**Curriculum Vitae**

**MIA MOODY-RAMIREZ, Ph.D.**

Professor of Journalism and Chair

Department of Journalism, Public Relations & New Media, Baylor University

One Bear Place #97353

Waco, TX 76798-7353

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Website: www.miamoody.org

**Formal Education:**

Ph.D. 2006) Journalism University of Texas, Austin

Dissertation Title: Black and Mainstream Press’ Framing of Racial Profiling. Advisor: Dr. Stephen D. Reese

M.A. (2001) Journalism Baylor University, Waco, Texas

Thesis title: Magazine Advertisements’ Influence on Body Image Satisfaction Based on Race, Gender and Socioeconomic Status

Advisor: Dr. Lianne Fridriksson

M.S.Ed. (1998) Educational Psychology Baylor University, Waco, Texas

B.A. (1990) Journalism Texas A&M, College Station, Texas

**Academic Appointments:**

June 2019-present Professor and Chair, Department of Journalism, Public Relations & New Media, Baylor University, Waco

Aug. 2018-present Professor, Graduate Program Director, Department of Journalism, Public Relations & New Media, Baylor University, Waco

Aug. 2013-present Associate Professor, Graduate Program Director, Department of Journalism, Public Relations & New Media, Baylor University, Waco

2008-Aug. 2013 Assistant Professor, Department of Journalism, Public Relations & New Media, Baylor University, Waco

Aug. 1991-Aug. 2008 Lecturer, Department of Journalism, Baylor University, Waco

Fall 2001-Spring 2003 Graduate Assistant/Lecturer, School of Journalism, University of Texas, Austin

**Research Interests:**

The framing of people of color, women and political candidates (particularly via user-generated content).

**Books:**

Moody-Ramirez, M., Cole, H. (2018). *Race, Gender & Image Repair Case Studies in the Early 21st Century.* Lexington Press.

Dates, J. & Moody-Ramirez, M. (2018). From Blackface to Black Twitter: Reflections on Black Humor, Race, Politics & Gender. Peter Lang.

Moody, M., Dates, J. (2013). *The Obamas and Mass Media: Race, Gender, Religion, and Politics*. Palgrave Macmillan.

Moody, M. (2008). *Black and Mainstream Press’ Framing of Racial Profiling: A Historical Perspective*. University Press of America.

**Refereed Articles:**

Moody-Ramirez, M., Byerly, C., Mishra, S., & Waisbord, S. R. (2023). Media Representations and Diversity in the 100 Years of Journalism & Mass Communication Quarterly. *Journalism & Mass Communication Quarterly*, *100*(4), 826-846. <https://doi-org.ezproxy.baylor.edu/10.1177/10776990231196894>

Moody-Ramirez, M. & Subervi, F. Hayg, & Guajardo, E. (2024). Gender, Ethnic/Racial Representation in AEJMC Demographics, Research and Leadership: How Much and What Type of Progress. *Journalism Educator.*

Established in 1944, Journalism & Mass Communication Educator (JMCE) addresses the professional needs of the journalism and mass communication educator and administrator on both collegiate and secondary levels. Publishing quarterly, JMCE is the largest, highest circulation, and oldest of any scholarly journal in the world devoted to education in journalism, public relations, advertising, mass communication, media studies and related fields.

CiteScore 1.900 Education 745 out of 1469 | Communication 182 out of 493.

Bland, D.; Moody Ramirez, M.; Platenburg, G.; Lowe., M. &  Mosley, L. (2024) Facebook Framing of the First Female U.S. Vice President: An Intersectional Approach to Analyzing Memes Depicting Kamala Harris, *Howard Journal of Communications*, DOI: [10.1080/10646175.2023.2289974](https://doi.org/10.1080/10646175.2023.2289974)

\*1.0 (2022) Impact Factor, 1.3 (2022) 5 year IF, 2.4 (2022) CiteScore (Scopus).

Moody-Ramirez, M., Byerly, C., Mishra, S., & Waisbord, S. R. (2023). Media Representations and Diversity in the 100 Years of Journalism & Mass Communication Quarterly. *Journalism & Mass Communication Quarterly*, 100(4), 826-846. https://doi-org.ezproxy.baylor.edu/10.1177/10776990231196894

[Impact Factor:**3.6**/ 5-Year Impact Factor:**4.5**](https://journals-sagepub-com.ezproxy.baylor.edu/metrics/jmq)

Moody-Ramirez, M., Bland, D., & Platenburg, G. (2023). The 2020 Presidential Election: An Examination of the Social Media Messaging of Divine-9 Sororities & Fraternities. *Southwestern Mass Communication Journal*, *38*(2).

Moody-Ramirez, M., Guajardo, E. (2022). Representations of Mexican immigrants in 2019 immigration themed Memes. *International Communication Research Journal*.

Venegas, E.; Scott, L.; LeCompte, K.; Moody-Ramirez, M. & Zhu, Y. (2021). [Engaging in “dangerous discussions”: Fostering cultural competence through the analysis of depictions of college life in popular films.](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uoBTTDEAAAAJ&cstart=20&pagesize=80&citation_for_view=uoBTTDEAAAAJ:vnF2_uLGgtgC) *Journal of Diversity in Higher Education* 14 (1), 37, 202

Moody-Ramirez, M., Tait, G., Bland, D. (2021). An Analysis of George Floyd-Themed Memes. The *Journal of* *Social Media in Society.* Vol. 10, No. 2

Nichols, C., Moody-Ramirez, M. & Carr Hudson. (2021). Sex, Lies & Shaming: An Essay on the Beginning of the Call-Out Culture and the Legal Response. Journal of Law and Technology at Texas.

Bland, D. & Moody-Ramirez, Mia (2020). Black Twitter Representations of# Kavanaugh Hearing.  *Journal of Research on Women and Gender, 10*(1), pp. 43-70.

Geertsema-Sligh, M., Bachman, I. Moody-Ramirez, M. (2020) Educating Journalism Students on Gender and Inequality. Journalism and Mass Communication Educator.

Rogers, R., Moody-Ramirez, M. & Rogers, F. (2019). Activist Knitting: How stitching together something so simple has created a movement. *Journal of Research on Women and Gender* (5)1.

Venegas, E. M., Scott, L. M., LeCompte, K. N., Moody-Ramirez, M., & Zhu, Y. (2019, November 7). Engaging in “Dangerous Discussions”: Fostering Cultural Competence Through the Analysis of Depictions of College Life in Popular Films. Journal of Diversity in Higher Education.

Moody, M. & Church, A. (2019). Analysis of Facebook Meme Groups Used During the 2016 US Presidential Election. Social Media+ Society 5 (1), 2056305118808799

*Moody-Ramirez, M. (2019).* [*Race Issues in Media Coverage*](javascript:void(0))*. The International Encyclopedia of Journalism Studies, 1-8*, ed. Tim Vos and Folker Hanusch

Moody, M., Cole, H. (2018). Victim Blaming in Twitter Users’ Framing of Eric Garner and Michael Brown*. Journal of Black Studies.*

Moody-Ramirez, M.& Fassih, L. (2017). Citizen Framing of Wendy Davis on Twitter, Tumblr and Pinterest. *Journal of the American Studies Association of Texas* (47).

Moody, M. & Fassih, L. (2017). Representations of *Lean in* and the *Feminine Mystique* on Pinterest. *Journal of Research on Women and Gender* (5)1.

Tait, G., Moody, M., Fears, L., Smith, C., Randle, B. (2016). Citizen Framing of Ferguson in 2015: Visual Representations on Twitter and Facebook. *Southwestern Mass Communication Journal*.

Brown, R. Moody, M., Lin, D., (2016). Content Analysis: YouTube Responses to President Obama’s “Amazing Grace” Rendition. *Advances in Social Sciences Research Journal*, (3) 9.

Moody, M., Lin, D., Skinner, K. (2016). Twitter Analysis of Tweets that Emerged after the #Wacoshooting. *Advances in Social Sciences Research Journal*, (3) 9.

Moody, M., Tait, G., Fears, L., Smith, C., Randle, B. (2016). Citizen Framing of #Ferguson on Twitter.” *The Journal of* *Social Media in Society*.

Moody-Ramirez, M. Scott, LM. (2016). [Rap Music Literacy: A Case Study of Millennial Audience Reception to Rap Lyrics Depicting Independent Women](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uoBTTDEAAAAJ&cstart=20&citation_for_view=uoBTTDEAAAAJ:YFjsv_pBGBYC). *Journal of Media Literacy Education* 7 (3), 54-72

Moody, M., Lewis, T., Murray, B. (2015). The 2013 Steubenville rape case: an examination of framing in newspapers and user-generated content. *Southwestern Mass Communication Journal*.

Neill, M.S., & Moody, M. (2015). Who is responsible for what? Examining strategic roles in social media management, *Public Relations Review*, 41 (1), 109-118. http://dx.doi.org/10.1016/j.pubrev.2014.10.014

Burleson, C. & Moody (2014). Sixteen Ain’t So Sweet: Longitudinal Study of Jasper Texas. *Journal of the American Studies Association of Texas* (45).

Moody, M., Hamilton-Short, I., Mitchell, K. (2014). Guilty by Association: An analysis of Shaunie O’Neal’s online/on-air image restoration tactics. *Journal of Research on Women and Gender* (5)1.

Moody, M., Cohen, L. & Fournon, C. (2013). Negativity in Twitter: How politicians are adapting to social media.  *Mass Communication Journalism* (3) 3.

Moody, M., Subervi, F. Oshagan, H. (2013). Ethnic/racial minorities' participation in AEJMC. *Journalism & Mass Communication Educator* (68)2.

Moody, M., Burleson, C. (2013). [Utilizing Service-Based, Collaborative Teaching in Journalism Courses](http://aejmc.us/spig/2013/utilizing-service-based-collaborative-teaching-in-journalism-courses). *Teaching Journalism and Mass Communication.*

Moody, M. & Bates, E. (2013). Best practices for incorporating SEO tactics into PR courses from a constructivist approach. *Journalism & Mass Communication Educator* (68)1

Moody, M. (2012). New media-same stereotypes: An analysis of social media depictions of President Barack Obama and Michelle Obama (8) 1. *Journal of New Media and Culture.*

Moody, M. & Brown, J. (2012). Not ready to play nice: an analysis of negativity in the news releases of 2007 presidential primary. *Southwestern Mass Communication Journal* (22) 1.

Moody, M. (2012). Nappy-Headed Ho: An analysis of creative and imaginative shared representations of Black women. *Journal of Research on Women and Gender (4) 1*. <http://jrwg.mcgs.txstate.edu/submissions/copyright/untitled25.html>

Burleson, C. & Moody, M. (2011). Through a glass darkly: A comparison of Jasper Newsboy coverage with elite publications during the James Byrd Jr. Murder. *Journal of the American Studies Association of Texas (42)1.*

Moody, M. (2011). Jon & Kate Plus 8: A case study of image repair, social media and the resulting media frames of celebrity divorce. *Public Relations Review. (37)4,* 405-414. <http://www.sciencedirect.com/science/article/pii/S0363811111000749>

Moody, M. (2011). A rhetorical analysis of the meaning of the “independent woman” in the lyrics and videos of male and female rapper. *American Communication Journal (13)1.* [*http://ac-journal.org/journal/pubs/2011/spring/Moody-Ramirez.pdf*](http://ac-journal.org/journal/pubs/2011/spring/Moody-Ramirez.pdf)

Moody, M, (2011). The Meaning of “Independent Woman” In Music. *ETC: A Review of General Semantics.* April 2011.

Tariq, A. and Moody, M. (2010). Barack Hussein Obama: Campaigning While (Allegedly) Muslim. *American Communication Journal (ACJ)* American Communication Journal (11) 4.

<http://acjournal.org/holdings/vol11/04_Winter/Articles/110407%20Campaigning%20while%20Allegedly%20Muslim.pdf>

Moody, M. (2010). Teaching Twitter and Beyond: Tips for Incorporating Social Media in Traditional Courses. *AEJMC Journal of Magazine & New Media Research.* (11)1, 2. <http://aejmcmagazine.arizona.edu/Journal/Spring2010/Moody.pdf>

Moody, M, Dorries, B., & Blackwell, H. (2009). How National Media Framed Coverage of Missing Black and White Women. *Media Report to Women/*Peer reviewed by editor, (37)4.

**Special Issue Co-Editor**

Moody-Ramirez, M. & Perry Jr., E. (2022). [Special Issue Introductory Essay](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uoBTTDEAAAAJ&cstart=20&pagesize=80&citation_for_view=uoBTTDEAAAAJ:NtCmTCuxid4C) on the Black Lives Matter Movement. Issue editor. Journalism & Mass Communication Quarterly, 10776990221109007, 202.

Journalism & Mass Communication Quarterly (JMCQ) is the flagship journal of the [Association for Education in Journalism and Mass Communication](http://www.aejmc.org/) (AEJMC). It is a quarterly, peer-reviewed journal ranked in the Journal Citation Reports that focuses on research in journalism and mass communication. Established in 1924, JMCQ or the Quarterly is the oldest refereed scholarly journal in mass communication and provides leadership in scholarship for the field. [Impact Factor:**3.6**/ 5-Year Impact Factor:**4.5**](https://journals-sagepub-com.ezproxy.baylor.edu/metrics/jmq)

**Invited Articles/Essays**

Moody-Ramirez, M., Bland, D. & Cole, H. (2021). A Case Study of BBQ Becky-Themed Memes.

Mass Communication and Society Division of AEJMC.

Moody-Ramirez, M. (2022). [Memes and Representations of Race: An Analysis of Historical Representations of Welfare](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uoBTTDEAAAAJ&cstart=20&pagesize=80&citation_for_view=uoBTTDEAAAAJ:Kqc1aDSOPooC). Journal of American Folklore 135 (538), 471-476, 202

Moody-Ramirez, M. (2022). [Committing to Excellence in Diversity and Accreditation](https://scholar.google.com/citations?view_op=view_citation&hl=en&user=uoBTTDEAAAAJ&cstart=20&pagesize=80&citation_for_view=uoBTTDEAAAAJ:h168fVGZblEC). AEJMC Minorities and Communication Division Teaching Race: Struggles, Strategies, and Scholarship for the Mass.

Crawford, J., Kononova, A., Moody-Ramirez, M., Bronstein, C. (2021). [Whitepaper: Covid-19, Free Speech, Hate Speech: Implications for Journalism Teaching](https://www.aejmc.org/home/wp-content/uploads/2021/04/WhitePaper_free-speech-and-covid-19-AEJMC-PFR-essay.pdf). AEJMC website.

**Refereed Conference Paper Presentations:**

Moody-Ramirez, M. & Subervi, F. Hayg, & Guajardo, E. (2023). Gender, Ethnic/Racial Representation in AEJMC Demographics, Research and Leadership: How Much and What Type of Progress. AEJMC 203 Conference in Washington DC.

\*Top Paper

Sharon, Moody-Ramirez, M. & Platenburg, G. (2023). Integrated Newsrooms and DEI: An Examination of Workplace Satisfaction and Pressing Issues for Black Journalists in the Digital Age AEJMC 2023 Conference in Washington DC.

\*Top Paper

Mishra, S. & Moody-Ramirez, M. (2023). “Navigating Selling and Solidarity: How Black-Owned Businesses Navigate Crisis and Manage Change,” 73rd Annual ICA Conference in Toronto.

Moody-Ramirez, M.; Alam, S. & Walkes, M. (2022). From Blackface to TikTok: An Analysis of Cultural Appropriation-Themed Memes. 2022 SWEJMC symposium held at Baylor University.

Moody-Ramirez, M. & Bland, D. Platenburg, G., (2022). The 2020 Presidential Election: An Examination of the Social Media Messaging of Divine-9 Sororities & Fraternities. 2022 SWEJMC symposium held at Baylor University.

\*Top Paper

Bland, D. Platenburg, G., Moody-Ramirez, M. & Lowe, M. (2021). Still, she rises: An analysis of Memes and Misinformation about Kamala Harris Moving from U.S. Senator to Vice President. AEJMC 2021 Conference.

Daniel, G., Madden, S., Mahin, S., Moody-Ramirez, Wakeman, V. (2021). PRSA Educators How to Talk about and Teach DEI. PRSA Academy Panel.

Bland, D. Platenburg, G., Moody-Ramirez, M. & Lowe, M. (2021). Still, she rises: An analysis of Memes and Misinformation about Kamala Harris Moving from U.S. Senator to Vice President. AEJMC 2021 Conference.

Bland, D. Platenburg, G., Moody-Ramirez, M. & Lowe, M. (2021). Still, she rises: An analysis of Memes and Misinformation about Kamala Harris Moving from U.S. Senator to Vice President. Midwinter Conference.

Moody-Ramirez, M., Bland, D. & Cole, H. (2021). A Case Study of BBQ Becky-Themed Memes.

Mass Communication and Society Division of AEJMC. Midwinter Conference.

Moody-Ramirez, M. & Guajardo, E. (2020). A Critical Race-Visual Communication Analysis of Immigration-Themed Memes. AEJMC 2020 Conference.

\*Top Paper

Moody-Ramirez, M. (2020). Teaching Students How to Construct Theory. The Communication Theory and Methodology Division. Association for Education in Journalism, Media and Communication 2020 Conference.

Moody-Ramirez, M. (2020). Electronic News Division Panel: Covering Covid-19, Black Lives Matter and the Election. Association for Education in Journalism, Media and Communication 2020 Conference.

Moody-Ramirez, M. (2020). AEJMC Kopenhaver Pre-conference Workshop Panel. Women Faculty Moving Forward: 100 Years from Suffrage to Academic Leadership. Association for Education in Journalism, Media and Communication 2020 Conference.

Smith, M. & Moody-Ramirez, M. (2019). Flipping the Script: Difficult Dialogues and Blended Learning for Traditional and Online Journalism Courses. Teaching Journalism During a Disruptive Age, World Journalism Education Council, Paris.

Geertsema-Sligh, M., Bachman, I. Moody-Ramirez, M. (2019). Syndicate on Journalism Education and Gender. Teaching Journalism During a Disruptive Age World Journalism Education Council, Paris.

Bland, D. & Moody-Ramirez, M. (2019). Black Twitter Representations of #Kavanaugh Hearings. AEJMC Conference. Toronto, Canada.  Commission on the Status of Women.

Participant, Presidential Research Panel Session: *AEJMC 102: Making AEJMC Work for You Throughout Your Career.* (2018). Association for Education in Journalism and Mass Communication, Washington DC.

Moody-Ramirez, M. & Idone, R. (2018). *Twitter Representations of President Donald Trump and Hurricane Maria.* ASAT Conference, Huntsville, Texas.

Bland, D. & Moody-Ramirez, M. (2018)*. Black Twitter Representations of the Kavanaugh Hearings.* ASAT Conference, Huntsville, Texas.

Moody-Ramirez, M. & Monroy, M. (2017). A Comparison of Hillary Clinton’s 2008 and 2016 Online Image Repair Tactics. Presented to the Politics Division at AEJMC, Chicago.

Moody-Ramirez, M. & Monroy, M. (2017). A Comparison of Hillary Clinton’s 2008 and 2016 Online Image Repair Tactics. Educators Academy Mini-Friday Conference, Waco.

Rogers, R., Moody-Ramirez, M. & Rogers, F. (2017). Activist Knitting: How stitching together something so simple has created a movement. Presented to the Commission on the Status of Women at AEJMC, Chicago.

Moody-Ramirez, M. (2017). Analysis of Donald Trump and Hillary Clinton Meme-Related Facebook Groups. AEJMC Midwinter Conference, Norman, Oklahoma.

Moody-Ramirez, M. (2017). Social Media Representations of Racial Reconciliation after the 2016 Election of Donald Trump as President of the United States. AEJMC Midwinter Conference, Norman, Oklahoma.

\*\* Top Collaboration Paper for Student and Faculty Member

Moody-Ramirez, M. (2016). Social Media, Framing and the 2016 Presidential Primaries. Presented ASAT Conference, Huntsville, Texas.

Moody-Ramirez, M. & Fassih, L. & Hernandez, M. (2016). Spanning the Decades: An Analysis of Monica Lewinsky’s Image Restoration Strategies during a 2015 TED Talks Appearance. Presented to the Commission of the Status of Women at AEJMC, Minneapolis.

Moody, M., Lin, D., Skinner, K. (2016). Twitter Analysis of Tweets that Emerged after the #Wacoshooting. Presented to CTEC Division at AEJMC, Minneapolis.

Moody, M. & Fassih, L. (2016). Citizen Framing of Wendy Davis on Twitter, Tumblr and Pinterest. Presented [Southern States Communication Association](http://www.ssca.net/) Conference, Austin, Texas.

Moody, M., Cole, H. (2016). Free Speech vs. Hate Speech: An Image Repair Case Study of Donald Sterling and Justin Beiber’s use of Hate Speech. National Communications Association, Las Vegas, Nevado.

Moody-Ramirez, M., Nichols, C., Scott, LM., Lewis, T (2016). Singled and Singled Out: A Complicated Conversation, Texas Women in Higher Education Regional Meeting at Texas Tech University.

Moody-Ramirez (2016). Discourse Analysis of the Top Rachel Dolezal Internet Memes. 37th Annual Southwest Popular Culture/American Culture Associations Annual Conference, Albuquerque, N.M.

Moody, M., Lin, D., Skinner, K. (2016). Twitter Analysis of Tweets that Emerged after the #Wacoshooting. AEJMC Midwinter Conference, Norman Oklahoma.

Moody-Ramirez, M. & Fassih, L. & Hernandez, M. (2015). Spanning the Decades: An Analysis of Monica Lewinsky’s Image Restoration Strategies during a 2015 TED Talks Appearance. Presented ASAT Conference, Huntsville, TX.

Moody-Ramirez, M. (2015). Discourse Analysis of the Top Rachel Dolezal Internet Memes. Presented ASAT Conference, Huntsville, TX.

Moody-Ramirez, M., Lewis, T., Murray, B. (2015). The 2013 Steubenville rape case: An Examination of Framing in Newspapers and User-generated Content. Presented at 2014 SWECJMC Southwest Symposium, Denver.

Moody-Ramirez, M. & Fassih, L. (2015). Citizen Framing of Wendy Davis on Twitter, Tumblr and Pinterest. Presented Southwest Education Council for Journalism and Mass Communication Conference, Fort Worth, Texas.

Moody-Ramirez, M. & Scott, L. (2015). Millennial Audience Reception to the Depiction of Independent Women in Rap Music. The Entertainment Studies Interest Group, the 2015 Association for Education in Journalism and Mass Communication Conference, San Francisco, Calif.

\*Top 4 Faculty Paper

Smith, C, Moody, M., Fears, L. & Randle, B. (2015). Citizen Framing of Ferguson in 2015: Visual Representations on Twitter and Tumblr. MAC Division at the 2015 Association for Education in Journalism and Mass Communication Conference, San Francisco, Calif.

Tait, G., Moody, M., Fears, L., Smith, C, & Randle, B. (2015). Citizen Framing of Ferguson in 2015: Visual Representations on Facebook and Twitter. Visual Communication Division at the 2015 Association for Education in Journalism and Mass Communication Conference, San Francisco, Calif.

Moody, M., Cole, H. (2015). He’s a Lowlife who Deserved to Die vs.﷟HYPERLINK "https://www.facebook.com/hashtag/blacklivesmatter?source=feed\_text&story\_id=10102104707416353": Citizen Framing on Twitter of African American Males Killed by White Police Officers. MAC Division, the 2015 Association for Education in Journalism and Mass Communication Conference, San Francisco, Calif.

Moody, M., Fassih, L. (2015). “The Wendy Davis 2014 Gubernatorial Campaign: Representations on Pinterest and Tumblr.” Commission on the Status of Women, the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Okla. http://www.baylor.edu/journalism/news.php?action=story&story=154231

\*Top Paper Abstract

Moody, M., Cole, H. (2015). He’s a Lowlife, He Deserved It: The use of the Victim-Blaming Frame in the Coverage of African American Males Murdered by Police Officers. MAC Division, the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Okla.

Moody, M., Lewis, T., Murray, B. (2014). The 2013 Steubenville rape case: An Examination of Framing in Newspapers and User-generated Content. Presented at 2014 SWECJMC Southwest Symposium, Denver. <http://blogs.baylor.edu/artsandsciences/2014/11/07/baylor-authored-journalism-paper-wins-regional-award/>

\*Top Paper

Burleson, C. & Moody (2014). Sixteen Ain’t So Sweet: Longitudinal Study of Jasper Texas. Presented ASAT Conference, Huntsville, TX.

Mason, H. & Moody, M. (2014). The Use of Twitter in Sports Image Repair: A Case Study of Ex-Heisman Reggie Bush. Presented to Sports Interest Group at the 2014 AEJMC National Convention, Montreal.

Moody, M. & Garcia, S. (2014). Using Klout to Teach Online Influence and Social Networking Skills to PR, Advertising and New Media Majors. Presented to Internships and Careers Interest Group at the 2014 AEJMC National Convention, Montreal.

Neill, M. & Moody, M. (2014). Who is Responsible for What? Examining Strategic Roles in Social Media Management.Presented to Public Relations Division at the 2014 AEJMC National Convention, Montreal.

Burleson, C. & Moody, M. Brown, D. (2014). Sixteen Ain’t So Sweet: Longitudinal Study of Jasper Texas. Presented to the Minorities and Communications Division at the 2013 AEJMC Midwinter Conference, Norman, Okla.

Mason, H. & Moody, M. (2014). The Use of Twitter in Sports Image Repair: A Case Study of Ex-Heisman Reggie Bush. Presented to the Media Technology Division at the 2013 AEJMC Midwinter Conference, Norman, Okla.

Moody, M. (2014). Representation of the Feminine Mystique on the Web: A Look at Pinterest Pins. Presented during the Commission on the Status of Women, Panel Session titled: Where the Women Are: Can creating safe spaces and media training programs even the gender gap in online media at the 2013 AEJMC Midwinter Conference, Norman, Okla.

Burleson, C. & Moody, M., Brown, D. (2013). Longitudinal Study – Fifteen Years & Counting: Longitudinal Study of the Jasper Dragging Death. Presented at the 2013American Studies Association of Texas Conference, Waco, Texas.

Moody, M., Stone, S., Green, M., Lewis, T., Murray, B. (2013). Mediating Society’s Rape Culture in a New Media Environment: A Frame Analysis of the Steubenville High School Rape Case. Presented at the 2013 American Studies Association of Texas Conference, Waco, Texas.

Moody, M., Hamilton-Short, I. (2013). Guilty by Association: An Analysis of Shaunie O’Neal’s Online/On-Air Image Restoration Tactics. Presented at the 2013 American Studies Association of Texas Conference, Waco, Texas.

Moody, M., Yuan, P., Yang, Y, (2013). Promotion and Tenure: Exploring the Guidelines of Journalism, Mass Communication and PR Departments in a Digital Era. Presented to the Internship and Careers Division at the 2013 AEJMC Conference, Washington, D.C.

Moody, M., Beam, K. & Westenhover, C. (2013). Obama Facebook Hate groups. Presented to the Media Technology Division at the 2013 AEJMC Midwinter Conference, Norman, Okla.

Moody, M., Cohen, L. & Fournon, C. (2013). Negativity in Twitter: How Politicians are Adapting to Social Media. Presented to the Media Technology Division at the 2013 AEJMC Midwinter Conference, Norman, Okla.

 Moody, M., Savanah Landerholm & Michelle Rava (2013). Fortune 500 Companies' Best Practices for Using Pinterest. Presented to the Media Technology Division at the 2013 AEJMC Midwinter Conference, Norman, Okla.

Moody, M. & Bates, E. (2012). Best Practices for Incorporating SEO Tactics into PR Courses from a Constructivist Approach. Presented to the Technology Division at the 2012 AEJMC Conference, Chicago.

Bates, E. & Moody, M. (2012). Applying the Constructivist Approach to New Media PR Courses Presented to the Public Relations Division at the 2012 AEJMC Conference, Chicago.

\* Second place in design.

Moody, M. (2011). A Critical Analysis of Facebook Hate Groups Targeting President Barack Obama. Presented to the Cultural and Critical Studies Division at the 2011 AEJMC Conference, St. Louis.

Sturgill, A. & Moody, M. (2011). Differences in Editorial Coverage of Jeremiah Wright in the Minority and Mainstream Presses. Presented to the Minorities and Communication Division at the 2011 AEJMC conference, St. Louis.

Moody, M. (2011). *Outbursts,* *Insults and the First Amendment: A Feminist and Critical.* Presented to the Feminist Scholarship Division at the annual meeting of the International Communication Association (ICA), Boston.

Moody, M. & Foumena, J. (2011). Educating Young Adults on the “True” Meaning of an “Independent Woman:” An Analysis of Lyrics. Presented to the Children & Adolescent Media at the annual meeting of the International Communication Association (ICA), Boston.

Moody, M. & Foumena, J. (2011). Educating Young Adults on the “True” Meaning of an “Independent Woman:” An Analysis of Lyrics. Presented to the Children & Adolescent Media at the Minorities and Communication Division at the 2011 AEJMC Midwinter Conference, Norman, Okla.

Moody, M. N. & Brown, J. (2009). Not Ready to Play: An Analysis of Negativity in the News Releases of the 2007 Presidential Primary. Presented to the Public Relations Division at the 2009 annual AEJMC conference, Boston.

Powell, C & Moody, M. (2009). The Changing Face of Politics: Social Networking During the 2007-08 Primaries and its Impact on Intellectual Property. Presented at the 2009 Conference on Intellectual Property, New Rochelle.

Moody, M. (2009). Not Ready to Play Nice: An Analysis of Negativity in the News Releases of 2007-2008 Primaries Presidential Candidates. Presented at the Power and Politics: Communication and Information 31st Annual Research SymposiumCollege of Communication and Information. University of Tennessee, Nashville.

Pierce, R. & Moody, M. (2009). The Virginia Tech Shooting: Media Frames in Korean and American Newspapers. Presented at the Association for Education in Journalism and Mass Communication Midwinter Conference. Norman, Okla.

Moody, M. N. (2009). Race, Class, & Culture: Black and Mainstream Media’s Framing of Missing Black and White Women in the Mid-2000s. Presented at the 2009 AEJMC Southeast Colloquium. University of Mississippi, Oxford.

Moody, M. N. (2009). The Media’s Framing of Hillary Clinton and Barack Obama. Presented at the Power and Politics: Communication and Information 31st Annual Research Symposium College of Communication and Information. University of Tennessee, Nashville.

Sturgill, A. & Moody, M. (2009). Coverage of the Rev. Jeremiah Wright Scandal in Election 2008. Presented to the Religion Division at the 2009 AEJMC Conference, Boston.

Moody, M., Sturgill, A., Flemming, N., & Wood, L. (2008). Coverage of the Don Imus/Rutgers story: A Comparison of Mainstream and Minority Newspaper Coverag*e.* Presented to the Minorities and Communication Division AEJMC Midwinter Conference at Point Park University, Pittsburgh.

Moody, M. & Baker, J. (2008). Analysis of Negativity in the News Releases of 2008 Primary Presidential Candidates. Presented at the 2008 AEJMC Midwinter Conference at Point Park University, Pittsburgh.

Moody, M., Dorries, B., Blackwell, H. (2008). The Invisible Damsel: Differences in How National Media Outlets Framed the Coverage of Missing Black and White Women in the Mid-2000s.Presented to the Ethnicity and Race Division at the annual meeting of the International Communication Association, Montreal, Quebec, Canada. Available online: <http://www.allacademic.com/meta/p232099_index.html>

Moody, M., Dorries, B., Blackwell, H., & Sutton, A. (2008). Missing Pretty Girl Syndrome: How Mainstream and Black Press Framed the Phenomena of Missing Women in the Mid-2000s.Presented to the Feminist Theory Division at the annual meeting of the International Communication Association, Montreal, Quebec, Canada. Available online: <http://www.allacademic.com/meta/p234041_index.html>

\*Top paper

Moody, M., Sturgill, A., Flemming, N., & Wood, L. (2007). Coverage of the Don Imus/Rutgers story: A Comparison of Mainstream and Minority Newspaper Coverag*e.* Presented to the Minorities and Communication Division AEJMC Midwinter Conference at Point Park University, Pittsburgh.

Moody-Hall, M. (2005). The Tables Turned: A Study of Black Vs. Mainstream Press Framing of Racial Profiling Pre- and Post- Sept. 11. Presented at the 2005 International Communication Association Conference, New York.

Moody-Hall, M. (2002). European Vs. U.S. Newspaper Framing of the Middle Eastern Conflict Pre- and Post-Sept. 11. Presented to the International Studies Division at the 2002 AEJMC convention, Miami.

Sturgill, A., Huang, B., Moody-Hall, M. & Stuber, S. (2000). Use of the World Wide Web as a public relations tool by PR firms. Presented to the Technology and Policy Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, Denver.

 Moody-Hall, M. (2005). The Tables Turned: A Study of Black Vs. Mainstream Press Framing of Racial Profiling Pre- and Post- Sept. 11. Presented at the 2005 International Communication Association (ICA) Conference, New York.

Moody-Hall, M. (2002). European Vs. U.S. Newspaper Framing of the Middle Eastern Conflict Pre- and Post-Sept. 11. Presented to the International Studies Division at the 2002 AEJMC convention, Miami.

Sturgill, A., Huang, B., Moody-Hall, M. & Stuber, S. (2000). Use of the World Wide Web as a public relations tool by PR firms. Presented to the Technology and Policy Division at the Association for Education in Journalism and Mass Communication Midwinter Conference, Denver.

**Book Chapters:**

Moody-Ramirez, M. (2021). Committing to Excellence in Diversity and Accreditation. Teaching Race: Struggles, Strategies, and Scholarship for the Mass Communication Classroom, p. 41

Smith, M. & Moody-Ramirez, M. (2020). Flipping the Script: Difficult Dialogues and Blended Learning for Traditional and Online Journalism Courses. *Testing Tolerance: Addressing Controversy in the Journalism and Mass Communication Classroom*. AEJMC Commission on the Status of Women.

Harris, K. & White, S. (2019). Facebook Representations of Being Mary Jane. *Being Mara Brock Akil*. Lexington Books, an imprint of Rowman & Littlefield.

DeMars, T. & Tate, G. (2019). Black Twitter Narratives. Narratives of Storytelling across Cultures.   
Lanham, Maryland: Lexington Books.

Campbell, C. (2016). Gender and Black Feminist Theory. *Routledge Companion to Race and Media*. Routledge: New York.

Smith, M. (2015). Five ideas that every PR person wished journalists knew. Seven Days to a Byline. Lighthouse Publishing

**Book Reviews:**

Moody-Ramirez, M. (2021). [Book Review: PR Women with Influence: Breaking Through the Ethical and Leadership Challenges (AEJMC—Peter Lang Scholarsourcing Series), by Juan Meng and Marlene S. Neill](https://journals.sagepub.com/doi/full/10.1177/10776958211043050). Journalism & Mass Communication Educator

**Awards & Honors:**

2023 Moody-Ramirez, M. & Subervi, F. Hayg, & Guajardo, E. (2023). Gender, Ethnic/Racial Representation in AEJMC Demographics, Research and Leadership: How Much and What Type of Progress. AEJMC 203 Conference in Washington DC.

\*Top Paper

2023 Sharon, Moody-Ramirez, M. & Platenburg, G. (2023). Integrated Newsrooms and DEI: An Examination of Workplace Satisfaction and Pressing Issues for Black Journalists in the Digital Age AEJMC 2023 Conference in Washington DC.

\*Top Paper

**ICA**

2022 Top Paper: Moody-Ramirez, M. & Bland, D. Platenburg, G., (2022). The 2020 Presidential Election: An Examination of the Social Media Messaging of Divine-9 Sororities & Fraternities. 2022 SWEJMC symposium held at Baylor University.

2022 2022 Butler University College of Communication Distinguished Lecturer, “From Blackface to Black Twitter: Reflections on Black Humor, Race Politics & Gender.”

2022 Bill Neher Ethics Award recipient, Butler University College of Communication

2022 Waco Women of Distinction, August 30 at the Waco Convention Center.

2021Guest editor with Earnest Perry, Missouri, for “The Role of Social Media in the Black Lives Matter Movement,” a special issue in Journalism & Mass Communication Quarterly (JMCQ). JMCQ is the flagship journal of the AEJMC. This quarterly, peer-reviewed journal is ranked in the Journal Citation Reports and focuses on research in journalism and mass communication.

2021 Cornelia Marschall Smith Award: Professor of the Year, Baylor University

2019 Baylor University Newsmaker Award

2018 Promoted to Professor

2018 AEJMC Professional Freedom and Responsibility (PF&R) committee, which focuses on five core areas: Free Expression; Ethics; Media Criticism and Accountability; Diversity and Inclusion; and Public Service.

2018 2018 Lionel C. Barrow Jr. Award for Distinguished Achievement in Diversity Research and Education

2018 AEJMC Institute for Diverse Leadership in Journalism and Communication Fellow

2017-18 Head of the AEJMC Minorities and Communication Division

2017 Elected to the AEJMC Professional Freedom and Responsibility (PF&R) committee, which focuses on five core areas: Free Expression; Ethics; Media Criticism and Accountability; Diversity and Inclusion; and Public Service.

2017 Top Faculty and Student Abstract Collaboration at the 2017 Educators Academy Mini-Friday conference sponsored by Baylor JPRNM

2017 Student Life – Outstanding Partner Nominee

2016-17 Baylor University Fellow, Academy of Teaching and Learning. The Baylor Fellows Program recognizes professors across the disciplinary spectrum who exemplify excellence in teaching. Baylor Fellows are committed to pedagogical innovation, inspirational teaching, and the cultivation of these among Baylor faculty.

2016-17 AEJMC Outstanding Woman in Journalism and Mass Communication Education by the Commission on the Status of Women. This award honors a woman who has represented women well through excellence and high standards.

Moody-Ramirez, M. & Scott, L. (2015). Millennial Audience Reception to the Depiction of Independent Women in Rap Music. The Entertainment Studies Interest Group, the 2015 Association for Education in Journalism and Mass Communication Conference, San Francisco, Calif.

\*Top 4 Faculty Paper

Moody, M., Fassih, L. (2015). “The Wendy Davis 2014 Gubernatorial Campaign: Representations on Pinterest and Tumblr.” Commission on the Status of Women, the Association for Education in Journalism and Mass Communication Midwinter Conference, Norman, Okla. http://www.baylor.edu/journalism/news.php?action=story&story=154231

\*Top Paper Abstract

Scripps Howard Academic Leadership Academy (2014)

Top Paper 2014 SWECJMC Southwest Symposium (2014)

Top Paper Public Relations Division, AEJMC (2012)

Top Paper Ethnicity and Race in Communication Division, ICA (2008)

2012 Baylor University Diversity Enhancement Award

2003 Nettie Doscher More Fellowship in Journalism

2002 Lionel C. Barrow Minority Doctoral Student Scholarship, Communication Theory & Methodology Division of the Association for Education in Journalism & Mass Communication

2002-2003 Ada Frances Miller Fellowship

2001- Kappa Tau Alpha National Honor Society, Journalism and Mass Communication

1999-2000 Carmage Walls Scholar

1994 Katy Award for assisting in Branch Davidian coverage

1994 Mental Health Association of Texas Media Award

**Grants & Fundraising**

2021 Helped develop and fund the Moody-Ramirez Belden Diversity Scholarship for Journalism Students

2020 Mia Moody-Ramirez (Principal Investigator, 100%), "A Visual Communication Analysis of Polarizing Sociopolitical Themes in Covid-19 Social Media Content," Sponsored by Facebook Research, Private, Institution Approved. (August 1, 2020 - July 31, 2021). (32150112 / 2104439) - Amount Requested: $75,468.00. Not funded

2018-19 Baylor United Way Fundraising Chair $94,000+ raised

2012 Undergraduate Research and Scholarly Achievement (URSA) Small Grant recipient Nov. 14, 2012. Proposal: An Analysis of Negativity in the News Releases of 2008 Primary Presidential Candidates. Amount awarded: $3,186

2012 Institute for Oral History Faculty Fellowship Award 2012-2013. Proposal: The Jasper dragging Incident – 10 Years Later. Amount. Awarded: $1,500

2011 Institute for Oral History Faculty Fellowship Award 2011-2012. Proposal: The Jasper dragging Incident – 10 Years Later. Amount. Awarded: $2,000

2008 University Research Committee Small Grant recipient. August 1-May 30, 2008. Proposal: The impact of a short course on media technology on attitudes towards technology and media in at-risk female youth. Amount awarded: $2,700

2007 Undergraduate Research and Scholarly Achievement (URSA) Small Grant recipient Nov. 14, 2007. Proposal: An Analysis of Negativity in the News Releases of 2008 Primary Presidential Candidates. Amount awarded: $2,236

**Academic Related Professional Service & Membership:**

2022

2021 Membership Chair, AEJMC Minorities & Communication Division

2021-22 AEJMC Teaching Committee

2018 & 2019 Head, AEJMC Minorities & Communication Division

2014-16 Secretary, AEJMC Commission on the Status of Women

2013-14 Appointed to the AEJMC Strategic Plan Implementation Committee

AEJMC Small Programs Interest Group research paper co-chair

Midwinter Conference Chair for the AEJMC Minorities and Communication Division

2010 Reviewer for Critical Cultural Studies Journal

Vice president of the American Studies Association of America

Reviewer, International Communications Association - Feminist Scholarship Division,

2007 Reviewer, International Communications Association

2000- Member, National Association of Black Journalists

2004- Member International Communication Association

2006- Member of Association for Education in Journalism and Mass Communication

**Baylor University Committees:**

**2023-24** A&S Deans Executive Chair Committee

2022 Academic Council for Diversity and Belonging

2022 Student Organization Review Board

2021 Arts & Sciences Diversity, Equity & Conclusions Committee Co-Chair

2021 Baylor Commission on Historical Representations

2021 COACHE URM Faculty Experience Working Group

2020 Honors College Dean’s Search Committee Member

2019 United Way Co-Chairperson ($94,000 raised)

2018 Charter Council Committee

2018 Committee Member: A&S Core Graduate Student Committee

2018 Promotion Policy Revision Task Force

2017 Baylor Communications Committee

2017 Committee member, Committee to Study Impact of Proposed Core on Graduate Students, 2017

2014 Committee member, School of Education Dean Search Committee, 2014

2013 to present Chair, Baylor University Department of Journalism Public Relations & New Media Diversity Committee

2012 Chair, Baylor University Department of Journalism Department of Journalism Public Relations & New Media Assistant/Associate Professor Search Committee

2007 Member, Baylor University Department of Journalism, Public Relations & New Media Assistant/Associate Professor Search Committee

2006 Member, Baylor University Department of Journalism, Public Relations & New Media Minority Special Issues Committee

2010 Baylor Department of Journalism, Public Relations & New Media Kappa Tau Alpha co-chair, 2010 to present

2012 to present Department of Journalism, Public Relations & New Media Invitation to Excellence attendee

2007 to present Department of Journalism, Public Relations & New Media Member, Baylor Graduate Faculty

2007 Member, Baylor University Multicultural Student Activities Selection Committee Member for Minority Retention Officer, 2007

2007 Member, Baylor University Faculty/Staff Civil Rights Issues Resolution Committee 2007

**Speaking, Enrichment and Professional Development:**

2022 Roundtable discussion on “What makes a good Journalism and Mass Communication leader?” at the 2022 AEJMC Midwinter Conference.

2022 Making the Invisible Visible for Minorities in Academia: Understanding Hidden Bias in Hiring, Promotion and Tenure."

2022 Teaching Against the Burnout. AEJMC teaching committee.

Baylor University BBSA Black Faculty & Staff Panel featuring these amazing and accomplished women: Tyrha M. Lindsey-Warren, Ph.D., Gina Green, Ph.D., Lexi English and Mia Moody-Ramirez, Ph.D.

2021 Demystifying Academic Speaker Fees: Setting Rates as Underrepresented Scholars.” The round table discussion was co-sponsored by the Commission on the Status of Women and the LGBTQ Interest Group.

2021 One World Symposium for Undergraduate research. One of five universities.

2021 "Contextual Advertising and BLM Appropriation." Advertising and Cultural and Critical Studies Divisions

2020 One World Symposium for Undergraduate research. One of five universities.

2020 Myth, Race, and the Media: From Pandemic to Protests. Part II: Where Do We Go from Here? Panel: Korva Coleman, NPR; Greg Garrett, Baylor; Vann Newkirk, The New Yorker, September 5.

2020 Myth, Race, and the Media: From Pandemic to Protests. A Two-Part Series on Race in America. Part I: Where Are We Now? Panel. George Yancey, Baylor; Greg Garrett, Baylor; Vann Newkirk, The New Yorker, September 5.

2020 Baylor Black Alumni Alliance and The Baylor Alumni Latino Group Virtual Town Hall. Moderator. Panelist U. S. Congressman Colin Allred (BA '05); Linda A. Livingstone, Ph.D., President, Baylor University; Rena Maciel, Baylor Board of Regents and Missions Pastor, First Baptist Woodway; and Michael McFarland, Ph.D. (BBA '93, EdD '05) Baylor Board of Regents and Superintendent, Crowley ISD, July 13.

2020 Baylor Conversation Series with President Linda Livingstone. Racial Healing and Justice. Panelists: Greg Garrett and Malcolm Foley, June 8.

2020 Baylor Conversation Series with President Linda Livingstone. Our Responsibility as Christians to Elevate Conversations on Race, Peacemaking and Conciliation. Panelists: Greg Garret and Malcolm Foley, June 24.

2020 Tarrant County College Black History Month Speaker

2020 Global Revive & Community Race Relation Coalition Keynote Speaker, First Presbyterian Church, Waco

2020 Brazos Valley Dr. Martin Luther King Keynote Speaker

2019 Lake Shore Baptist Church guest speaker, Gender, Race and Image Repair

2019 Temple NAACP Leadership Banquet Keynote Speaker

2019 West Virginia University Diversity Week Keynote Speaker. Gender, Race, Media and Image Repair in the 21st Century.

2019 Baylor AAUW Women’s History Month guest speaker, Baylor University

2019 Panelist: 2019 Lone Star Institute Leadershape Panel Discussion Challenging What is, Looking to What Could Be January 6, 2019

2018 Panelist: Becoming a Scholar of Teaching and Learning: A Panel Discussion, Academy for Teaching and Learning Seminars for Excellence in Teaching (SET)

2018 Attendee: Teaching with Special Collections, Academy for Teaching and Learning Seminars for Excellence in Teaching

2017 Leadership and Self-Control: Leadership, Lunch & Learn Series sponsored by Baylor Human Resources; September 14, 2017 (led discussion)

2017 Academy for Teaching and Learning: Ripped from the Twittersphere: Strategies for Incorporating Online News and Social Media Literacy into Courses

2017 Attendee: Demystifying the "Flipped Classroom" Seminars for Excellence in Teaching

John Solis)

2017 Attendee: Difficult Conversations with Graduate Students (Laine Scales)

2017 Attendee: Crucial Conversations Workshop for Academic Leaders (Human Resources)

2017 Attendee: Every Summer Needs a Plan (NCFDD Webinar organized by the Baylor Faculty of Coalition)

2017 Attendee: Going for the Gold in Higher Education: On Mentors, Research, Huddles, and Panache. (Elizabeth Vardeman).

2016 Speaker: Community Collaboration Through Social Media Platforms, PFF **–** CommunityCollaboration Through Social Media Platforms - Mia Moody-Ramirez, Journalism, Public Relations and New Media. Academy for Teaching & Learning (ATL)

2016 Attendee: PFF - Integrating Google and Group Work - Tammy Adair, Biology

2016 Participant: ATL Course Makeover Workshop (Academy of Teaching and Learning, Anne-Marie Schultz).

2016 Session leader: Faculty Interest Groups (FIG) titled “Difficult Dialogues” sponsored by the Academy for Teaching and Learning (ATL). The purpose of this FIG was to help resolve systematic problems locally and internationally through dialogue.

2016 Attendee: Building Students’ Professional Identities with Patrick Farmer (Chemistry) and Laine Scales (Graduate School)

2016 Attendee: Working with Graduate Assistants: Provost Faculty Forum - Working with Graduate Assistants: Collaboration, Apprenticeship, or Academic Slavery?

2012 Attendee: OVPR Proposal Development Workshop

2011 Attendee: Fall Provost’s Faculty Forum

2011 Attendee: Awakening the Digital Imagination, a New Media Faculty-Staff Development Seminar

2008 Participant: Baylor University Summer Faculty Institute

2008 Attendee: Seven Habits of Highly Successful Professors

**Other Panels/Speaking Appearances:**

2022 Be Awesome: Grit Panel – January 2022

2021 PRSA Educators Academy Panel “How to Talk About and Teach DEI”

2019 Temple NAACP Founders Day Speaker

2019 Lake Shore Baptist Church guest speaker

2019 Baylor AAUW Black History Month guest speaker

2019 Lone Star Leadershape Institute panelist

2019 Baylor School of Social Work panelist

2018 Connections: KWBU Podcast

2017 This Matters: The Effects of Hypergender Roles on Society, April 19, 2017. Other panelists Drs. Ed Rogers, and Lenore Wright.

2016 Baylor Libraries Symposium: The Role of Social Media in Social Movements, Sept. 2,9, 2016

2016 This Matters: The Elections Over: Now What? Other panelists Drs. Joseph Brown and Chuck McDaniel, 2016

2016 This Matters: Does My Vote Matter? Today’s Political Climate. Other panelists Drs. Joseph Brown and Martin Medhurst, Nov. 2016.

2016 Chapel/This Matters: Race and Reconciliation, Sept. 7, 2016. Other panelists were Drs. Candi Cann and Sam Perry.

2016 Baylor Convocation, “Reaping in Due Season: How to Succeed with Purpose, Consistency and Courage,” August 2016.

2015 Coverage of the Charleston Church Shooting and Other Related Events in Mainstream, Social and Alternative Media—Research Insights. AEJMC, 2015, Las Vegas. Other panelists: Ginger Blackstone, Florida; Dorothy Bland, North Texas; Holly Cowart, Florida; Phillip Jeter, Winston-Salem State; and Doug Mendelhall, Abilene Christian, August 2015

2015 Images of Great Women Across the Ages and Races. AEJMC, 2015, Las Vegas. Other panelists: Victoria LaPoe, Western Kentucky; Candi Carter Olson, Utah State; Jinx Broussard, Louisiana State; and Carolyn Brown, American, August 2015

2015 Thugs and Missing White Girls: Race, Gender, and Blame in Crime News. AEJMC, 2015, Las Vegas. Other panelists: Tania Cantrell, Loyola; Josh Grimm, LSU; and Carol Liebler, Syracuse.

2015 The Mixtape: A Discussion on Capitalism in Hip Hop Culture. Guest Panelists: MC Lyte & Dr. Jeffrey Ogbar, Baylor University, August 2015

2015 My Sister, Myself Forum on Colorism, April 8, 2015

2015 10 for $10: Women on America’s Currency.” Baylor’s Gender Studies Program and History Department, Sept. 22, 2015

2015 “How did SFI equip you to thrive as a professor at Baylor University? Summer Faculty Institute (SFI), May 2015

2014 This Matters: Discerning Dialogues: Panel discussion on the intramural sports team that was approved for the team's name “Ferguson PD” <http://baylorlariat.com/2014/10/21/panel-promotes-students-cultural-sensitivity/>

2014 Panel Discussion on racial tension and the Ferguson incident <http://baylorlariat.com/2014/09/18/racial-tension-ferguson-talk-over-panel-of-faculty-students/>

2013 “Service Learning in a New Media Environment” at the Provost’s Faculty Forum, November 2013.

2013 Representation of The Feminine Mystique on the Web: A Look at Pinterest Pins” at the Baylor University Libraries Symposium: *The Feminine Mystique*, October 2013

2011 Speaker, No Need among You: Including the Excluded Conference, September 15-18, 2011, Waco, TX

2011 Discussant, 2011 Hot Topics discussion sponsored by the Department of Multicultural Affairs

2010 Panelist, Shifting Paradigms Conference, August 13-15, 2010, at Waco Convention Center

2010 Keynote speaker, “Rap Music and the Feminist Perspective” on April 5, 2010, at National Association of Black Journalists meeting

2010 Keynote speaker, “Racial Profiling: A Woman’s View” on May 15, 2010, at Fred Batt’s Leadership Luncheon, Waco, Texas

2010 Keynote speaker, “Racial Profiling: A Woman’s View” on May 5, 2010, at Girl Scouts of America State meeting, San Marcos, Texas

2009 Meet the Majors Podcast, Paul L. Foster Success Center Career Counseling 2009

2009 Discussant, “Why Did I Get Married?” at the Baylor University Truett Movie night, April 24, 2009

2009 Keynote speaker, “Racial Profiling: A Woman’s View” on Feb. 5, 2009, at F.A.C.E.S., a Baylor University organization

2008 Discussant and organizer, “A Roundtable Discussion on Negativity in the 2007-08 Presidential Primaries.” Spring 2008. Sponsored by the Baylor Department of Journalism and a URSA Grant

2008 Discussant and organizer, “Invisible Damsels: The Media’s Framing of Women, Minorities and other Underrepresented Groups.” Fall 2008. Sponsored by the Baylor NABJ

**Teaching:**

*Graduate Level*

**JOU 5310 Research Methods in Mass Communication**

This is an intensive study of and practice in research methods used in the study of mass communication, including content analysis, survey research, experimental design, historical and qualitative methods. Classical and current research in mass communication will be reviewed.

**JOU 5320 Theory of Mass Communication**

An introduction to the origins of, evidence for and applications of mass communication theories. Students will study theory building and the social implications of mass media research.

*Undergraduate Level*

**JOU 4371   Public Relations Media Programming**

Planning and production of programming for public relations events, meetings and campaigns. Students compose presentations that mix media to achieve stated public relations objectives.

**JOU 2303   Reporting and Writing for Media**

Information gathering and writing for the mass media.

**JOU 4V50 Women and Minorities in Mass Media**

A seminar on media representations of women, minorities and members of other underrepresented groups.

**JOU 4380 Law/ Ethics-Journalism**

Rights and privileges of the news media and their social and legal responsibilities under the principles of common law and the constitution. Includes an overview of the American judicial system and the role of the journalist in reporting civil and criminal matters.

**JMC 303: Colloquy on Race and Media and Image Restoration**

A seminar on image restoration & PR crisis management for high-profile cases involving hate speech toward women, minorities and other underrepresented groups (taught at Abilene Christian University)

*University of Texas (teaching assistant/lecturer)*

**Journalism 312 Introductory News Writing**

A reporting and writing course for undergraduate students.

**Sabbaticals:**

2009 sabbatical to work on manuscript.

2016, sabbatical to work on manuscripts

**Thesis chair**

2021 Emily Guajardo: Religion, Voting the Bible, The Texan way: A comparative analysis of how megachurch pastors framed the 2016 and 2020 US presidential elections

2019 Magen Davis: Image Repair and School Districts

2018 Kaitlyn Rieper: Framing of the Flint Water Crisis

2017 Elizabeth Spencer: What does it all meme? A look into gender stereotypes and traits in the 2016 presidential primary campaign.

#### 2016 Liz Fassih: From extremism to extravagance: the impact of US television on Iranians and Persians.

2015 Tonya Lewis: The crime heard around the world: a feminist critical discourse analysis of media coverage of the New Delhi gang rape.

#### 2015 Ben Murray: A polysemic exploration of stereotypes and racial humor in Tosh. 0.

2014 Sydney Garcia: Online representations of race and gender

2014 Miranda Leddy: The Women of Supernatural: More than Stereotypes

#### 2013 Danielle Brown: Traditional and interactive documentaries: an exploration of audience response to September 11 documentaries in different formats.

#### 2012 Amanda Earp: Creating a foundation for media literacy education: a content analysis of higher education syllabi.

2012 Hannah Mason: Image repair tactics of Reggie Bush

2008 Amanda Toller: The 2007-08 presidential primaries and candidate use of blogs

**Dissertation Committee:**

2018 Savanah Landerholm: Women Educators in Leadership Roles

2012 Karen Rollins: The effects of a computerized study program on the acquisition of science vocabulary.

**Thesis/project committee:**

2022 Impacts of Ideology: Sentiment Analysis of the Washington Post and the Washington Times,” April 27, 2022. Professor Darden, Chair

2022 Jaden Jennings: “Scrolling Your Way to a Warped Sense of Self: Body Image, Social Media, and College-Aged Females”

2021 Seung-woo Yeom: “North Korean Female Defectors’ Gender Roles Portrayed in South Korean Media”

2021 Danny Dunn, “Dig yourself: The ascent of Stokely Carmichael, Black Power and the death of the student nonviolent coordinating committee.

2019 Jordon Pollard: Text and Context: A Modified Textualist Approach

2018 Andrew Church: Tiny Texas Towns

2018 Alyssa Gonzalez: Nonprofits and social media usage

2018 Amber George: Video usage by universities

2015 Julie Freeman: Up she rises: the birth and legacy of the Texas Historic Courthouse Preservation Program

#### 2013 Isla Hamilton: The battle of print and E.

2013 Liz Cohen: Texas Governor’s Race

2011 Kristine Davis: Get rich or die tryin': a semiotic approach to the construct of wealth in rap music.

2007 Christen Massar: Non-profit Web sites

**Independent Study Adviser:**

Kyle Desrosiers (Honors) Homonormative Hegemony through Tweets

An Exploratory Study, 2020

Veronica Prince (Honors) Medical Bondage & Maternity Mortality, 2020

Magen Davis, Crisis Management, Image Repair and School Districts, 2018

Alyssa Gonzales, All the President’s Tweets, 2018

Amber George, University Use of Publicity Videos, 2018

Raf Idone, Hurricane Maria and Coverage of President Trump, 2018

Magen Davis, Race, Crisis Management and Image Repair, 2018

Raf Idone, Hurricane Harvey and Coverage of President Trump, 2017

Robbie Rogers, The 2016 Women’s March, Movement, 2017

Katie Mendez, Birth Control in Film and Social Media, 2017

Rafael Idone, Representations of Presidents during hurricanes, 2017

Mayra Monroy, Cultural Appropriation and Media Representations, 2017

Ashley Yeaman, Memes and Representations of Arabs, 2017

Sawyer Smith, Flag Burning History in the United States, 2017

Jade Fails, Bill Cosby Memes, 2016

Kaitlyn Skinner, Waco Biker Incident, 2016

Kendall McCullough, Representations of 1984 on social media, 2016

Liz Fassih, Perceptions of Persia, 2016

Endia Turney, Rachel Dolezal Memes, 2015

Isla Hamilton, Klout and Teaching online influence, 2014

Poplar Yuan, Klout and Teaching online influence, 2014

Tonya Lewis, Independence and Rap Music, 2014

Courtney Webb, undergraduate student, Spring 2010, research project on women and rap music

Stacy Pate, undergraduate student, spring 2009. Research project on elderly women in news media

Jessica Reynolds, undergraduate student, fall 2009. Images of women in the mass media. Honors Independent Readings Course

Aleana Peoples, undergraduate student, fall 2009. Media framing of missing women

Prisca Ansaloum, undergraduate student, fall 2009. Media framing of elderly women

Kelli Coleman, graduate student, fall 2008. The media’s coverage Barak Obama and Hillary Clinton in reference to the 2007-08 presidential campaign

Megan McNutt, undergraduate student, fall 2008. A study culminating in a public relations campaign

Jay Williams, undergraduate student, spring 2008. Media coverage of the Don Imus incident.

Jennifer Baker, graduate student, spring 2007. The media’s coverage of the 2008 presidential campaign.

April Sutton, graduate student, fall 2007. The media’s framing of missing black women.

Victoria Bongat, Megan Malouf and Jennifer Baker, two undergraduates and one graduate student, fall 2007. A Look at News Releases and the 2007-08 presidential primaries.

**Academic Advising:**

Adviser, Baylor Department of Journalism, 2001 to 2007

**Baylor Organizations**

2018 Faculty of Color Alliance

2018 Baylor Association of Black Faculty & Staff

**Student Organization Advisement:**

Baylor Diverse Verses, 2010 to present

Baylor University National Association of Black Journalists Adviser, 2000 to present

Baylor Delta Sigma Theta Sorority, Inc., 2000 to present

Collins Hall - Faculty Adviser, 2008

**Media Positions:**

Publisher, *For’ Seasons Magazine & Elegant Woman Magazine* 1997-2001

Managing Editor, Stevens Publishing 1997-1999

Reporter, *Waco Tribune-Herald* 1990-1997

Intern, *Bryan-College Station Eagle* 1989-1990

**Community:**

KWBU Board

Baylor Libraries Board

Waco Chapter of the Links, Inc. technology chair, 2007 to present

Westside Church, Lewisville, TX

Delta Sigma Theta Sorority, Inc.

Collaborating with Community Race Relations Coalition and Baylor University’s Academy for Leader Development and Civic Engagement to work toward racial reconciliation. Will help document participant feedback, Spring 2011.

Designer and implementer, Digital Divas, 2009-2010. The two-week camp was offered through the Center for Community Learning and Enrichment University for Young People (UYP). The course introduced and/or improved the computer technology skills of low- to moderate-income Central Texas girls ages 11 to 17

**News Media Coverage**

Baylor Communication Expert Guide:

<https://www.baylor.edu/mediacommunications/index.php?id=90908>

Social Media Post 2017 Election:

<http://www.kwtx.com/content/news/Social-Medias-influence-on-politics--411714145.html>

PRSA Mini-Conference:

<http://apps.prsa.org/Network/Communities/EducatorsAcademy/Documents/MiniFriday%20schedule.pdf>

ASAT News:

<https://asatnews.wordpress.com/author/miamoodyramirez/page/3/>

Baylor Diversity & Inclusion Award:

<https://www.baylor.edu/diversity/index.php?id=91377>

The Wacoan:

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