



ROBBY BYRD, PH.D.

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EDUCATION

Ph.D. Mass Communication, The University of Southern Mississippi, December 2014

“The (Not So) New Normal: A Queer Critique of LGBT Characters and Themes in Primetime Network Television Situational Comedies.”

Advisor: Dr. Christopher Campbell

M.A. Communication, University of South Alabama, May 2011

“‘When the Pretending’ Stopped? AIDS Coverage in New Orleans’ Mainstream, Gay and Alternative Presses From 1981-1991”

Advisor: Dr. Vanessa Murphree

Received the University of South Alabama Top Thesis Award for 2011

B.A. Communication, Mississippi State University, May 2002

TEACHING EXPERIENCE

University of Memphis Department of Journalism and Strategic Media

Associate professor (Fall 2021-present)

Assistant professor (Fall 2015-Fall 2021)

Head of journalism major (Spring 2016-present)

Advise 45 journalism undergraduate students

Courses taught

- JRSM 2121 Intro to Media Writing
- JOUR 3526 Multimedia Storytelling
Redesigned and launched Fall 2017
- JOUR 3900 Visual Media
- JOUR 4124 Data Writing and Reporting
- JOUR 4150/6150 Sports Writing/Reporting
- JOUR 4180 Public Issues Writing/Reporting
Created and launched Fall 2017
- JRSM 4702 Media, Diversity and Society (online)
Developed online version of the course 2017
- JOUR 4998 Multimedia News Lab
Developed student site MemphisMirror.com.
- JOUR 4530/6530 Innovative Storytelling:
Podcasting in Journalism
Created and launched Spring 2019
- JOUR 4535/6535 Social Media Journalism
Created and launched Fall 2021
- JOUR 4802 Drone Journalism
Created and launched Fall 2016
- JOUR 7350 Advanced Multimedia Journalism
(graduate)
Developed and launched Spring 2017
- JRSM 7075 Research Methods
- JRSM 7085 Qualitative Research Methods
Developed and launched Fall 2018

The University of Southern Mississippi School of Mass Communication and Journalism

Visiting Instructor (Fall 2014-Summer 2015)

- MCJ 102 Introduction to Media Writing
- MCJ 200 Introduction to Social Media
- MCJ 300 Multimedia Storytelling
- MCJ 303 Investigative Strategies for Journalists
- MCJ 301 Feature Writing
- Advised 48 broadcast journalism undergraduates

Graduate Teaching Assistant (Fall 2011-Summer 2014)

University of South Alabama

- Department of Continuing Education, Computer Applications Instructor. Courses consist of instruction in Microsoft Office 2007 and 2010 applications (Spring 2011 – Spring 2014)
- Graduate Assistant, Online Public Speaking, Department of Communication, University of South Alabama (Summer 2010 – Fall 2010)
- Graduate Assistant, Public Speaking, Department of Communication, University of South Alabama (Spring 2009 - Spring 2010)

PROFESSIONAL EXPERIENCE

- Freelance writer, *Memphis Magazine*, Memphis, Tennessee (Spring 2017—Spring 2020)
- Editor, *The Covington News* and *Alcovy Magazine*, Covington, Georgia (January 2008 – September 2008)
- General manager, For both *The Amory Advertiser* and *Aberdeen Examiner*, Amory, Mississippi and Aberdeen, Mississippi, respectively (October 2005 – January 2008)
- Assistant sports editor, *The Meridian Star*, Meridian, Miss. (July 2005 – October 2005)
- Sports editor/news reporter, *The North Jefferson News*, Gardendale, Alabama (December 2003 – July 2005)
- Sports writer, *The Amory Advertiser*, Amory, Mississippi (October 2002 – June 2003)

PUBLICATIONS

Peer reviewed journal

Janoske, M., **Byrd, R. D.**, & Madden, S. (2019) One liners and catchy hashtags: Building a graduate student community through Twitter chats. *Journal of Public Relations Education* 5(1), 70-100.

Byrd, R. D. & Denney, P. (2018) “Using Their Own Voice”: Learning to Tell Stories with Instagram. *Teaching Journalism and Mass Communication* 8(2), 47-55.

Book chapters

Byrd, R. D. (2019). Quaring Queer Eye: Millennials, moral licensing, cleansing and the Queer Eye reboot. In C. Campbell & L. Coleman (Ed.), *Media, Myth and Millennials: Critical Perspectives on Race and Culture*. Lexington Books.

Byrd, R. D., Janoske, M., & Chaney, A. (2019) From Orange Juice to the Ballot Box: Media Coverage of Anita Bryant’s Rise and Fall in the Early Religious-right Movement. In K.K. Strunk (Ed.), *Queering the Deep South: Research on Queer Studies and LGBTQ Lives in the U.S. Southeast*. Charlotte, N.C.: Information Age Publishing.

Byrd, R. D. (2016) Race and Sexuality: Whitewashing Representation. In C. P. Campbell (Ed.), *The Routledge Companion to Media and Race*. New York: Routledge.

Non-peer reviewed journal

Byrd, R. D. (2013). Don't Be a Tool . . . Dress Like a Guy: Denotative and Connotative Readings of Old Navy's Süpar Tool Advertisement. *Synergy* 4 (1), 73-80.

Book reviews

Byrd, R. D. (2020) Andrew Stoner, *The journalist of Castro Street: The life of Randy Shilts*. *Journalism History*, (online).

Byrd, R. D. (2017) Jason A. Peterson, *Full Court Press: Mississippi State University, the Press, and the Battle to Integrate College Basketball*. *Newspaper Research Journal*, 38 (1), 134-135.

Manuscripts in progress

Madden, S., **Byrd, R. D.**, & Brown, L. Purchasing power: Etsy activism and the symbolic politics of consumption in white feminism.

Byrd, R. D. "We knew them as people": Local media coverage and the national commemoration of the New Orleans Up Stairs Lounge fire victims since 1973.

Byrd, R. D. Queer as a football bat: Hegemonic gayness and homophobic Narrative in Out Magazine's "Sports Issue."

Byrd, R. D. From outsider to martyr: The Advocate's coverage of Harvey Milk from 1977 to 1979.

Byrd, R. D. and Marks-Malone, K. "Selling public relations": A case study of Obsidian Public Relations' in-house podcast.

CONFERENCE PRESENTATIONS

National Conferences

Madden, S., Byrd, R. D., & Brown, L. Purchasing power: Etsy activism and the symbolic politics of consumption in white feminism. Presented at the 2018 International Communication Association Conference in Washington, DC May 2019.

Byrd, R. D. Evolving Narratives: New Orleans Media Coverage of AIDS from 1985-1988. Presented at the 2018 American Journalism Historians Association's annual conference in Salt Lake City, Utah October 2018.

Janoske, M., Byrd, R. D., & Cooper, D. Identity Formation and Voter Suppression: The Iconography of Fake Memes in the 2016 Presidential Election. To be presented at the Association for Education in Journalism and Mass Communication (AEJMC) annual conference (Cultural and Critical Studies Division) in Washington, DC August 2018.

Janoske, M., Byrd, R. D., & Madden, S. One Liners and Catchy Hashtags: Building a Graduate Student Community through Twitter Chats. Presented at the AEJMC annual conference (Public Relations Division) in Chicago, Illinois August 2017. Top poster in PRD Teaching Competition.

Byrd, R. D. & Denney, P. "Using their own voice": Learning to tell stories with Instagram. Presented at the AEJMC annual conference (Small Programs Interest Group) in Chicago, Illinois August 2017. Third place teaching paper for SPIG.

Byrd, R. D. Privileged gay man: The intersection of race, gender and sexuality in network television sit coms. Presented at the AEJMC annual conference (Entertainment Studies Interest Group) in Minneapolis, Minnesota August 2016.

Byrd, R. D. Good gay, bad queer: Heteronormative shaming and homonormative love in network television situational comedies. Presented at the AEJMC annual conference (Cultural and Critical Studies Division) in San Francisco August 2015.

Byrd, R. D. Rich and fabulous: The marginalizing power of television situational comedies and the contrived gay market. Presented at the AEJMC annual conference (Entertainment Studies Interest Group) in San Francisco, August 2015.

Byrd, R. D. “We Knew Them as People”: Local media coverage and the national commemoration of the New Orleans Up Stairs Lounge fire victims since 1973. Presented at the 2013 AJHA’s annual conference in New Orleans, Louisiana September 2013.

Byrd, R. D. Creating a narrative of (im)possibility: Outsports.com’s declaration of a gay-friendly Sports world. Presented at the AEJMC annual conference (Gay, Lesbian, Bisexual and Transgendered Interest Group) in Washington, D.C. August 2013.

Sipocz, Daniel & Byrd, R. D. Did #NBCFail? Twitter and user-generated critiques of 2012 Olympic coverage in a post-broadcast world. Presented at the AEJMC annual conference (Graduate Student Interest Group) in Washington, D.C. August 2013. Third place paper award for interest group.

Byrd, R. D. Queer as a football bat: Hegemonic gayness and homophobic Narrative in Out Magazine’s “Sports Issue.” Presented at the AEJMC annual conference (Cultural and Critical Studies Division) in Chicago, Illinois August 2012. Top poster award for division.

Byrd, R. D. From outsider to martyr: The Advocate’s coverage of Harvey Milk from 1977 to 1979. Accepted for presentation at the AEJMC annual conference (History Division) in St. Louis, Missouri, August 10, 2011.

Regional/State Conferences

Byrd, R. D., Hollingsworth, J. & Warnick, J. Responding to the enemy: Identity construction and selective exposure in Huffington Post’s blog and reader’s comments. Presented at the Southern States Communication Association Annual Conference (Mass Communication Division) in Louisville, Kentucky on April 11, 2013.

Byrd, R. D. Just another “snark” piece? Outsports.com’s queering of Tim Tebow through the scope of a homophobic “gaydar.” Presented at the Alabama Communication Association annual convention in Mobile, Alabama, July 28, 2012. Top graduate student paper.

Byrd, R. D. From outsider to martyr: The Advocate’s coverage of Harvey Milk from 1977 to 1979. Presented at the AEJMC Southeastern Colloquium in Columbia, South Carolina, March 18, 2011. Top student paper in history division.

Panel Presentations

Byrd, R.D.; Stoner, Andrew; Bajko, Matthew. Historic Media Coverage of LGBTQ Issues: San Francisco and Other Key “Places”. Presented to the AEJMC annual conference (LGBTQ Interest Group & History Division). Virtual Conference August 2020.

Byrd, R.D.; Li, Minjie; Salamon, Earl; Cizek, Erica; Reynolds, Chelsea; Rodriguez, Nathian. Queering Methods: Exploring the Emerging Topics and Research Methodologies in the Queer Digital Space. Presented to the AEJMC annual conference (LGBTQ Interest Group & Cultural and Critical Studies Division). Virtual Conference August 2020.

Byrd, R. D.; Rodriguez, Nathian; Christensen, Jen; Fox, Kim. Strange Fruit: Diversity and Storytelling Across the Pod-

casting Platform. Presented to AEJMC annual conference (LGBTQ Interest Group & Minorities in Communication Division) in Toronto, Canada, August 2019.

Byrd, R. D.; Rodriguez, Nathian; Tindall, Natalie; & Jennifer. Out of the Intersectional Ghetto: Publishing Inclusive Research in Mainstream Mass Comm and Journalism Journals. Presented to AEJMC annual conference (LGBTQ Interest Group & Commission on the Status of Women) in Washington, D.C., August 2018.

Byrd, R. D.; Murphree, Vanessa M. & Perry, Pam: Two sides of the same coin: The historical synergy between public relations and the press. Presented at the AJHA annual conference in St. Petersburg, Florida, October 2016.

Byrd, R. D.; Foss, Katie; Rodriguez, Nathian & Geske, Joel: Teaching LGBTQ Issues in the Bible Belt. Presented to AEJMC annual conference (LGBTQ Interest Group & Cultural and Critical Studies Division) in Minneapolis, Minnesota, August 2016.

Byrd, R. D. “‘Housewives with Balls’: Hegemonic Masculinity and Heterosexist Narrative in Logo TV’s A-List Dallas.” Presented at the SSCA annual conference (Popular Communication Division) in Louisville, Kentucky on April 13, 2013.

Byrd, R. D. “In Their Opinions: Establishing a Counternarrative During the AIDS Epidemic in the Conservative South.” Presented at the SSCA annual conference (Gender Studies Division) in Louisville, Kentucky on April 11, 2013.

Byrd, R. D. “Is ‘Milk Still Fresh’: Harvey Milk, The Advocate, and Public Memory.” Presented at the SSCA annual conference (Public Address Division) in Little Rock, Arkansas on March 21, 2011.

Other Conference Presentations

Sipocz, Daniel & Byrd, R. D. “#NBCFail? A textual analysis of viewer generated Twitter critiques during NBC’s 2012 Olympic coverage.” Presented at the Broadcast Educators Association District II Conference at Tennessee State University, Nashville, Tennessee, October 5, 2012.

Byrd, R. D. Queer as a football bat: Hegemonic gayness and homophobic narrative in Out Magazine’s “sports Issue.” Presented at the AEJMC Midwinter Conference (Cultural and Critical Division) in Norman, Oklahoma, March 2, 2012. Top paper in division.

Byrd, R. D. “The ‘gays’ disease’: The Times-Picayune’s AIDS coverage from 1981-1985.” Presented at the AJHA Southeast Colloquium in Panama City, Florida, February 5, 2011.

Guest Lectures/Presentations

Visiting professor Johannes Gutenberg University, Journalistisches Seminar Mainz. Mainz, Germany. Course: Digital Media and Society. May 5-26, 2017.

“Researching Media History” presented to the UofM JRSJ monthly research colloquium October 2016.

“The Not So New Normal” presented to the UofM JRSJ monthly research colloquium March 2016.

“Feminism in the News” panel as part of the University of Memphis’ Women’s History Month celebration. February 2016.

Other Research Projects

Assisted with coding qualitative questionnaires from participants in the Blue Star Families “2013 Military Family Lifestyles Survey.” The research was presented during a panel event cohosted by the Senate and Congressional Military Family Caucuses in Washington, D.C. on May 16, 2013.



SERVICE

- Member of the NCAA Name, Image & Likeness Community of Researchers. (Fall 2021-Spring 2022)
 - Research group funded to explore NIL coverage in media, impact on student athletes.
 - Interdisciplinary group from sports marketing, journalism and the law school.
 - Awarded \$2,500 to begin research in Fall of 2021.
- University of Memphis Academic Freedom and Responsibility Committee (Fall 2020-present)
- UofM College of Communication and Fine Art Graduate Curriculum Council, departmental representative (Fall 2019-present)
- AEJMC History Division Southeast Colloquium Research Chair (2019-2020)
- Department of Journalism and Strategic Media Internship Coordinator (Fall 2019)
- Member of the LGBTQ Community of Researchers at University of Memphis. (Fall 2018-Present)
 - Research group funded by UofM to establish a Queer archive on campus.
 - Group comprised of Queer researchers across the campus.
 - Serve as group's PR and outreach coordinator.
 - Applied for \$2,500 grant from University of Memphis for LGBTQ Special Collection (funded).
- Slated to lead JRSM study abroad program to Mainz, Germany (May 2020 & 2021)
 - Both program years have been postponed due to the pandemic.
- Chair of AEJMC LGBTQ Interest Group (2018-2019)
- Chair broadcast journalism faculty search committee, University of Memphis Department of Journalism and Strategic Media (2018)
- Director UofM Department of Journalism and Strategic Media's AMP18, high school media workshop (June 2018)
- Study abroad lead instructor journalism, Mainz, Germany. (May 2017)
- Member of University of Memphis Grade Appeal Committee (2017-2019)
- JRSM Broadcast News Task Force (Spring 2018)
- JRSM #MLK50 Task Force (2017-2018)
- Head of journalism major on Journalism and Strategic Media Curriculum Committee (2016-present)
- Helped coordinate Electionland Project for U of M journalism students during the 2016 Presidential Election. Electionland is part of ProPublica's election coverage.
- Vice Chair for AEJMC LGBTQ Interest Group (2017-2018)
- Research Chair for AEJMC LGBTQ Interest Group (2016-2017)
- Website manager and newsletter editor for AEJMC Cultural and Critical Studies Division (2015-2017)
- Paper reviewer for various AEJMC interest groups and divisions [Cultural and Critical Studies Division, History Division, LGBTQ Interest Group, and Entertainment Studies Interest Group] (2016-present)
- Member advertising faculty search committee, University of Memphis Department of Journalism (2016)
- Chair UofM Department of Journalism and Strategic Media Scholarship Committee (2016-2019)
- Member of UofM Department of Journalism Strategic Media Publication Board (2016-present)
- Principal investigator Drone Journalism course, part of the FedEx Institute's DRONES Cluster (2016-2017)
- Received a \$5,000 grant from FedEx DRONES Cluster to develop a course in drone journalism.
- Serve on recruitment committee, UofM Department of Journalism and Strategic Media (2015-2017)
- Coordinated Media Engagement day activities for the department (2015)
- Worked departmental booth at the Discover Your Major Day (2015, 2016, 2017, 2018, 2019, 2021)
- Assisted with department open house to welcome new students (2015, 2016)
- Worked departmental booth at MemBound (Fall 2017)

- Director of the 2015 Remembering Hurricane Katrina University of Southern Mississippi High School Multimedia Journalism Workshop (June 2015)
- Received a \$6,000 grant from the Dow Jones News Fund to support the workshop.
- Research chair Newspaper and Online News Division 2015 AEJMC Southeast Colloquium (2014-2015)
- Instructor Mississippi Scholastic Press Association training workshop (September 2014)
- Assistant director for the 2014 “Remembering Freedom Summer” USM High School Multimedia Journalism Workshop (June 2014)
- University of Southern Mississippi Gay Straight Alliance, LGBTQ+ Allies training class (October 2013)
- Graduate Student Liaison, Cultural and Critical Studies Division (AEJMC) (2012-2014)
- Graduate Student Representative, USA Communication Graduate Faculty Committee (August 2009 – Spring 2011)
- Judge, University of South Alabama High School Public Speaking Contest (April 2010)

EXTERNAL FUNDING

- Podcasting History, NEH Collaborative Research Grant, \$250,000, Fall 2019 (not funded).
- Recording Studio in Meeman Journalism, Gannett Foundation, \$75,000, Fall 2019 (not funded).
- In the Land of Decadence, American Journalism Historians Association Rising Scholar Grant, \$2,000, Summer 2018 (not funded).
- JRSM A.M.P. Summer High School Workshop, Dow Jones News Fund, \$5,000, Summer 2018 (not funded).
- 2015 USM High School Multimedia Workshop, Dow Jones News Fund \$6,000, Summer 2015 (funded).

INTERNAL FUNDING

- NCAA NIL, UofM Community of Researchers Grant, \$2,500 (funded)
- LGBTQ CoRs Mid-South LGBTQ+ Archive, UofM CoRs, \$5,000, 2019 (not funded).
- LGBTQ CoRs Mid-South LGBTQ+ Archive, UofM Community of Researchers Grant, \$2,500, 2018 (funded).
- Drone Journalism Expansion, FedEx Institute of Technology DRONES Grant, \$5,000, 2017 (not funded).
- Drone Journalism, FedEx Institute of Technology DRONES Cluster Grant, \$5,000, 2016 (funded).
- New Faculty Research Grant, UofM College of Communication and Fine Art, \$3,000, 2016 (funded).

GRADUATE STUDENT COMMITTEES

Dissertation Committee

Outside dissertation reader, José Andrés Arazia, University of Texas, Austin. Dissertation title: From Antagonizing to Advocating: The Evolving Portrayal of Gay and Lesbian Texans in the Press. Defended Summer 2016.

Outside committee member for Michelle Carr, University of Memphis Department of Communication and Film. Proposed Spring 2020.

Thesis Committee

Committee member for Paul D’Ambrosio, University of Memphis, Thesis title: Growing the Audience: Are Newsroom Metrics Killing Watchdog Reporting? Defended Spring 2018.

Committee member for Melanie Hawkins, University of Memphis, Thesis title: Chuckling Through a Crisis. Defended Fall 2017.



Project/Internship Committee

Committee member for master's project, Shelby Harris, University of Memphis. Project title: 'Rona Reporting: A look into the journalistic process of East Tennessee reporters during the COVID-19 pandemic. A podcast. Defended Spring 2021.

Chair master's project, Katrina Smith, University of Memphis. Project title: Life in Quarantine Podcast. Defended Fall 2020.

Chair master's project, Logan Butts, University of Memphis. Project title: Two Miles of Hatred: An Oral History of The Battle of the Boulevard, Mid Major College Basketball's Fiercest Rivalry. Defended Fall 2017.

Committee member for master's project, Louis Asser, University of Memphis. Project title: Media Center 2019 U.S. Open. Defended Fall 2019.

Committee member for master's practicum, Asha Immanuel, University of Memphis. Project title: Hope Works, Inc./Hope 2 Hire Social Media Manager. Defended Fall 2018.

Committee member for master's project, Senwhaa Lim, University of Memphis. Project title: Travel MANager. Defended Summer 2016.

Committee member for master's project, Ilesha Harris, University of Memphis. Project title: What the doctor ordered: A best practices guide for practitioners communicating with children and families. Defended Spring 2016.

HONORS

- University of Memphis College of Communication and Fine Arts Dean's Faculty Advisor Award, Fall 2020.
- UofM Department of Journalism and Strategic Media D. Mike Pennington Mentoring Award, Fall 2018.
- Third place paper SPIG AEJMC 2017.
- Top poster in PRD Teaching Competition AEJMC 2017.
- Third place in AEJMC Visual Communication Division's Best of the Web contest for MemphisMirror.com.
- Recipient of UofM College of Communication and Fine Art New Faculty Research Grant, Summer 2016.
- Received \$3,000 to conduct archival research in New Orleans during the summer of 2016.
- Recipient of a 2013 AEJMC Graduate Student Travel Grant for national conference in Washington, D.C.
- Third place paper award for co-authored paper in Graduate Student Interest Group at the 2013 AEJMC National Conference in Washington, D.C.
- Top PhD Student for 2012-2013. Presented by The University of Southern Mississippi School of Mass Communication and Journalism
- Recipient of the 2013 Dr. Robert Gene Wiggins Fellowship from the University of Southern Mississippi School of Mass Communication and Journalism
- Top Poster Award for the Cultural and Critical Studies Division (AEJMC) at the 2012 AEJMC National Conference in Chicago, Illinois
- Top Graduate Student Paper at the 2012 Alabama Communication Association Annual Convention
- Top Paper in Cultural and Critical Studies Division at 2012 AEJMC Midwinter Conference
- Top Thesis Award for 2011 at the University of South Alabama
- Top Student Paper in the History Division at AEJMC 2011 Southeast Colloquium
- Exceptional Graduate Teaching Award, University of South Alabama 2010-2011
- Outstanding Scholarly Paper Award, University of South Alabama 2011 for "From Outsider to Martyr: The Advocate's coverage of Harvey Milk from 1977 to 1979"

ACADEMIC MEMBERSHIPS

Association for Education in Journalism and Mass Communication, 2011-present

Divisions: History
Cultural and Critical Studies

Interest Groups: LGBTQ
Entertainment Studies
Small Programs

American Journalism Historians Association, 2014-present

Alabama Communication Association, 2012-2014

Southern States Communication Association, 2011, 2013

PROFESSIONAL JOURNALISM HONORS

- 2008 Georgia Press Association
 - First Place General Excellence
 - Second Place Best Graphics
- 2006 Mississippi Press Association
 - First place General Excellence
 - First place Best Design
 - Best Front Page
 - First place Best In-depth/Investigative Story
 - First place Personality Portrait
 - Third place Editorial Writing
- 2005 Mississippi Press Association
 - First Place Best Special Section
 - Second place weekly sports column
- 2004 Alabama Press Association
 - Third place Weekly Sports Photographer of the Year
 - Third place Sports Feature Story of the Year
- 2004 Community Newspaper Holdings, Inc.
 - Weekly Photographer of the Year Finalist

REFERENCES

Matthew J. Haught, Ph.D.

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Assistant Chair, Department of Journalism and Strategic Media
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