



Baylor University • 97353 One Bear Place • Waco, TX 76798-7353

Curriculum Vitae

MIA MOODY-RAMIREZ, Ph.D.

Associate Professor of Journalism

Graduate Program Director

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

Program Director

American Studies

One Bear Place #97353

Waco, TX 76798-7353

e-mail: MiaMoody@gmail.com

Website: www.miamoody.net

Formal Education:

Ph.D. (2006)	Journalism	University of Texas, Austin
	Dissertation title: <i>Black and Mainstream Press' Framing of Racial Profiling</i> . Advisor: Dr. Stephen D. Reese	
M.A. (2001)	Journalism	Baylor University, Waco, Texas
	Thesis title: <i>Magazine Advertisements' Influence on Body Image Satisfaction Based on Race, Gender and Socioeconomic Status</i>	
	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:

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



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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, 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.



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- 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*. *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*. *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://acjournal.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://aejmcjournal.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.

Refereed Papers:

Moody-Ramirez, M. (2017). *Mammies, Jezebels and Sapphires: Stereotypical Representations of Black Women in Comedy*. 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.



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- 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](#) Conference, Austin, Texas.
- Moody, M., Cole, H. (2016). Free Speech vs. Hate Speech: An Image Repair Case Study of Donald Sterling and Justin Bieber's use of Hate Speech. National Communications Association, Las Vegas, Nevada.
- 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.



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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. #BlackLivesMatter: 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.



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- 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 2013 American 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. & Westenhov, C. (2013). Obama Facebook Hate groups. Presented to the Media Technology Division at the 2013 AEJMC Midwinter Conference, Norman, Okla.



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- 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., Savannah 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



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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 Symposium College 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 Coverage. 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 Coverage. 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.



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Book Chapters:

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

Awards & Honors:

2018 Promoted to Professor

2018 AEJMC Lionel C. Barrow Award Recipient

2018 Selected to serve as a Fellow for the AEJMC Institute for Diverse Leadership in Journalism and Communication

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



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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

- 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 Received

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

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

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

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



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Candidates. Amount awarded: \$2,236

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

Academic Related Professional Service & Membership:

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

Appointed to the 2013-14 AEJMC Strategic Plan Implementation Committee

AEJMC Small Programs Interest Group research paper co-chair

Midwinter Conference Chair for the AEJMC Minorities and Communication Division

Discussant for Critical Cultural division at the 2011 AEJMC conference, St. Louis

Reviewer for Critical Cultural Studies Journal, 2010 to present

Vice president of the American Studies Association of America

Reviewer, International Communications Association - Feminist Scholarship Division, 2007 to present

Reviewer, International Communications Association for PR division, 2007 to present

Member, National Association of Black Journalists, 2000 to present

Member International Communication Association, 2004 to present

Member of Association for Education in Journalism and Mass Communication, 2006 to present

Baylor University Committees:

2017 to present 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



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2012	Chair, Baylor University Department of Journalism Department of Journalism Public Relations & New Media Assistant/Associate Professor Search Committee
2007 to present	Member, Baylor University Department of Journalism, Public Relations & New Media Assistant/Associate Professor Search Committee
2006 to present	Member, Baylor University Department of Journalism, Public Relations & New Media Minority Special Issues Committee
2010 to present	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

Enrichment and Professional Development:

2018	Participant: Global Warming
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)



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- 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 – Community Collaboration 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



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Other Panels/Speaking Appearances:

- 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 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



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- 2015 “How did the 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 name “Ferguson PD” <http://baylorldiat.com/2014/10/21/panel-promotes-students-cultural-sensitivity/>
- 2014 Panel Discussion on racial tension and the Ferguson incident
<http://baylorldiat.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



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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. Classic 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:



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2009 sabbatical to work on manuscript.

2016, sabbatical to work on manuscripts

Thesis chair

- | | |
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| 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:

- | | |
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| 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:

- | | |
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| 2018 | Andrew Church: Tiny Texas Towns |
| 2018 | Alyssa Gonzalez: Nonprofits and social media usage |



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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



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Independent Study Adviser:

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



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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:

Journalism and American Studies Graduate Students, 2013 to present

Adviser, Baylor Department of Journalism, 2001 to 2007.

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:

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

Antioch Baptist Church: Long-time member. However, I have been visiting various churches in the Waco Community.

Delta Sigma Theta Sorority, Inc.



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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

Links to Course Websites

Gender, Race & Media: <https://genderracemedia17.wordpress.com/>

Theory of Mass Media: <https://theoryofmasscommblog.wordpress.com/>

PR Programming: <https://2014prprogramming11.wordpress.com/>



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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/miamoodynamirez/page/3/>

Baylor Diversity & Inclusion Award:

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

The Wacoan:

<http://www.wacoan.com/mia-moody-ramirez/>

Expert File:

<https://expertfile.com/experts/mia.moodyramirezphd>

Political Hate Groups:

<http://baylorlariat.com/2012/10/04/study-explores-political-hate-on-social-media-site/mia-moody-ramirez-ftw/>

Graduate Newsletter:

https://issuu.com/miamoody-ramirez/docs/gradnewsletter_spring__2_

From Twitter to Textbooks:

<https://cacm.acm.org/careers/96272-twitter-to-textbooks-professor-says-teachers-need-to-use-social-media-in-courses/fulltext>

Coverage of Obama:

<https://news.cision.com/baylor-university>

100 Questions about Latinos:

https://books.google.com/books?id=O3koDwAAQBAJ&pg=PT4&lpg=PT4&dq=mia+moody,+baylor&source=bl&ots=PJ_5b6kPdR&sig=HxhsmLcJNxxkU4WQcZRqZm-NFDE&hl=en&sa=X&ved=0ahUKEwir2vqo8tPYAhVIY98KHexVD-c4HhDoAQg7MAQ#v=onepage&q=mia%20moody%2C%20baylor&f=false

AEJMC MAC officers:

<http://www.mediadiversityforum.lsu.edu/MAC/officers.html>



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Time to Re-friend Social Media Adversaries:

<https://baptistnews.com/article/time-to-re-friend-social-media-adversaries-expert-says/#.Wllv7hIwju0>

Baylor faculty present picks for woman on new \$10 bill:

http://www.wacotrib.com/news/higher_education/baylor-faculty-present-picks-for-woman-on-new-bill/article_32862d02-e52b-5248-abd7-a9ad78c5d70b.html

AEJMC Award recipients:

<http://www.aejmc.org/home/scholarship/award-recipients/>

We Can't Do This on Our Own': How Mainstream Media Fails Missing Girls of Color:

https://broadly.vice.com/en_us/article/a3wvnk/we-cant-do-this-on-our-own-how-mainstream-media-fails-missing-girls-of-color

CSM Members Elected to Offices:

<https://csmdiversity.org/csm-members-elected-to-aejmc-wide-offices/>

Top Paper Congratulations

<http://aejmc.us/csw/2015/03/02/congratulations/>

Do Celebrity Endorsers Actually Drive Profits?:

<https://wallethub.com/edu/celebrity-endorsers/25714/>

The Disturbing Truth That Makes *Get Out* Depressingly Plausible:

http://www.slate.com/blogs/browbeat/2017/03/10/get_out_and_america_s_many_missing_black_people.html

Stigma lingers in infamous town as Texas prepares execution for dragging death:

http://www.nbcnews.com/id/44605916/ns/us_news-crime_and_courts/t/stigma-lingers-infamous-town-texas-prepares-execution-dragging-death/

Evolving Roles And Responsibilities In Public Relations:

<http://www.deirdrebreakenridge.com/evolving-roles-and-responsibilities-in-public-relations/>

Missing White Woman Syndrome' Still A Bias For Southern California

<http://www.laweekly.com/news/missing-white-woman-syndrome-still-a-bias-for-southern-california-media-2389327>

Bad girls and gone girls: Why the media tired of 'missing white women'

https://www.washingtonpost.com/lifestyle/style/bad-girls-and-gone-girls-why-the-media-tired-of-missing-white-women/2015/12/09/5660fb52-9934-11e5-94f0-9eeaff906ef3_story.html?utm_term=.8efa791bc22a



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Bio

Mia Moody-Ramirez, Ph.D., is the Director of Graduate Studies, Director of American Studies and an associate professor of journalism, public relations and new media in the Baylor University College of Arts & Sciences.

She is Head of the AEJMC Minorities and Communication Division and Secretary for the AEJMC Commission on the Status of Women. She served on the AEJMC Strategic Plan Implementation Committee from 2013 to 2016.

She was named the 2016 AEJMC Commission on the Status of Women Outstanding Woman of the Year. She completed the Scripps Howard Academic Leadership Academy at LSU in 2014. She was the recipient of the third-annual Baylor University Diversity Award. She is a 2016-17 Academy of Teaching & Learning Baylor Fellow.

Her research emphasizes mass media representations of women, minorities and other underrepresented groups. In 2013, she co-authored *The Obamas and Mass Media: Race, Gender, Religion, and Politics* (Palgrave Macmillan) with Dr. Jannette Dates. She solo authored *Black and Mainstream Press' Framing of Racial Profiling: A Historical Perspective* (University Press of America) in 2009.

She has presented papers at numerous regional, national and international conferences and has been published in publications such as *Public Relations Review*, *Journalism Educator* and the *Journal of Magazine & New Media Research*.

She is an editorial board member for *Mass Communication and Society Journal*, *Howard Journal of Communication* and *The Journal of Social Media in Society*. She serves as a conference paper reviewer for the AEJMC Midwinter Conference, National Association of Communication, AEJMC Conference and the Southeast Colloquium.

She teaches courses in public relations, research methods and gender, race and media studies. Her expertise on these topics has been featured in various local, national and international media outlets.

Her journalism experience includes working as a blogger, staff writer and columnist for the Waco Tribune-Herald, editor and publisher of FOR Seasons magazine and Elegant Woman magazine and managing editor for Stevens Publishing.

She received her B.A. in journalism from Texas A&M University, M.A. in journalism from Baylor University, M.S. in Educational Psychology, and her Ph.D. in journalism from the University of Texas at Austin.

Moody-Ramirez is the wife of Augustine Ramirez and mother of Heidi, 24, Timothy, 14 and William, 12.