action comedies.

4.7 Dissertation

Tyree, Tia C. M. (2007). The Pursuit of “Movie Money”: A Textual Analysis of Rap Artists as Actors in Hollywood Films.

5.0 SCHOLARSHIP – PRESENTATIONS

5.1 Invited Presentations at Professional Association Meetings

Tyree, Tia C. M. Panelist and Organizer. PRSA Sub-Committee on HBCUs and HSIs. Fall Virtual Panels – Faculty. November 2021.

Tyree, Tia C. M. Panelist. Scrub the Syllabus, Broom Center and AEJMC MAC and PRD divisions, August 2021.

Tyree, Tia C. M. Panelist. What You Need to Know About HBCUs: A Reservoir of Public Relations Talent and Desire. Diverse Dialogues, PRSA. February 2021.

Tyree, Tia C. M. Speaker, Race in the Classroom: The HBCU Experience. Institute for Public Relations/PRSA Educators Academy. July 2020.

Tyree, Tia C. M. Panelist. Press spokespeople: How societal narratives about women impact their effectiveness in dealing with the media. Social Media and Strategic Communications, Institute for Public Relations Bridge Conference, April 2018.

Tyree, Tia C. M. Presenter, Social Media and Strategic Communications, National Forum of Black Public Administrators, September 2017.

Tyree, Tia C. M. Social Media Today. National Forum for Black Public Administrators, 2016 Executive Leadership Institute, September 2016

5.2 Presentations at Professional Conventions/Conferences

Tyree, Tia C. M. Panelist. African-American Culture I– Itchin’ that Scratch. Popular Culture Association, June 2021.

Tyree, Tia C. M. Presenter and Lean Organizer, Diversity and Inclusion in the Classroom: Leading with Effective Communication Strategies. AEJMC Public Relations Division Virtual Conference, February 2020.

Tyree, Tia C. M. Presenter. Twitter as a Vehicle for Rappers to Address U.S. Racism. 9th Annual Social Media Technology Conference & Workshop, October 2019.

Tyree, Tia C.M. Panelist, PR, the Media & the Ethical Implications for Political Discourse. AEJMC 2019 Conference, August 2019.

Tyree, Tia C. M. Presenter, Femcee Rap Battles: A Textual Analysis of U.S. Rap Diss Songs, Popular Culture Association, April 2019.

Tyree, C. M. Presenter, Citizen Resistance versus Government Policies Regarding Uganda’s Social Media Tax. 8th Annual Social Media Technology Conference & Workshop, October 2018.

Tyree, Tia C. M. Panelist, #ShePersisted: Sustained relevance while propagating our legacy as women in communications, 103rd National Communication Association, November 2017.

Tyree, Tia C. M. Panelist, Learning with technology: Any time, any place, any path, any pace. 103rd National Communication Association, November 2017.

Tyree, C. M. Presenter, Merchandising Emojis: Walmart versus Target edition. 7th Annual Social Media Technology Conference & Workshop, October 2017.

Tyree, Tia C. M. Panelist, Cameras, Lights, Spokespeople, and that Twitter, Educators Academy PRSA, March 2017.

Tyree, Tia C. M. & Jones, Michelle. Presenter, How Michelle Obama Uses Her Social Media Presence to Support the Black Community: An Analysis of the FLOTUS Presidential Initiatives Through the Lens of Black Feminism. 6th Annual Social Media Technology Conference & Workshop, October 2016.

Tyree, Tia C. M. Presenter, Social Media, National Forum of Black Public Administrators, September 2016.

Tyree, Tia C. M. Presenter, Finding Your Voice, Finding a Cause and Establishing a Plan, Finding Your Voice –COMMunity Engagement and Activism, April 2016

Tyree, Tia C. M. Presenter, Content Creation Do's & Don'ts: Best Practices. Legal Digital Innovators Convention, January 2016.

Tyree, Tia C. M. Panelist, Teaching Media Quarterly: Cultivating Dynamic Pedagogy through Open Access Lesson Plan Publishing, 101 National Communication Association, November 2015.

Tyree, Tia C. M. Panelist. Look at that T.H.O.T!: The Construction of a New Female Sexual Stereotype on Social Media, 5th Annual Social Media Technology Conference & Workshop, September 2015.

Tyree, Tia C. M. Overview – Planning in PR, 2015 UNCF Student Leadership Conference, May 2015.

Tyree, Tia C. M., Panelist. Successful Team Science in Practice, RCMI Team Science Symposium. April 2015.

Tyree, Tia C. M. Panelist. Cyber Girl Fight: Twitter Beefs, Celebrities and Cyberbullying. Social Media Technology Conference & Workshop. September 2014.

Tyree, Tia C. M., Guest Webinar Host, Social Media & Higher Education, NOAA Office of Education's Educational Partnership Program, August 2014.

Tyree, Tia C. M. & Jones, M. The Adored Woman in Rap: An Analysis of the Presence of Philogyny in Rap Music. Southwest Popular/American Culture Association Conference. February 2014.

Tyree, Tia C. M. Chair/Respondent. African-American Representations in Hip Hop and

Television. National Communication Association. November 2013.

Tyree, Tia C. M. (Respondent). "Yes we can...use social media! Examining how social media was used in discussing and making connections with President Barack Obama. National Communication Association. November 2013.

Tyree, Tia C. M. Seeking Information: What Educated, Affluent African-Americans are "looking to find" on Social Media During a Weather Crisis. Social Media Technology Conference & Workshop. September 2013.

Tyree, Tia C. M. Moving Toward Online Portfolios For Students: Reasons and Challenges. Social Media Technology Conference & Workshop. September 2013.

Tyree, Tia C. M. Constructing Femininity in Alcohol and Tobacco Advertisements in South African and American Women's Magazines: A Textual Analysis of Femininity, Race and Sexuality. National Communication Association Convention, November 2012.

Tyree, Tia C. M., Panelist, Communications, 2012 National Conference on Higher Education, February 2012.

Tyree, Tia C. M., "My Chick Bad": An Analysis of the Presence of Philogyny in Rap Music, National Communication Association Convention, Round Tables for Research in Progress, November 2011.

Tyree, Tia C. M., M.O.B. Mentality for Social Media, Social Media Technology Conference & Workshop, Bowie State University and Howard University, September 2011.

Tyree, Tia C. M., Developing Curriculum for the Fast Paced World of Social Media, 2011 National Communication Association Convention, November 2011.

Tyree, Tia C. M., Reality TV: Déjà vu All Over Again?, FLOW Conference, Austin, Texas, September 2010.

Tyree, Tia C. M., Putting Theory, Research and Strategic Thinking to Practice in Writing Courses, Public Relations Society of America International Conference - Educators Academy, Washington, D.C., October 2010.

Tyree, Tia C. M., Analyzing Misogynistic and Stereotypical Representation in Songs about Rappers' Mothers and Baby Mamas, Organization for the Study of Communication, Language and Gender Conference, St. Petersburg, Florida, October 2010.

Tyree, Tia C. M., Reality Television's Trend of Typecasting African Americans in Historical and Emerging Stereotypes, Intercultural Communication Conference, Houston, Texas, April 2008.

Tyree, Tia C. M., Bringing Afrocentrism to the Funnies: An Analysis of Aaron McGruder's The Boondocks as Afrocentric Discourse, National Communicators Association 2006 Conference, San Antonio, Texas, November 2006.

Tyree, Tia C. M., International War of Words: The Verbal Conflict between the United States and Iran over its Nuclear Activities, Howard University Annual Research and Honors Day, Washington, D.C., April 2006.

Tyree, Tia C. M., Placing Diversity within "One Click" on Fortune 500 Web Sites: It's the Right Thing to Do, International Association of Online Communicators, Valley Forge, PA, March 2006.

5.3 Presentations - Invited Speaker and Lectures

Tyree, Tia C. M. Speaker, African American Representations in Cartoons and the Media, Catlin Gabel High School, September 2020.

Tyree, Tia C. M. Speaker, Empowerment Session, D.C. Department of Corrections, November 2019.

Tyree, Tia. C. M. Presenter, Examples and Effects: Representations of Women in Hip Hop Changing the Narrative 2 - Gender Messaging in Popular Culture, Citizens First Bank of Trinidad, October 2019.

Tyree, Tia C. M. Panelist. Media + Marginalized Voices, U.S. Congress - Multicultural Media Caucus, September 2019.

Tyree, Tia C. M. Presenter, Communicating Your Research: Online and Offline, Experiential Training Summer Program for Rising Sophomores (ETSP) 2019, NCAS-M, July 2019.

Tyree, Tia C. M. Presenter, Femcee Rap Battles: A Textual Analysis of U.S. Rap Diss Songs, Popular Culture Association, April 2019.

Tyree, Tia C. M. Panelist, Sexual Assault & Interpersonal Violence in the Black Community, Writing and Creative Works Panel, "Me too" HBCU Tour, April 2019.

Tyree, Tia C. M. Speaker, Empowerment Session, D.C. Department of Corrections, March 2019.

Tyree, Tia. C. M. Panel Moderator, Understanding the Tech Industry & Inbound Marketing, Hubspot, February 2019.

Tyree, Tia C. M. Presenter, Practical Demonstration of Manuscript Review, Howard Journal of Communications, Training the Review Workshop, October 2018.

Tyree, C. M. Presenter, Citizen Resistance versus Government Policies Regarding Uganda's Social Media Tax. 8th Annual Social Media Technology Conference & Workshop, October 2018.

Tyree, Tia C. M. Panelist, Activism in the Digital Age, Syracuse University, September 2018.

Tyree, Tia C. M. Presenter, Communicating Your Research, Experiential Training Summer Program for Rising Sophomores (ETSP) 2018, NCAS-M, July 2018

Tyree, Tia C. M. Speaker, Tips and strategies to communicate success and share your CSC story with internal and external stakeholders. CSC OneNOAA Science Seminars, October 2017.

Tyree, Tia C. M. Panelist. Social aspects of weather. Careers Wx Camp- NOAA Center for Atmospheric Sciences. July 2017.

Tyree, Tia C. M. Guest Speaker, *Understanding and Dealing with Cyberbullying*, Midtown Academy (Two-Part Series for Parents and Students), March/April 2017.

Tyree, Tia C.M. Guest Lecturer, *Teaching Black Lives Matter*, William Patterson University, October 2016.

Tyree, Tia C. M. Guest Speaker, *Understanding and Comparing Cultures*, The Midtown Academy, February 2016.

Tyree, Tia C. M. Commencement Speaker, *Overcoming Obstacles to Succeed*, Mount Royal Elementary/Middle School, Baltimore, Maryland, June 2015.

Tyree, Tia C. M. Guest Webinar Host, *Social Media & Higher Education*, NOAA Office of Education's Educational Partnership Program, August 2014.

Tyree, Tia C. M. Guest Instructor, *Government Relations, Public Affairs & E-PR, The Senior International Public Relations & Advanced Media Management Programme*, The Management School of London, October 2011.

Tyree, Tia, C. M. Organizer and Panelist, *Mr. Soul! Screening and Panel Discussion*, Shoes in the Bed Productions, September 21, 2011.

Tyree, Tia C. M. Panelist, *Don Draper, The Real Housewives & YOU: Mixing Feminism and Popular TV*, Women's Information Network, 2010-11 Feminist Conversation Series, May 24, 2011.

Tyree, Tia C. M. Guest Lecturer, Howard University, *Feminism, Culture & Communication* course, Spring 2011.

Tyree, Tia C. M. 20th Anniversary Telecom Brunch, Keynote Address, Morgan State University, October 2010.

Tyree, Tia C. M. Guest Instructor, *Government Relations & Public Affairs/Research Methodology/Strategic Communication Plans & Evaluation*, The Management School of London, August 2010.

Tyree, Tia C. M. Guest lecturer, Morgan State University, Senior Seminar, Spring 2005; Spring 2006

Tyree, Tia C. M. Guest lecturer, University of Maryland, College Park, Public Relations Theory, Fall 2004

Tyree, Tia C. M. Guest lecturer, Morgan State University, Senior Seminar, Spring 2004

Tyree, Tia C. M. Guest speaker, The National Black Media Coalition, Finding Your Career in Public Relations, November 1999

5.4 Invited Presentations at Howard University

Panelist, Tyree, Tia C. M. Junior Faculty Forum, APT Evaluator Panel. January 2022.

Panelists. Tyree, Tia C. M. Dessert with the Deans. November 2021.

Tyree, Tia C. M. Understanding Black Feminism, SLMC, Intro to Communication Theory, Fall 2017.

Tyree, Tia C. M. What is theory?, SLMC, Intro to Communication Theory, Spring 2017.

Co-Presenter, Informed Consent Workshop, Graduate School, 2013

Tyree, Tia, C. M. (Presenter). Slander, Libel and Consumer Rights To Free Speech Online, Constitution Day, Howard University, September 2013.

Tyree, Tia C. M., Organizer and Moderator, *If I Knew Then...*, Public Relations Student Society of America, HBCU Book – The Experience, Howard University Alumni Club of Greater Washington, D.C. Guest Instructor, October 19, 2011.

Tyree, Tia C. M. Panelist and Moderator, *Constitution Day Celebration at Howard University*, Howard University, September 19, 2011.

Tyree, Tia C. M. Panel Moderator, Howard University, *African Americans in Film and Television: 20th Century Lessons for the New Millennium Symposium*, April 2007

5.5 Student Mentored Papers [Presentations at Professional Meetings by Students]
N/A

5.6 Video Clips
N/A

5.7 Media Interviews

Tyree, Tia C. M. Expert Source. [Black people use Facebook more than anyone. Now they're leaving.](#) USA Today. December 2021.

Tyree, Tia C. M. Expert Source. [COVID on campus: A look into the pandemic's effect on future PR pros.](#) PR Week. August 2021.

Tyree, Tia C. M. Expert Source. [A Black Creator Made a Video About His Trauma. TikTok Turned It Into a Joke.](#) Rolling Stone. May 2021.

Tyree, Tia C. M. Special Guest. [Musings with Jo Muse.](#) March 2021.

Tyree, Tia C. M. Expert Source. [Biden's first news conference offers opportunity — and risk.](#) NBC News. March 2021.

Tyree, Tia C. M. Expert Source. [“There shouldn't be a difference': TikTok creators say app's racial inequities persist,](#) Yahoo!life. February 2021.

Tyree, Tia C. M. Guest. [The Doorstep: TikTok & the Normalization of Protests Around the World, with Dr. Tia C. M. Tyree,](#) January 2021.

Tyree, Tia C. M. Expert Source. [After three years of Me Too Movement, Welcome Act two - Turn words into action?](#) Independent. October 2020.

Tyree, Tia C. M. Expert Source. [Can Celebrity Activism Campaigns on Social Media Actually Make a Difference? Here's What an Expert Thinks.](#) Time. September 2020.

Tyree, Tia C. M. Expert Source. Celebrities Engaging in Social Media Activism. NBCLX, September 2020.

Tyree, Tia C. M. Expert Source. [Megan Thee Stallion's Creation of the Savage Feminist Was a Much-Needed Cultural Reset.](#) Pop Sugar. June 2020.

Tyree, Tia C. M. Guest. [Claiming Media Space for Women of Color with Dr. Tia C. M. Tyree.](#) Most Popular Podcast with Adrienne Trier – Bieniek. January 2020.

Tyree, Tia C. M. Expert Source. [A \\$98 Silk Nightcap Draws Comparisons To Sleep Bonnets, Claims Of Cultural Appropriation.](#) NBC News. July 2019.

Tyree, Tia C. M. Expert Source. [1619-2019: From Trauma to Triumph – A brief history of black hair braiding and why our hair will never be a pop culture trend.](#) BET, August 2019.

Tyree, Tia C. M. Expert Source. Beyonce and her history making Vogue cover (Radio Satellite Tour). Canadian Broadcasting Company Syndication, August 2018.

Tyree, Tia C.M. Expert Source. [Donald Glover, the performer holding a mirror to America,](#) Financial Times, May 2018.

Tyree, Tia C. M. Expert. Source. [The Rise of the Rap-tor: Inside Hip-Hop's Complicated Relationship With Hollywood,](#) Complex, May 2018.

Tyree, Tia C. M. Expert Source. [From the Met Gala to 'Insecure' and 'Atlanta,' what happens when the nuances of black women's hair care are celebrated?,](#) The Undeclared, May 2018.

Tyree, Tia C. M. Expert Source. [Online game to players: Don't touch black people's hair,](#) Associated Press, December 2017.

Tyree, Tia C. M. Expert Source. [Master Class: Howard University Professors Drop Real-World Knowledge,](#) Capitol Standard, July 2017.

Tyree, Tia C. M. Expert Source. [Beyoncé's 'Lemonade' album but a sip of her evolving feminist story,](#) USA Today, February 2017.

Tyree, Tia C. M. Expert Source. [Howard Homecoming An 'Epic' Piece of HBCU Identity For Students,](#) Alumni, WAMU 88.5 FM, October 2016.

Tyree, Tia C. M. Expert Source, [Sporadic Crawls to the Abyss: Surveying the Landscape of Blacks in the Mass and Social Media,](#) Howard Magazine, Summer 2016.

Tyree, Tia C. M. Expert Source, [Beyonce's Super Bowl Performance, BBC – 1](#) (About 50:40). (UK Domestic Channel), February 2016.

Tyree Tia C. M. Expert Source, [Can 'Underground' Break Free of the Slave Narrative's Traditional Tropes?](#) Vice, March 2016.

Tyree, Tia C. M. Guest, History and the Importance of Teaching at HBCUs. Taboo Talk, June 2015.

Tyree, Tia C. M., Expert Source, ['Selma' Movie Release, #BlackLivesMatter Debate Inspires Hope For More Media Diversity](#), International Business Times, January 2015.

Tyree, Tia C. M. Expert Source. Relevance of HBCUs Today and HBCU Experience - The Book Discussion, December 2014.

Tyree, Tia C. M. Expert Source. [Blacks, Hispanics have doubts about media accuracy](#), Associated Press, September 2014.

Tyree, Tia C. M., Expert Source, [Howard University students pump up Weather Service's "Beat the Heat" campaign](#). Washington Post. June 2014.

Tyree, Tia C. M. and Cathcart, C., Guests, INNERView, *HCBU Experience – The Book*, H.U.R. Voices Sirius/XM Channel 141, February 13-17, 2012.

Tyree, Tia C. M. and Cathcart, C., Guests, The Michael Eric Dyson Show, *HCBU Experience – The Book*, Various radio outlets, January 16-22, 2012.

Tyree, Tia C. M. and Bennett, Jabbar, Expert Commentary, *The State of HBCUs*, WEAA 88.9 FM, November 11, 2011.

Tyree, Tia C. M., Expert Commentary, *Stereotypes in Tyler Perry Films*, Sveriges Radio, March 12, 2011.

Tyree, Tia C. M., Expert Commentary, *PR Crisis in Nation's Capitol: Vincent Gray and Sulaimon Brown*, WHUR's Insight Segment of The Daily Drum with Harold Fisher, March 7, 2011.

Tyree, Tia C. M., Expert Commentary, [Lessons for the Future: Universities and Social Media](#), PRWeek, August 2009.

Tyree, Tia C. M., Expert Commentary, *BET Struggles to Relate with Black Viewers*. Morning Edition, National Public Radio, May 2008.

Tyree, Tia C. M., *Demonstrating Diversity Online*. This Week on IAOCblog.com, International Association of Online Communicators, May 2006

Tyree, Tia C. M., *Over 30 and Single: A Social, Professional and Financial Outlook*, Sister's Circle, WEEA 88.9 FM, January 11, 2004

6.0 SCHOLARSHIP – GRANTS

6.1 Funded Grants

Include PI or PDs, Title of project, Funding agency, period of funding and amount of funding.

Jumpstart, (\$175,000). 2020, 2021.

NOAA Center for Atmospheric Sciences at Howard University, \$14,999,999, One of 16 Principal Investigators from six U.S. and Puerto Rican institutions seeking to conduct minority and communication outreach research, 2011.

New Faculty Start-Up Grant, a \$50,190 grant to further research on rappers' presence in Hollywood films, Howard University, 2007.

The Children's Defense Fund, a \$5,200 grant to conduct television media research concerning children, December 2007.

Fund for Academic Excellence (\$473), a stipend given for travel expenses to cover costs of presented research scholarship at a conference, Howard University, 2006.

6.2 Unfunded Proposals

7.0 TEACHING

7.1 Howard University

7.1.1 Courses (include course title and dates taught in reverse chronological order)

Undergraduate Courses (Past Four Years Only for Space Reasons)

AY – Fall 2021-Spring 2022

SLMC410: Social Media & Intergr MKTG

SLMC491: CapComm Lab

CCMS – Dissertation Writing – Christin Smith

CCMS – Proposal Writing – Aisha Powell

AY – Fall 2020-Spring 2021

SLMC410: Social Media & Intergr MKTG

SLMC491: CapComm Lab

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AY- Fall 2019-Spring 2020
SLMC410: Social Media & Intergr MKTG
SLMC491: CapComm Lab

Graduate Courses (*Past Four Years Only for Space Reasons*)

AY- Fall 2020-Spring 2021
CCMS - Independent Study – Aisha Powell
CCMS – Dissertation Writing – Christin Smith

7.1.2 Student Supervision
N/A

7.1.3 Theses or Dissertations Directed

Advisor. Seeing Red: A Cultural Historical Analysis of Black Women in a Communist 1932 Russia. Aisha Powell. (Estimated Graduation 2022)

Advisor. “I saw things I imagined”: A Critical Discourse Analysis of Spirituality as a Communication Tool in Visual Albums by the Beyoncé and Solange from 2019 – 2020. Christin Smith, 2022.

Advisor. From Small Screen to Digital Screen: Issa Rae on HBO and Facebook. Morgan Smalls. 2019.

Advisor. The Oprah Winfrey Network’s Queen Sugar Television Series: A Cast Study on African-American Women Exemplary Representations On-Screen and Behind the Screens. Ollie Jefferson. 2019.

Advisor. “The Man With the Blue Beret: An Analysis of Independent Filmmaker Carlton Moss as Purveyor of Black History and Culture. Vanessa Moorer. 2019.

Advisor. Black Beauty Influencers & YouTube: A Discourse Analysis of Community, Culture, and Consumption. Ashley Ayers. 2018

Advisor. “Pictures Are Worth a Thousand Words: An Examination of Visual Framing in Civil Rights and Black Lives Matter Protest Photography.” Terry Marsh. 2018.

Advisor. “An Examination of Kendrick Lamar’s Lyrical Expressions of Black Masculinity, Christianity, and Black Liberation Theology.” Davia Crutchfield. 2017.

Advisor. “Investigating Three Influential YouTubers in Saudi Arabia: A Qualitative Content Analysis.” Noor Hameededdin. 2017.

Advisor. "Black Love Conquers All: A Textual Analysis of Black Women's Construction of Love in Hollywood." Brandale Mills. 2017.

Advisor. "We Are Family": Use of Facebook by African American College Students to Maintain Communalism. Neosho Ponder. 2015.

Advisor. Traveling Through The Information Highway: An Analysis of Internal Communications within the District Department of Transportation. Turnesha Fish. 2015.

Advisor. "If they refuse to hear us, we will make them feel us." A Case Study Evaluating Sybrina Fulton's Media Usage and Influence on Social Change. Morgan Kirby. 2015.

Advisor. Re-Routing Through Reality: A Case Study on Chad "Ocho Cinco" Johnson's Use of Reality Television to Change His Image. Keena Blackmon. 2015.

Advisor. "White Chicks with a Gangsta' Pitch": Gendered Whiteness in Mainstream Rap Culture (1989-2014). Melvin Williams. 2015.

Advisor. Representations of Black Masculinity in Tyler Perry films. Howard University. Chevon McGarrah. 2015.

Advisor. Staying Connected to Home: The Use of Social Media by the Howard University English-Speaking Caribbean Student Diaspora. Roger Caruth. 2013.

Advisor, African American's use of social media during President Obama's 2008 Election. Andre Nicholson. 2012.

Advisor. What's on Tonight?: A Content and Textual Analysis of Cable Programming in the Digital Era. Howard University. Andrea Fuller. 2012.

Advisor. Homegirls and Divas: A Thematic Analysis of Black Female Rap Videos From 2005-2011. Natasha Howard. 2012.

7.2 Other Universities

Undergraduate Courses

Introduction to Public Relations	Morgan State University	Fall 2011
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Graduate Courses

N/A

7.1.2 Student Supervision

N/A

7.1.3 Theses or Dissertations Directed

N/A

8.0 HONORS, AWARDS, AND OTHER DISTINCTIONS

<u>Year</u>	<u>Award</u>
2020	Faculty Service Award, Howard University
2017	Graduate Faculty Exemplar, Howard University
2015	Graduate Faculty Exemplar, Howard University
2011	Honorary Member, Golden Key International Honour Society, Howard University Chapter
2009	Honorable Mention, Center for Excellence in Teaching, Learning and Assessment Spring 2009 Syllabus Award Competition, Howard University
2007	Edward Bouchet Graduate Honor Society, an award given to minority doctoral students of distinction,
2006	Inez Kaiser Student of Color Award, an Association for Education in Journalism and Mass Communication award given to a minority public relations student
2001	Morgan State University Telecommunications Alumni of the Year Award, an award given to exemplary alumni

9.0 SERVICE

9.1 HU University Committees

General Education Committee, 2020-2021

Institutional Review Board, Member, 2018-2020

Program Prioritization Task Force, Academic Subcommittee, Member, 2017

HU Research Day on the Hill, Planning Committee, Member 2017

Provost Search Committee, Member, 2012

University Communications and Marketing Search Committee, Member, 2013

School of Communications Dean Search Committee, Member, 2013

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9.2 College-wide Committees

Ad Hoc Working Committee on Diversity, Chair, 2020-2021

Assessment Committee, Member, 2013-2021

Executive Committee, Member, 2020-2021

Schoolwide APT Committee, Chair, 2016-2018

Schoolwide APT Committee, Member, 2013-2016, 2018-2020

Co-Chair, Accreditation Committee, Howard University's Department of Strategic, Legal and Management Communications, 2013-2014, 2014-2015, 2015-2016

Ad Hoc Working Group for Recommendation 306, 2012-2013

9.3 Departmental Committees

APT, Department, Chair, Spring 2021

Member, Graduate Faculty, 2010 - Present

Chair, Search Committee, 2018-2019

Member, Ad Hoc Committee on Prerequisites, 2018

Chair, Ad Hoc Committee on Hiring Practices and Protocol, 2018-2019

Member, Departmental Executive Committee, Howard University's Department of Strategic, Legal and Management Communications, 2013-2016

Member, Departmental Curriculum Committee, Howard University's Department of Journalism, 2008-2013

Member, Departmental Executive Committee, Howard University's Department of Journalism, 2008-2013

Member, Ad-Hoc Research Committee, Howard University's Department of Journalism, 2007-2008

Member, Admissions Committee, Mass Communication and Media Studies Graduate Program, 2008-Present

9.4 Professional/Community Service

8/20/22

Reviewer, 2022 GIFT Competition, AEJMC's Public Relations Division, 2022

Chair, Subcommittee on HBCUs and HSIs, Public Relations Society of America, 2021-2022

Faculty Organizer, Edelman HBCU Summit – September 2020

Editorial Board Member, Journal of Public Relations Education, 2020-Present

Judge, The Mount Royal Science Fair, March 2020

Event Organizer, A celebration of HBCUs, Midtown Academy, February 2016, 2017, 2018

Presenter, Understanding prejudice, race and hate, Midtown Academy, February 2018.

Presenter, Understanding and dealing with social media, Midtown Academy, March 2018 Judge,

Ketchum Break Through Awards, 2017

Co-Founder and Conference Organizer. Social Media Technology Conference & Workshop, 2010-Present.

Guest Speaker, Understanding and Comparing Cultures, The Midtown Academy, February 2016.

Commencement Speaker, Mount Royal Elementary/Middle School, June 2015.

Guest Speaker, Understanding Black History Month, The Midtown Academy, February 2015.

Presenter and Meeting Coordinator, How to Create a Strategic Plan, Jack and Jill of America, Inc., December 2014.

Exhibitor for NCAS, Girl Power Program – Johns Hopkins University APL - 2014, 2015, 2016

Exhibitor for NCAS, Act on Climate - Howard Theater - Earth Day, April 2014.

Judge, 2014 Nielson Case Study Competition, 2014

Judge, 45th annual PRSA-NCC Thoth Awards, Public Relations Student Society of America, 2013

Judge, 44th annual PRSA-NCC Thoth Awards, Public Relations Student Society of America, 2012

Judge, Public Relations Student Society of America, PRSSA 2010 Bateman Case Study Competition, May 2010

Judge, Best Circulation Promotion and Best Lifestyles Section, NNPA Merit Awards Competition, 2009, 2010

Volunteer, Wide Angle Youth Media, Baltimore, Maryland, 2008-2009

Judge, 2007 U.S. Army Public Affairs Community Relations Awards, February 2008

Panelist, National Broadcasting Society, Personal Experiences in Public Relations, Spring 2003

Panelist, D.C. Office of the Chief Financial Officer, Executive Media Training Seminar, February 2000

Scholarly Reviewer

AEJMC's Public Relations Division, 2022

Sociology Inquiry, 2021

The Communication Review, 2021

Journalism & Communication Monographs, 2020

Psychology of Popular Media, 2020

Journal of Communication Inquiry, 2019

Sage Publishing, 2019

Pearson, 2017

Palgrave, 2017

Rowan & Littlefield, 2017

Ethnic and Racial Studies, 2017

Howard Journal of Communications, 2012, 2013, 2014, 2016, 2017

AEJMC, 2014, 2016

Journal of Media and Communications Studies, 2011

International Journal of Media and Cultural Politics, 2011

Communication, Culture and Critique, 2010, 2011, 2013

Journal of Black Studies, 2010

Journal of Communication, 2008

Allyn & Bacon, 2007

9.5 Public/University Service

Director, Principles of Speech TA Program, Spring 2022

Assistant Chair, Department of Strategic, Legal and Management Communications, 2013-2016, 2019 - 2020

Advisor, Public Relations Student Society of America, Howard University, 2008-2014, 2015-

Chair, Department of Journalism, 2012-2013

Advisor, Alpha Eta-Gamma Sigma Sigma Chapter, Howard University, 2010-2013

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Public Relations Sequence Coordinator, Howard University's Department of Journalism, 2010-2013

Public Relations/Advertising Sequence Coordinator, Howard University's Department of Journalism, 2008-2009

Newsletter Advisor, Annenberg Honors Committee, Howard University's School of Communications, 2007-2009

10.0 MEMBERSHIPS IN PROFESSIONAL SOCIETIES

Name of Organization	Position	Year
The Public Relations Society of America,	Member	2004-2018/2021
National Communication Association	Member	2011-2022
Association for Education in Journalism and Mass Communication	Member	2007-2008
Popular Culture Association	Member	2019-2022

11.0 SPECIALIZED TRAINING, CERTIFICATIONS AND FELLOWSHIPS

Diversity, Equity and Inclusion in the Workplace in the Workplace, University of Southern Florida, 2021

Chairs Leadership Academy, Howard University, 2021

Harassment and Discrimination Prevention Certificate, 2019

Social Marketing Certification, Hootsuite Academy, 2019

Hootsuite Platform Certification, Hootsuite Academy, 2018

Customer Service Training, Howard University, 2018

Fellow, The Faculty Seminar, Television Academy Foundation, 2016

Research Education and Compliance Training Certification, Office of Sponsored Programs from Howard University, Spring 2008, 2011, 2015

Collaborative Institutional Training Initiative (CITI), Howard University, 2011, 2013, 2015, 2018

Chairs and Directors Training, Howard University, 2012, 2014

Unconscious Bias Training, Howard University, 2015

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Office of University Communications and WHUT Media Training, Howard University, February 2014

New Media Academic Summit, Edelman, June 2010 and June 2014.

ACE Leadership Academy for Department Chairs, American Council on Education, 2012

Supervisor Training, Howard University, September 2012.

Distance Learning Certification, Center for Excellent in Teaching, Learning and Assessment from Howard University, June 2010.

Blackboard Certification, Center for Excellent in Teaching, Learning and Assessment from Howard University, May 2008.

QPR Suicide Prevention Gatekeeper Program, January 2008.

Advertising Education Foundation, Visiting Professors Program, BBDO Worldwide, July 2008

REFERENCES

Available upon request.