

Brandale Mills Cox, Ph.D.

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Education

Ph.D., Communication, Culture & Media Studies
Howard University – Washington, D.C.

M. A. Degree, Mass Communications and Media Studies
Howard University – Washington, D.C.

B. A. Degree, Print Journalism; Minor: Psychology
University of New Mexico – Albuquerque, New Mexico

Teaching

*Howard University – Assistant Professor, Communications Studies Department
August 2022 – Present*

Courses Taught: Advanced Public Relations Writing, Cocurricular, CapComm, Introduction to Communications & Professional Development and Introduction to Strategic Communications, Public Affairs & Management

*Central New Mexico Community College – Communications Full-Time Faculty
August 2018 – August 2022*

Courses Taught: Public Speaking; Interpersonal Communications (In person and Online), Gender and Communications (In person and Online)

*Western Wyoming Community College – Adjunct Faculty
January 2020 – August 2022*

Courses Taught: Public Speaking (Online), Interpersonal Communications (Online) and Persuasion (Online)

*University of New Mexico – Adjunct Faculty
August 2020 – May 2021*

Courses Taught: Promotion Management (Online)

Norfolk State University – Assistant Professor, Spartan Echo Advisor and Graduate Program Coordinator; August 2017 – May 2018

Courses Taught: Society and Mass Communications; Communications Research Methods (Graduate), Film Criticism

Howard University – Teaching Associate: August 2013 – May 2017

Courses Taught: Principles of Speech

Northern Virginia Community College – Adjunct Faculty: August 2014 – August 2017

Courses Taught: Interpersonal Communication and Principles of Public Speaking

Community College of Baltimore County – Adjunct Faculty: August 2014 – August 2017

Courses Taught: Human Communication

University of Phoenix – Faculty Member: November 2011 – August 2013

Courses Taught: Creative Minds & Critical Thinking and Media Influences on American Culture

Research

- Mills Cox, B. (Summer 2026 publication). Watching While Black Rebooted! The Television and Digitality of Black Audiences Book Review. *Critical Studies in Television*.
- Mills Cox, B. (2026). "Beyond the Classroom: How Anti-DEI Laws at HBCUs Impede Student Success and Career Readiness." Book chapter in: *The War on Woke: Autoethnographic Narratives of Struggle, Defiance, and Hope*. (Publication pending).
- Mills Cox, B., Kim, S. (2025). Advancing Racial Equity in Public Relations: Analyzing Representation, Inclusion, and Accountability Through a Critical Race Theory Lens. (*Completed Paper, submission pending*).
- Kim, S.; Mills Cox, B. (2026). Application of Community Cultural Capital to Reframe Perceptions of Individual and Collective Efficacy in Public Relations. (*Submitted to Public Relations Journal*)
- Mills Cox, B. (2025). Reel Mothers: Millennial Perceptions of Motherhood in Television and Film. (*Under review – Popular Culture Studies Journal*).
- Mills Cox, B. (2025). Aligning Corporate Social Responsibility, Diversity, Equity, and Inclusion and Public Relations Strategies: An Analysis of Top Consumer Brands and their Implementation of DEI Practices. *Howard Journal of Communications*.
- Tomlinson, A., & Cox, B. M. (2025). Portraying Black Love in the Media: Bridging the Gap Between Representations and Real-Life Experiences of Black Romantic Relationships and Families. *Journal of African American Studies*, 1-19.
- Mills Cox, B., Kirby, M., Goodman, J. (2024). Public Relations and Social Activism: Examining Public Relations and Social Justice Curriculum (Work in Progress).
- Mills Cox, B., Goodman, J. (2024). Reimagining Black Love in Cinema: Black Women Filmmakers and the Cultural Production of Race and Romance in Hollywood. *Critical Studies in Mass Media – Special Edition*.
- Mills, B. (2019). Old Stereotypes Made New: A Textual Analysis on the Tragic Mulatto Stereotype in Contemporary Hollywood. *Howard Journal of Communication*.
- Mills, B. (2018). *Black Women Filmmakers and Black Love on Screen*. Routledge Press.
- Mills, B.; Divil, M.; Williams, L.; Tyree, T. (2017). How Minorities Use Social Media During Weather Related Crises: Results of a U.S. National Weather Survey. In T.C. M. Tyree & K. Langmia (Eds.), *Social Media: Culture and Identity*.

Scholarly Presentations and Conferences

- Mills Cox, B., Kim, S., Williams, A. & Tindall, N. T. J. (2025, Aug. 7-10). "Advancing Racial Equity in Public Relations: Analyzing Representation, Inclusion and Accountability Through a Critical Race Theory Lens," Annual Conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA, United States.
- Mills Cox, B. (2025). "Reel Mothers: Perceptions of Motherhood in Television and Film." Cathy Hughes School of Communications Research and Creative Works Day. April 2025, Washington, DC.
- Mills Cox, B. (2023). Class Preparation 101. Presented to Howard University's School of Communications Teaching Associate. April 2024, Washington, DC.
- Mills Cox, B. (2023). The "Woke" Brand: How the Social Justice Movement of 2020 Shifted Corporate Social Activism. National Communications Association (NCA). November 2023, Washington, DC.
- Mills Cox, B., Goodman, J. (2023). Reimagining Black Love in Cinema: Black Women Filmmakers and the Cultural Production of Race and Romance in Hollywood. International Communications Association (ICA). May 25, 2023, Toronto, Canada.
- Mills Cox, B. (2023). Howard University Doctoral Career Pathways Conference: Start-ups and Entrepreneurial Careers Panel Discussion. March 2021, Virtual.
- Mills Cox, B. "The Woke Consumer: Evaluating Buying Trends in BIPOC Communities Amid COVID-19 and the Social Uprisings of 2020." Quirks. November 2021, NY, New York.

- Mills, B. “Old Stereotypes Made New: A Textual Analysis on the Tragic Mulatto Stereotype in Contemporary Hollywood. Association for Education in Journalism and Mass Communication (AEJMC). August 6, 2018, Washington, DC.
- Mills, B.; McWhorter, C.; Kirby, M. “Exploring Critical Literacy Through Rhetoric, Relationships, Stereotypes and Identities of Black Women in Will Packer’s film, *Girls Trip*.” Pop Culture Association Conference. March 29, 2018, Indianapolis, IN.
- Mills, B. “Black Love Conquers All: A Review of Literature Examining Female and Love Representation in the Media,” Long Beach International Indie Film, Media and Music Festival. September 1, 2017, Long Beach, CA.
- Mills, B. “Anacostia Beyond the Headlines: A Critical Ethnographic Study” National Communication Association Panel Discussion. November 2015, Las Vegas, NV.
- Mills, B. Social Media Technology Conference & Workshop. Panel Session: “Social Identity: A Theoretical Approach to Social Media Research,” October 2015, Washington, DC.
- Mills, B. & Valentin, A. Union for Democratic Communication Conference at the University of Toronto. Presenting: “The Transition: An Examination of Black Female Journalists’ Departure from the Newsroom to the Blogosphere,” May 2015, Toronto, Canada.
- Mills, B. Thirteenth Annual International Conference on Communication and Mass Media. Presenting: “Social Media as a Recruitment Tool: An Analysis of How Universities Utilize Social Media to Engage Prospective Students,” May 2015, Athens, Greece.
- Mills, B. Howard University Research Day. Presenting: “Julia and the Scandal of stereotypes in prime-time network television,” April 2015, Washington, DC.
- Mills, B. International Communications Association (ICA) Partnership for Progress on the Digital Divide Preconference. Presenting: “Blurred Lines: The multiracial World Wide Web,” May 2014, Seattle, WA.
- Mills, B. “Paul Gilroy and *The Black Atlantic*,” The Legacy of Stuart Hall Panel Discussion, Howard University, March 2014.

Invited Speaking Engagements

- Presenter, IIEE North America. “From Insights to Action: Market Research for Social Equity.” April 2025.
- Panel Discussion. “Breaking Barriers: Navigating Inclusivity in PR and Communications.” Hosted by The Zeno Group. September 2024.
- Workshop Facilitation. “Creating Culturally Inclusive Communications Strategies.” National Travel Association. November 2023.
- Research Presentation. “Community Insights for Pet Fostering Presentation.” Maddie’s Fund. October 2023.
- Webinar Participant, The Nova Collective – “DEI Data: If You Don’t Measure It You Can’t Change It.” April 2023.
- Presenter, Insights Association – “Diversity in Research.” April 2023.
- Guest lecturer, Howard University (African American Issues Class) – “Unpacking Black Love in Films Directed by Black Women.” March 2023.
- Racial Contract Lecture Series Discussion Facilitator; New Mexico Black Leadership Council; December 2020.
- Guest lecturer, Norfolk State University - “Stereotypes in Will Packer’s film, ‘Girls Trip.’” April 2018.
- “The Truth About the Mass Communications and Journalism Industry” Panel facilitator; MCJR (Mass Communications and Journalism) Week; Norfolk State University. September 2017.
- Community forum facilitator for “Peace Officer” movie screening sponsored by WETA, Washington, DC’s PBS affiliate. April 2016.

University and Department Service

- Howard University, Adopt-A-Team Faculty Advisor, Spring 2024
- Howard University, Public Relations Student Society of America (PRSSA) Faculty Advisor, 2022-Current
- Howard University, Communications Studies Curriculum Committee, 2023 - Current
- Howard University, Lambda Pi Eta Faculty Advisor, 2022 – Current
- Howard University, School of Communications Student Affairs & Grievance Committee Member, 2022 – Current
- Central New Mexico Community College, Critical Pedagogy Coalition, 2022
- Central New Mexico Community College, Communications Department Full-time faculty search committee; 2020
- Central New Mexico Community College Black History Month Committee; 2020 & 2021

- Central New Mexico Community College Equity Council Member; 2019
- Norfolk State University Media and Communications Graduate Program Coordinator; 2017 – 2018
- Norfolk State University Mass Communication and Journalism Curriculum Committee; 2017 – 2018
- Norfolk State University Mass Communication and Journalism Search Committee Member; 2017 – 2018
- Norfolk State University Spartan Echo Faculty Advisor; Spring 2018
- Norfolk State University Media and Communications Master’s Program Assessment Coordinator. Fall 2017

Committees

- Dissertation Committee Member. Decolonizing African Feminist Spaces through Performance Activism. Ama Appiah-Kubi. 2024-2025
- Dissertation Committee Member. #Storytime with a Black Mama: A Critical Technocultural Discourse Analysis of Black Mom Instagram Influencers. Imani Cabassa-George. 2024-2025
- Interdisciplinary Capstone Project Committee Member – Haley Gullett, “Light tree Film Website Re-Design.” May 2024.

Professional Development and Grant Research Support

- National Endowment for Humanities HBCU Research Grant. Submitted April 2024.
- Junior Faculty Forum: APT Part 2: Perspective and Insights from Applicants for Promotion & Tenure – February 2024
- School of Communication NTT: Professional Development on Collaboration – February 2024
- Emerging Young Entrepreneur Cohort – National Minority Supplier Diversity Council – March 2021 – February 2022
- WIRe Accelerate Program – January 2021 – December 2021
- Television Academy Foundation Seminar Faculty Fellow – November 2018
- Cooperative for Teaching and Learning (CTL) New Faculty Institute, 2018
- Principal Investigator, “Summer Research Support Grant,” Norfolk State University, \$5,000 – Summer 2018
- Hines Professional Development Fund, \$500 – Spring 2014

Media Appearances

- *ESSENCE MAGAZINE* – 55th Anniversary Edition, “[Beyond the Pages: Before it was a brand, it was a birthright. ESSENCE made space – then made history.](#)” July/August 2025.
- *Girls United – Essence.Com*. LTAI: Is College Worth Attending? May 2025.
- *The Malindi Press*. “[Rooted in Purpose: How Dr. Brandale Mills Cox Bridges Academia, Media, and Advocacy.](#)” May 2025.
- *The Tamron Hall Show*, “Millennial Mid-Life Crisis.” January 2025.
- *El Periodico*, “[Kamala Harris se propone resucitar la euforia de la era Obama.](#)” July 2025.
- *The New York Times*, “[Being a Mother Is Hard Work. Is It Actually Harder on Millennial Moms?](#)” May 2024.
- *The Grio*, “[‘The Millennial Motherhood Experience’ study underscores why Black women need pay equity.](#)” July 2023.
- *The Bump*, “[73 Percent of Millennial Moms Share This Parenting Style.](#)” July 2023.

Awards, Fellowships and Study Abroad Opportunities

- Diversity Action Alliance, Top 50 Communicators GEMS. September 2024.
- Albuquerque Business First’s “40 under 40” (2021).
- Phoenix Award; The Pyramid Project, June 2018.
- Bouchet Honor Society Member. April 2017.
- BEA (Bridge Education Abroad) Institute Study Abroad Program. Cape Town and Johannesburg, South Africa; June 2016.
- Ithaca College FLEFF (Finger Lakes Environmental Film Festival) Fellowship. Graduate Fellow; April 2014.

Creative Projects and Reports

- Mills Cox, B. (2023) “Community Insights for Pet Fostering.” Inclusive Market Research Group.
- Mills Cox, B. (2023). “The Millennial Motherhood Experience.” Inclusive Market Research Group.
- Mills Cox, B. and Esparza, D. (2021). “Consumer Segment Buying Habits During COVID-19: An in-depth look at Black and Hispanics Buying Trends during the Social Justice Movement of 2020.” Inclusive Market Research Group & Esparza Advertising.

Professional/Community Service Organizations

- Public Relations Society of America (PRSA)
- International Communications Association (ICA)
- Delta Sigma Theta Sorority, Inc. (Albuquerque Alumnae Chapter)
- African-American Greater Albuquerque Chamber of Commerce
- ColorComm – Business organizations for women of color in communication industry
- Qualitative Research Consultant Association (QRCA) – Business Development SIG Chair
- Women in Research (WIRe)

Related Professional Experience

- Principal & Founder: Inclusive Market Research Group, LLC 03/2019 – Present
- Director of Communication: Bernalillo County DA’s Office 07/2020 – 1/2022
- Media Specialist: United States Census Bureau 07/2019 – 07/2020
- Senior Writer: Houston Independent School District 11/2012 – 08/2013
- Senior Event Coordinator: National Diversity Council 08/2011 – 11/2012
- PR Consultant: Shoot 2 Score & Houston Citizens Chamber of Commerce 03/2010 – 03/2015
- Public Relations Coordinator: McKinney & Associates 01/2009 – 09/2009