

**ROCHELLE L. FORD, Ph.D., APR**  
(Formerly Rochelle Tillery-Larkin)

1107 Kings Valley Drive  
Bowie, MD 20721  
301-218-3994 (h)  
202-806-5124 (w)  
[rocFord@howard.edu](mailto:rocFord@howard.edu)

---

**EDUCATION**

**Southern Illinois University**  
Carbondale, Illinois  
Doctor of Philosophy  
Graduate Dean Fellow  
Journalism and Public Relations  
December 1999

**University of Maryland**  
College Park, Maryland  
Master of Arts in Journalism  
Graduate Fellow  
Graduate Certificate in Gerontology  
August 1995

**Howard University**  
Washington, DC  
Bachelor of Arts in Journalism  
Magna Cum Laude  
Annenberg Honors Program  
May 1993

**American College In London**  
London, England  
International Marketing  
Annenberg Honors Study Grant  
Summer 1992

**TEACHING EXPERIENCE**

*Fall 1998 - Present*

**Howard University, Washington DC**

**Associate Dean, Academic Affairs & Sponsored Research** Teaches courses in the advertising/public relations sequence and serves as its sequence coordinator. An Accredited public relations professional, she has published work on diversity, public relations pedagogy and strategic communications management. She writes the monthly column, Diversity Dimensions, in PR Tactics newspaper. She advises the D. Parke Gibson Chapter and the National Committee of the Public Relations Student Society of America.

*Fall 2002*

**Graduate School University of Maryland University College, College Park, MD**

**Assistant Professor, Marketing/Public Relations** – taught Master level course in public relations theory and management, coordinated public relations sequence and recruited adjunct faculty.

*Fall 1995 - Spring 1998*

**University of Tennessee at Martin, Martin, TN**

**Instructor and Public Relations Sequence Coordinator** -- taught public relations research, principles of public relations, public relations techniques, survey of mass communication, introduction to journalism and news writing, advise NABJ, PRSSA and student firm, *Images*, made curriculum changes and recommendations, advised Communications majors and participated on various departmental and university-wide committees

*Fall 1994 - Spring 1995*

**Washington Center for Internships and Academic Seminars, Washington DC**

**Public Relations Professor** -- taught public relations research, principles of public relations, and public relations cases to Swedish and Norwegian students

## SCHOLARLY CONTRIBUTIONS: RESEARCH PUBLICATIONS

### **“Case Study Brother Keep It Together: Culturally Sensitive Campaign Saves Lives”**

By Rochelle L. Ford  
Invited Chapter in *Racism, Sexism and the Media: A Reader*  
Editors: Felix Gutierrez, Clint Wilson and Lena Chao  
Sage Publications  
(In-press/2004)

### **Student Activities Workbook for Public Relations.**

By Rochelle L. Ford  
Wadsworth: Belmont, Ca.  
2003

### **“Motivating Students: Keeping it Real”**

By Rochelle L. Ford  
Chapter Published in 3<sup>rd</sup> Edition of *Learning to Teach*  
Editor: Lynne M. Sallot and Barbara DeSanto  
Public Relations Society of America: New York, NY  
2003

### **1999-2000 Directory of Multi-cultural Public Relations Professionals & Firms**

A publication of the PRSA National Multicultural Communications Section  
Assistant Editor: Rochelle Tillery-Larkin  
Editor: Barbara Hines, Ph.D.  
April 2000

### **Surveying Perceived Pigeonholing Among African American Public Relations Professionals**

A Dissertation for a doctoral degree in journalism at Southern Illinois University  
Advisor: Don Jugenheimer, Ph.D.  
October 1999

### **Analysis of Senior Citizen Health Care Reform Publics Using the Situational Theory of Publics**

A thesis for M.A. degree in Journalism at University of Maryland  
Advisor: James E. Grunig, Ph.D.  
August 1995

### **1993 Directory of Multi-cultural Public Relations Professionals & Firms**

A publication of the PRSA National Multi-cultural Affairs Committee  
Research Assistant: Rochelle Tillery  
Editor: Barbara Hines, Ph.D.  
October 1993

### **Public Relations Education: A Multi-disciplinary Dilemma**

A thesis for the Annenberg Honors Program at Howard University  
Advisor: Barbara Hines, Ph.D.  
March 1993

## SCHOLARLY CONTRIBUTIONS: TRADE/INDUSTRY PUBLICATIONS

### Diversity Dimensions Column

This new column, a series published monthly in *PR Tactics*, introduces readers to diversity issues in public relations. Each article is written by Rochelle L. Ford.

**“Understanding multicultural vocabulary”** – January 2004

**“Reaching the Black church beyond February”** – February 2004

**“Pigeonholing: An unhealthy trap for practitioners, organizations and the profession”** – March 2004

**“Guidelines for Diversity Management”** – April 2004

**“Finding Diverse Job Candidates”** – May 2004

### “Motivating Students: Keeping It Real”

By Rochelle L. Ford

Article Published in *PR Tactics*

August 2003

### “The Importance of Promoting Tolerance”

By Rochelle Tillery-Larkin

Article Published in *PR Tactics*

November 2001

## **SCHOLARLY CONTRIBUTIONS: COMPETITIVE / PEER REVIEWED PRESENTATIONS**

- “Please Don’t Pigeohole: Approaching Diversity Management Holistically”  
October 2003  
PRSA International Conference  
Co-presenters: Lori George Billingsley, The Coca-Cola Company; Ellen LaNicca Albanese, Patrice Tanaka & Company, Inc.; and Dan Snyder, Porter Novelli  
New Orleans, LA
- “Using Culturally Relevant Strategies to Communicate with African-American Publics”  
October 2003  
PRSA International Conference  
Co-presenter: Rod Dennis, Colabours Communication  
New Orleans, LA
- “Jumpstart HBCU Initiative: Tying together early childhood education, community service and future teachers”  
October 2003  
10<sup>th</sup> National HBCU Faculty Development Symposium  
Charlotte, NC
- “Jumpstart HBCU Initiative: Tying together student retention, community service and future teachers”  
March 2003  
Sixth Annual Regional HBCU Summit on Retention  
Ocean City, MD
- “Multicultural Competence: How public relations practitioners can interpret the changing world”  
November 2002  
Co-presenters: Wes Mallette, MTV and Jennifer Bagdade, PR Unspun  
International Conference of the Public Relations Society of America  
San Francisco, CA
- “Targeting African Americans Using Cultural Relevant Strategies: Case of Coors Brewing Company”  
November 2002  
Co-presenter: Sylvia Cordy, Cordy & Company  
International Conference of the Public Relations Society of America  
San Francisco, CA
- “Student Motivation: Keeping it Real”  
April 2002  
2002 International Conference on Teaching and Innovations  
Jacksonville, FL
- “Targeting African Americans Using Cultural Relevant Strategies”  
October 2001  
International Conference of the Public Relations Society of America  
Co-presenter: Roz Ayers, Cordy & Company  
Atlanta, GA

“Beyond September 11: A conversation about the role of Public Relations in Building a More Tolerant World”

October 2001  
International Conference of the Public Relations Society of America  
Panel Discussion  
Atlanta, GA

“Segmenting Senior Citizen Publics Using Situational Theory of Publics”

March 2000  
Top Paper – 2000 International Interdisciplinary Public Relations Research Conference  
Public Relations Society of America  
Miami, FL

"Surveying Perceived Pigeonholing Among African American Public Relations Professionals”

October 1999  
Top Three Paper – 1999 International Conference Competitive Faculty Paper Competition  
Public Relations Society of America  
Anaheim, CA

“Represent: Coming from your roots -- In Word and Deed”

October 1999  
1999 National BPRS Conference  
Black Public Relations Society  
Detroit, MI

“Ofield Dukes & Associates: A historical case study of an African American owned public relations firm”

October 1997  
1997 National Conference  
American Journalism Historians Association  
Mobile, AL

"Problems with the MCFL Exemption Test: Limiting corporate political speech in federal elections"

March 1997  
SE Colloquium Conference  
Association for Education in Journalism and Mass Communication  
Knoxville, TN

"African American Female Students in Journalism Gender Socialization Characteristics"

October 1995  
1995 Annual Conference For Women In Higher Education  
American Council on Education National Identification Program  
Nashville, TN

“The Organization of the Public Relations Function: A literature review from 1991-1993”

April 1995  
1995 Mid-Atlantic Graduate Communications Conference  
Association for Education in Journalism and Mass Communication  
College Park, MD

"Managing the Gansta Rap Issue: RIAA Versus NPCBW"  
November 1994  
Top Paper -- Competitive Papers in Public Relations  
Public Relations Society of America National Conference  
Baltimore, MD

### **Guest Lectures and Keynote Addresses**

Buffalo/ Niagara Chapter of Public Relations Society of America  
April Workshop Presenter  
2004

Hampton-Rhodes (VA) Chapter of Public Relations Society of America  
November Workshop Presenter and Luncheon Speaker  
2003

Richmond, VA Chapter of Public Relations Society of America  
February Luncheon Keynote Speaker  
2003

National Black Public Relations Society  
National Conference, Public Relations Student Panels Moderator  
2002

University of Maryland University College  
Public Relations Theory Semester Lecturer  
Masters of Science in Public Relations Management  
2002

Virginia Commonwealth University  
Minority and Communication Day  
2001

Edelman Worldwide Public Relations  
Washington DC Edelman U. Training  
2001

University of Maryland  
Public Relations Sequence Courses  
1995, 1998, 1999, 2001

Public Relations Student Society of America National Conference  
Keynote speaker  
1999, 2001

Public Relations Society of America Memphis Chapter  
Keynote luncheon speaker  
1998

## **SCHOLARLY CONTRIBUTIONS: CREATIVE ACTIVITIES**

### **U.S. Administration on Aging Older Americans Month Promotions: What We Do Makes a Difference.**

December 2002-May 2003, Colabours Communication, Alexandria, Virginia.

Served as project manager, strategist, writer, editor and research director for a development of a national campaign to promote May 2003 as Older Americans Month. Campaign elements included cd-rom, web-site, feature stories, photography, news vignettes, promotion guide, and evaluation questionnaire. (Campaign peer reviewed by AEJMC Visual Communications Division)

### **National Highway Transportation Safety Administration African-American Focus Group Study**

March 2000-August 2002, Cordy & Company, Bethesda, MD

Served as research director, writer and strategist for a national focus group study to understand the highway and traffic safety concerns of African Americans and to develop a program guideline to assist with communicating safety messages to African Americans.

### **PRSA Multicultural Teleconference Series**

2000-2002, New York, NY

Coordinate professional development teleconferences about multicultural issues on behalf of the National Multicultural Communications Section. Teleconference topics included US Census, Targeting African Americans and Discrimination and Crisis Communication

### **High School Journalism Workshop**

June 1999, 2000, 2001, 2002, Howard University, Washington DC

Served as director of the print journalism workshop in conjunction with *USAToday* and *Baltimore Sun*, coordinated field trips and guest speakers, compiled workshop book, edited news stories, taught journalism classes

### **Inclusivity: A Crucial Business Strategy for the New Millennium**

April 1, 1999, Howard University, Washington DC

Coordinated speakers, secured media coverage, compiled and edited Inclusivity Proceedings, and secured funding for this national professional development conference for 100 advertising and public relations professionals, educators and students.

### **High-resolution Aerosols and Sulfur Dioxide Experiment Proposal**

November 1999, Howard University Washington DC

Assisted with writing and developing public and educational outreach proposal to compliment the Howard University Department of Chemistry and Program in Atmospheric Sciences \$3 million proposal to NASA. If proposal is accepted, will serve as a core team member in ensuring strategic communication, supervising the public outreach and the educational outreach research teams.

## ACADEMIC AND CREATIVE PROJECTS GRANTS

### **National Youth Service Day Grant**

**\$700**

To plan and implement, in collaboration with the Howard University Community Association, Jumpstart-For-A-Day educational fair, in which 300 three to five year-old children participated and 170 Howard University students volunteered. The event served as a service-learning component of the CapComm Lab, a student-run public relations and advertising agency.  
2004

### **Jumpstart For Young Children**

**\$180,000**

To implement service learning and community outreach program that pairs HU federal work study and other students, one-on-one with under-privileged pre-school children to promote future teachers, family involvement in education and school-readiness; and to conduct research on community relations and student retention through Jumpstart programs.  
2003-2005

### **Howard University New Faculty Research Grant**

**\$50,000**

To conduct survey research to develop a theory of excellence in multicultural public relations and communications management  
2000-2002

### **National Black Public Relations Society**

**\$30,000**

To establish a national speaker series at Howard University.  
2000

### **Howard University Provost Academic Excellence Grant**

**\$5,000**

To plan and implement a national conference about diversity and multiculturalism in advertising and public relations.  
1998-1999

### **University of Tennessee at Martin Faculty Development Grant**

**\$15,000**

To conduct survey research to explore perceived pigeonholing among African-American public relations practitioners  
1997-1998

## PROFESSIONAL DEVELOPMENT: PROFESSIONAL EXPERIENCE

*Summer 2003*

### **Advertising Education Foundation/Ogilvy Advertising**

**Visiting Professor** – served as a consultant to the Office of Drug Control Policy Account Team regarding multicultural communications outreach for the Anti-Drug Campaign.

*Spring 2000-Present*

### **Sylvia Cordy & Company, Bethesda, MD**

**Research Director** – serves as the research director for a national focus group and long interview research project about African Americans in traffic safety for National Highway Safety Administration

*Winter 2000*

### **SingleShop.Com, Herndon, VA**

**Public Relations Consultant** – developed strategic communications plan and coordinated media outreach to garnish coverage about this minority-owned business to business e-commerce company.

*Winter 1999-Present*

### **Colabours Communications, Alexandria, VA**

**Public Relations / Research Director** – serve as a public relations consultant to a communications agency on various governmental accounts, write proposals, plan research and implement strategies

*Winter 1998-1999*

### **Mayor Anthony Williams Inaugural Activities, Washington DC**

**Public Relations Volunteer** -- credentialed media before events, coordinated media interviews at events, supervised volunteers, and edited media releases and advisories regarding activities

*Spring 1998*

### **McCracken County Sheriff's Department, Paducah, KY**

**Crisis Communications Volunteer** -- supervised a team of students serving in a public information/media relations crisis team during the Paducah High School Shootings, coordinated national and international media interviews, issued statements on behalf of the Sheriff's department, briefed spokespersons and secured renowned public relations crisis team to assist

*Spring 1996- Summer 1996*

### **Olympic Torch Relay, Memphis, TN**

**Media Relations Volunteer** -- wrote and edited media releases about the Olympic Torch Relay, developed media list for West Tennessee and coordinated student volunteers from University of Tennessee at Martin

*Fall 1993 - 1995*

### **RTILLERY Communications, New Carrollton, MD**

**President** -- consulted clients on public relations needs, and planned, implemented and evaluated public relations programs. Clients included American Association of Retired Persons, Urban Partnerships, Code:Black Productions and Arthur J. Schultz & Company

*Spring-Summer 1993*

**Arthur J. Schultz and Company, Washington, DC**

**Account Representative** -- coordinated projects and media for the Franklin Square Association, the Georgetown Business and Professional Association, the Black Public Relations Association, Wedgwood Capital Management, the Whitelaw Hotel exhibit and Dynamic Concepts, Inc.

*Winter 1993*

**Presidential Inaugural Committee, Washington, DC**

**Press Relations Volunteer** -- programmed a database for press covering inaugural talent, transcribed video clips of pre-inauguration stories and interviews, responded to media inquiries and recruited student volunteers for the African-American Liaison Committee

*Fall 1992*

**AFL-CIO, Washington, DC**

**Department of Information Intern** -- wrote and edited stories for *AFL-CIO NEWS* and contacted media to promote national and international special events and labor issues

*Fall 1992-Spring 1993*

**CapComm, Washington, DC**

**President** -- managed and supervised a student run public relations and advertising firm whose clients included Howard University Small Business Development Center, Public Relations Society of America, Friends of the National Zoo and Apple Computers

*Summers 1992, 1991, 1990 and 1989*

**Nationwide Insurance Companies, Columbus, Ohio**

**INROADS Intern** -- analyzed and updated the Nationwide Insurance Foundation giving policies, created advocacy and corporate advertisements, designed pages and wrote stories for national marketing and employee publications, trained national speakers, organized a national conference and created a departmental newsletter

*Spring 1992*

**American Association for Retired Persons, Alexandria, Virginia**

**Public Relations Assistant** -- edited three state newsletters, coordinated speakers bureau, promoted special events and organized media relations and volunteers

*Spring 1991*

**Ketchum Public Relations, Washington, DC**

**Intern** -- monitored national and local media, conducted research and developed media contacts and placements

*Fall -- Spring 1990/1991 and 1989/1990*

**Hilltop newspaper, Washington, DC**

**Staff Reporter** -- researched and wrote stories affecting the Howard University community

*Summer 1990*

**WVKO-AM, Columbus, Ohio**

**Public Service Announcement Intern** -- collected, composed, edited and delivered on-air public service announcements

## **PROFESSIONAL DEVELOPMENT: PROFESSIONAL SEMINARS**

**American Journalism Historians Association Conference 1997**  
**Association for Education in Journalism and Mass Communication Conference 1993, 1997, 1998**  
**Black Public Relations Society National Conference 1999, 2000, 2002**  
**National Association of Black Journalists National Conference 1996, 1998, 2000**  
**National HBCU Faculty Development Symposium 2003**  
**Public Relations Society of America's International Conference 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003**  
**Regional HBCU Summit on Retention 2003**  
**Southwest Education Council for Journalism and Mass Communication Conference 1997**

## PROFESSIONAL SERVICE

### **Public Relations Society of America**

International Conference Planning Committee Member 2001, 2002, 2003  
National Educators Academy Professional Development Chair 2001-2002  
National Diversity Committee for the Fellows of PRSA 2001  
National Multi-cultural Communications Section Chair 2000  
National Membership Committee 2000  
Bronze Anvil Awards Judge 1999  
National Multi-cultural Communications Section Chair-elect 1999  
National Strategic Planning Committee 1998-2000  
National Multi-cultural Communications Section Secretary 1997-1998  
National Educational Affairs Committee Member 1996-1998  
Memphis Chapter PRSSA Liaison 1995-present  
National Multi-cultural Affairs Committee Member 1995-1996, 2001-2002  
Memphis Chapter Member 1995-1997  
Friends of PRSSA 1994-present  
National Capitol Chapter Member 1994-1995, 1998-present  
National Capitol Chapter Student Affairs Committee Member 1994, 1998-present  
National Educators Section/Academy Member 1994-present  
National Multi-cultural Affairs National Conference Reception Committee Member 1994  
First Place Graduate Student Paper 1994  
National Multi-cultural Affairs Student Liaison 1990-92

### **Public Relations Student Society of America**

Chapter Faculty Advisor for Howard University 1998-present  
National Faculty Advisor 1996-1998  
National Conference Advisor 1996-1997  
Chapter Faculty Advisor for University of Tennessee at Martin 1995-1998

### **Association for Education in Journalism and Mass Communication**

*Journal of Public Relations Research* Editorial Board 2000-present  
*Journalism and Mass Communications Educator* Editorial Board 2000  
Public Relations Division National Student Paper Competition Coordinator 1998-1999  
Public Relations Division 1998 National Conference Panel Coordinator 1997-1998  
Student Paper Judge for Minorities in Communication Division 1995-present  
1995 National Conference Planning Committee Volunteer 1994  
Public Relations Division Member 1993-present  
Minorities and Communications Division Member 1994-present  
Mass Comm & Society Division Member 1997-1999  
Graduate Student Division Member 1993-1998

### **Southwest Education Council for Journalism and Mass Communication**

Reviewer for the *Southwest Mass Communication Journal* 1997-1998

### **Black Public Relations Society of Washington, DC**

National Conference Planning Committee 2002  
Member 1998-present  
Charter member 1992-1995  
Young Professional Action Committee Chair 1992-93

## SERVICE TO ACADEMIA

### Howard University

#### Department:

- Appointments Promotion and Tenure Committee 2001-2004
- New Faculty Search Committee 2001-2002
- Ofield Dukes Scholarship Committee Member 2001-present
- Public Relations Outreach Team 2001-present
- Integrated/Converged Media Lab Development Committee 2000-2004
- Curriculum Committee Chair 2000-2004
- Secretary 1999-2000
- *Community News* Profile of Excellence Awards Faculty Copy-editor 1999
- Journalism Awards Program 1999
- D. Parke Gibson Public Relations Student Society of America Chapter Faculty Advisor 1998-present
- Fleishman-Hillard Scholarship Committee 1998-present
- Public Relations Sequence Committee 1998-present
- Department of Journalism Curriculum Committee 1998-present
- Department of Journalism Library Committee 1998-2000
- Department of Journalism Student Affairs 1998-2001
- D. Parke Gibson Public Relations Student Society of America Chapter Faculty Advisor 1998-present
- Establish partnership with Council of Public Relations Firms (H.U. is one of 5 benchmarking schools for the council) 1998-2003
- Accreditation Team Student Representative 1992

#### School:

- Mass Communication Graduate Committee 2003-2004
- 30<sup>th</sup> Anniversary Committee
- Interdisciplinary Studies and Collaboration Committee 2000-2002
- Special Assistant to the Dean for curriculum and board of visitors meeting 2000
- Chair of School of Communications Homecoming Alumni Reception Committee 1999
- Assist Dean with Executive Committee Presentation 1999
- Annenberg Honors Council 1998-present
- Member of School of Communications Task Team committee 1998-present
- Advise committee to produce a fund-raiser for the Mary L. Ward Scholarship fund for School of Communications student 1999
- Member of School of Communications Homecoming Alumni Reception & Breakfast committee 1998
- Member of School of Communications CQUIT committee 1998-present
- Communications Job Fair 1998-present
- Annenberg Honors Student Council 1990-1993

#### University:

- Howard University Community Association Consultant 2002-present
- President's Strategic Framework for Action Committee 2000-2001
- Faculty Senate Governance and Bylaws Committee 1999-2002
- Faculty Recruiter Office of Student Recruitment 1998-present
- Member of H.U. Early Learning Program Parent Network 1998-2000

- Parent's Guide to K-3 Mathematics Skills (collaboration with Mathematics Department and the Provosts Fund for Academic Excellence Grant) 1998-present
- Supervised student public relations projects for real clients in the Washington DC metro area and in Cincinnati, OH 1998-present
- Howard University Alumni Association 1993-present

**University of Tennessee at Martin**

**University:**

- Chancellor's High Profile Speaker Committee 1995
- University of Tennessee Research Corporation Advisory Board 1995-1998
- Faculty Search Committees 1995-1998
- Minority Faculty Coalition 1995-1998

## SERVICE TO COMMUNITY

- **Jumpstart**
  - HBCU Initiative 2002-present
  - Washington DC Board of Directors 1999-2002
  
- **Landover Memorial Baptist / Woodstream Church**
  - Sunday School Teacher 1999-present
  
- **McCabe United Methodist Church**
  - Nursery Coordinator 1995-1997
  - Sunday School Teacher 1996-1997
  
- **Mt. Pleasant Baptist Church**
  - Nursery Sunday School Teacher 1994
  - Senior High School Sunday School Teacher 1993-1994
  - Big Brother/Big Sister Volunteer 1991-1995, 1998-present
  
- **Zeta Phi Beta Sorority, Inc.**
  - Alpha Eta Zeta Chapter 1996-1997
  - Delta Iota Chapter Assistant Advisor 1995-1997
  - National Speakers Bureau 1992-present
  - National Public Relations Committee 1992-present
  - Beta Zeta Chapter 1993-1995, 1998-present
  - Alpha Chapter Advisory Board 1993-1995
  - Alpha Chapter Basileus 1992
  - Alpha Chapter Antapokritist 1991-1992
  - LaCasa Homeless Shelter Volunteer 1990-1991
  
- **INROADS Alumni Association**
  - Newsletter Contributor
  
- **Congressional Black Caucus**
  - Legislative Weekend Public Relations Volunteer 1989-1994
  - Legislative Weekend Media Relations Volunteer 1989-1994

## HONORS

2003 Jumpstart Burst Award  
2003 Faculty Honors *Howard Magazine*  
2002 Award for Innovations in Teaching, Learning and Technology  
2002 Howard University Nominee for the International Boyer Award for Outstanding Teaching  
2002 Faculty Appreciation Award School of Communications Howard University  
2001 Certificate of Accreditation from the Public Relations Society of America  
2000 *PRWeek* Top 30 Under 30 In Public Relations Award  
2000 PRSSA Hall of Fame Inductee  
2000 Howard University Excellence Award for Outstanding Budding Research/Scholarship  
2000 PRSA Presidential Citation  
2000 International Interdisciplinary Public Relations Behavioral Science Research Award  
1999 PRSA National Conference Top Three Faculty Papers  
The Jon Riffel/PRSSA Championship Award  
School of Journalism Graduate Student Award, Southern Illinois University at Carbondale  
Graduate School Tuition Scholarship, Southern Illinois University at Carbondale  
Graduate Dean Fellowship, Southern Illinois University at Carbondale  
Phi Kappa Phi Honor Society  
1994 PRSA Top Graduate Student Paper  
Graduate Fellowship, University of Maryland  
AEJMC People of Color Graduate Award  
Top Public Relations Graduate, Howard University  
Howard University School of Communications Annenberg Honors Graduate  
Friends of PRSSA Betsy Ann Plank Scholarship  
PRSSA Gold Key Award  
National Competitive Scholarship, Howard University  
Golden Key Honor Society  
Frederick Douglass Honor Society  
INROADS Top Senior Award  
Howard University's Dean's List  
Who's Who Among American Colleges and Universities