

# MORGAN D. KIRBY

**ADDRESS:** TEXAS SOUTHERN UNIVERSITY  
SCHOOL OF COMMUNICATION  
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HOUSTON, TX 77004  
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## PROFESSIONAL PROFILE

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- Junior Faculty Member in the Department of Journalism at Texas Southern University
- Certified Professional/Technical Writer
- Over 10 years of Public Relations and Strategic Communication experience
- Research interests include public relations, HBCUs, critical media literacy, social media, Black representation in media, womanism, media effects, social change/justice centered media, and strategic communication
- Qualitative and Critical Researcher

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## EDUCATIONAL OVERVIEW, RESEARCH & CREATIVE WORKS

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**HAMPTON UNIVERSITY**  
**B.A.**, in Public Relations, May 2009

**REGENT UNIVERSITY**  
**M.A.**, in Government, Dec. 2010

**METHODIST UNIVERSITY**  
**Certificate**, Campaign Management, Dec. 2010

**METHODIST UNIVERSITY**  
**Certificate**, Professional Writing, May 2012

**HOWARD UNIVERSITY**  
**Ph.D.**, in Communication, Culture, and Media Studies, May 2015

“If They Refuse to Hear Us, We Will Make Them Feel Us:” A Case Study Evaluating Sybrina Fulton’s Media Usage and Influence on Social Change. Chair: Barbara Hines, PhD, Professor Emerita.

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## PUBLICATIONS/ACADEMIC PRESENTATIONS/REPORTS

### Publications

Kirby, M; (2022). Building an Agenda for Restorative Justice Practices in Education: Utilizing Public Relations Strategies to Influence Education Reform. Approaching Disparities in School Discipline: Theory, Research, Practice, and Social Change. IGI Global.

Kirby, M.; Fitzgerald, F.; Marable, R; Eason, A.; Nicholson, S.; Whitaker, L.; Arroyo, A. (2019). Student Learning Communities: An Avenue to Academic Affairs and Student Affairs Partnerships at Historically Black Colleges and Universities. New Directions for Student Services. Wiley Publication.

Franklin, A.; Perkins, R.; Kirby, M. (2019). The Influence of Media, Victimization, and Police Contact on College Student Perceptions of Law Enforcement. Frontier.

Tyree, T.; Kirby, M. (2016). #THOTsBeLike The Construction of the THOT Female Stereotype in Social Media. Social Media: Culture and Identity. Lexington Books.

Davis, R. (2019). Rape Myths in Southern Newspapers. Thesis Chair: Kirby, M.

### *In Progress Research*

Kirby, M; Henderson, H. (In Progress). Bars as Evidence: Prosecutorial Use of Young Thug's Lyrics and First Amendment Implications.

### **Presentations**

Kirby, M. (Presentation). An Examination of Race, Class, Gender, and Identity in Zeus Network's Reality Television Show *Bad Boys: Los Angeles*. Mid West Popular Culture Association Conference. October 2022.

Taylor, T.; Nichols, Z.; Brown, R.; Whittington, E.; Kirby, M. (Presentation). Coping with COVID-19: Creating a holistic Black Life in Virtual Spaces at the Club, Gym, Church, Happy Hours, House Parties, and Brunches. National Communication Association Conference. November 2020.

Williams, M; Kirby, M; McWhorter, C. (Presentation/Workshop). Networking and Sisterhood: Keys to Building a Supportive Community as Junior Female Faculty Members. Black Doctoral Network Conference. October 2018.

Kirby, M. (Presentation). #CardiBisSoProblematic: Exploring Intersectionality, Hip Hop Feminism, and Hip Hop Sexual Scripts in Cardi B's Album *Invasion of Privacy*. Guest Lecture at Norfolk State University. April 2018.

Kirby, M.; Williams, M. (Presentation). Profits and Losses: The Social Cost of Black Female Representation in Reality Television. Norfolk State University Women's Initiative Conference. March 2018

Kirby, M.; Mills, B; McWhorter, C; Williams, M. (Presentation). Exploring Critical Literacy Through Rhetoric, Relationships, Stereotypes, and Identities of Black Women in Will Packer's Film *Girls' Trip*. Popular Culture Association. March 2018.

Kirby, M. (Presentation). #JusticeForTrayvon #HoodiesUp: An Analysis of Sybrina Fulton's Use of Media, Image and Agenda Building for Social Justice. National Communication Association Conference. November 2017.

Kirby, M; Berry, E. (Presentation). #TeacherBae: Deconstructing the Black Female Body within the Digital Landscape. Popular Culture Association. April 2017.

Kirby, M.; Berry, E. (Presentation). Being African-Centered in the 21st Century: Black Female Junior Faculty Members Teaching, Learning, and Navigating HBCUs. National Council for Black Studies Conference. March 2016.

Lewis, K; Franklin, A.; Kirby, M.; Brockington, W.; Fairfax, C; (Panel Presentation). Black Lives Matter. Honors Café. October 20, 2015.

Tyree, T.; Kirby, M. (Presentation). Look at That T.H.O.T. Social Media Conference and Workshop. September 2015.

Ross, D.; Ford, R; Kirby, M.; Jones, N. (Presentation). Parent Involvement in Early Childhood Literacy Programs. Division for Early Childhood Conference. October 2014.

Tyree, T.; Kirby, M.; Blackmon, K; Williams, M. (Panel Presentation). African American Representations in Hip Hop and Media. National Communication Association. November 2013.

### *Research Reviewer*

The Howard Journal of Communication (2021)

*Approaching Disparities in School Discipline: Theory, Research, Practice, and Social Change* (2021)

The Howard Journal of Communication (2018)

### **Grant Work and Reports**

#### *Grant Writer*

Sista Girls and Friends, Inc. Grant Proposal (2024)

Sista Girls and Friends Clean Energy Pathways Program  
Granter: Department of Labor  
Amount: \$2,000,000 (under review)

*Grant Writer*

MetroDecatur Chamber of Commerce Grant Proposal (2024)  
The DMBCC's Reimagine Youth Development Services Program  
Grantor: RPSA IDHS: Illinois Department of Human Services  
Amount: \$ \$258,000 (under review)

*Grant Writer*

Sistah Girls and Friends, Inc. Grant Proposal (2024)  
Illinois Criminal Justice Information Authority (ICJIA) R3 Grant  
Grantor: ICJIA  
Amount: \$1,000,000 (unfunded)

*Researcher/Writer*

National Hockey League: Social Responsibility Proposal (2021)  
Grantor: National Hockey League

*Mass Communications Lead*

Center for Biomedical Minority Health Research Community Engagement Core (2020-2024)  
Grantor: National Institute of Health (NIH)

**Creative Works**

*Creator, Editor-in Chief, Graphic Designer, Writer, Photographer*  
Center for Biomedical Minority Health Research Community Engagement Core (2020-2023)

*Executive Producer*

The HBCU R&B Experience (Black Entertainment Television pitched show)

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**UNIVERSITY AND TEACHING EXPERIENCE**

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**TEXAS SOUTHERN UNIVERSITY**

Houston, TX

Assistant Professor

Graduate Program Director

Jan. 2020-Present

**NORFOLK STATE UNIVERSITY**

Norfolk, VA

Assistant Professor

Faculty Liaison for University Learning Communities & CPI UNCF

Aug. 2015-Dec. 2019

**HOWARD UNIVERSITY- SCHOOL OF COMMUNICATIONS**

Washington, DC

Teaching Associate

Aug. 2014-2015

**TRINITY WASHINGTON UNIVERSITY**

Washington, DC

Adjunct Professor

Aug. 2014-Dec. 2014

**HOWARD UNIVERSITY**

Washington, DC

Louis Stokes Health Sciences Library/Women's Studies Marketing Researcher

Aug. 2013-Dec. 2013

**COURSES TAUGHT**

*Undergraduate Courses*

SLMC 101 Principles of Speech

JRN 240 Principles of Public Relations

JRN 210 Principles of Advertising

JRN 313 Advertising/Public Campaigns

JRN 341 Public Relations Practice

JRN 330 Copy Editing

JRN 342 Promotional Writing

JRN 497 Directed Research-Black Documentaries

JRN 497 Directed Research- Pop Culture and Media Studies

MCM 211 Mass Comm and Society

MCM 440 Law/Mass Communication

*Graduate Courses*

CCM 535 Health and Mass Media

CCM 525 Health Communication

COM 652 Public Relations

COM 512 Editing Publications

COM 513 Special Writing

COMM 570 Communication in the Global Workplace

COMM 576 Strategic Communication Management

JOUR 505 Art of Narrative

MCM 691 Independent Studies- Black Women Portrayals in Media

MCM 691 Independent Studies- Black Feminism, Womanism, and Media

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**UNIVERSITY SERVICE & COMMUNITY ACTIVITIES**

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**UNIVERSITY SERVICE**

**Texas Southern University**

SOC Faculty Senate Senator

Library Committee Member

QEP Tier 2 Faculty

QEP Tier 3 Faculty

University Search Committee for VP of Enrollment Management

Project Gap Program

**Texas Southern University-SOC Service**

Chair of Curriculum and Assessment Committee

Graduate Program Recruitment Committee Member

SOC CommWeek Planning Committee

Graduate Program Director

## **Department of Journalism Service**

Black Public Relations Society of Los Angeles PR Bootcamp  
Black Public Relations Society of Los Angeles Mentoring Program/Bootcamp  
Chair of Department of Journalism Curriculum and Assessment Committee  
Department of Journalism Advisor

## **Norfolk State University**

Norfolk State University (NSU) Chapter of Public Relations Student Society of America- Advisor  
NSU Special Task Force for Retention  
SACSSOC Writing Team Member- Educational Programs and Academic Policies Team  
NSU Agoge Week/Freshmen Welcome Week Committee Member  
NSU CORE Conceptual Framework Team-University Seminars  
Black History Month Committee Member  
NSU Center of Excellence in Minority Health Disparities- Steering Committee Member/Media Consultant  
NSU Student Activities Organization Committee Member  
NSU AIDS/HIV Research Booklet- Public Relations Consultant  
Spartan Seminar/ Learning Communities Faculty Liaison  
NSU Women's Initiative Executive Board Member  
Fusion Dance Company Advisor  
NSU Chapter of Her Campus Advisor  
College of Liberal Arts Retention Committee  
The Department of Mass Communication and Journalism Search Committee  
The Office of Academic Engagement Search Committee  
Freshmen Seminar Curriculum Design Team  
First and Second Year Experience (Career Pathways/Spartan Pathways Initiative) Team  
New Student Orientation Committee  
Spartan Pathways Faculty Liaison

## **AWARDS**

The Department of Mass Communications and Journalism Faculty Member of the Year Award (2018)  
The Department of Mass Communications and Journalism Faculty Member of the Year Award (2016)  
NSU Men's Basketball Team Honorary Coach (2018)  
TSU SOC CommWeek Award Recipient (2023)

## **COMMUNITY ACTIVITIES**

200+ Black Men Scholarship Breakfast-Marketing Consultant and Student Intern Advisor  
Heartbeat Gala- Faculty Liaison for Student Volunteers  
Delegate Jay Jones (89<sup>th</sup> District)- Campaign Volunteer/Communications  
Norfolk Police Department Fair and Partial Policing Committee Member  
The DREAMS Institute- Founding Board Member  
Public Relations Society of America  
#CanSurvive Breast Cancer Awareness Event Manager and Media Coordinator  
Let's Talk About It: Red Ribbon Edition AIDS Awareness Event Manager  
National Association of University Women (Tidewater Chapter) Member  
11<sup>th</sup> Hour Non-Profit- Founding Board Member

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## PROFESSIONAL EXPERIENCE & KNOWLEDGE

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### **METRODECATUR BLACK CHAMBER OF COMMERCE**

*April 2024-Present*

*Grant Writer/PR Consultant*

- *Research grants*
- *Creates program designs and implementation plans*
- *Creates press kits and media tool kits*
- *Designs and write capability statements for dissemination*
- *Creates media plans*

### **SISTA GIRLS AND FRIENDS INC.**

*April 2024-Present*

*Grant Writer/PR Consultant*

- *Research grants*
- *Creates program designs and implementation plans*
- *Creates press kits and media tool kits*
- *Designs and write capability statements for dissemination*
- *Creates media plans*

### **SERCO-FORT BRAGG ARMY CAREER AND ALUMNI PROGRAM (ACAP)**

*April 2011- Aug. 2012*

*Fayetteville, NC*

*Marketing Representative/ACAP Counselor I*

- Briefed internal and external publics about programs offered at the Army Career and Alumni (ACAP) Center.
- Facilitated as the spokesperson for ACAP during weekly mass briefings.
- Increased outreach efforts at the ACAP Center by effectively utilizing the media and educational institutions to promote events.
- Created talking points for weekly briefings and tailored briefings for specific target audiences within the military community.
- Answered difficult questions from briefing attendees while exhibiting sound judgment and accuracy.
- Assembled and gathered briefing materials for distribution during briefings.
- Wrote and updated ACAP fact sheets and backgrounders in an effort to create an awareness of ACAP programs to media outlets. Launched successful marketing and communications campaigns for the Fort Bragg Job Fair, which resulted in an increase of job fair attendees.
- Created a contact and query databases to organize and increase effectiveness of marketing and media opportunities.
- Utilized regional media list to distribute news releases, feature stories, news pitches, fact sheets, backgrounders and flyers in an effort to spread awareness about ACAP events.
- Researched, prepared and presented an analysis of ACAP media coverage to management and colleagues during weekly staff meetings.
- Communicated numerous suggestions concerning social media usage as a means of promoting ACAP events. Assembled marketing materials for job hiring events.
- Secured regional and local media coverage for events and programs.
- Cultivated highly effective working relationships with key members of the media, managed press requests, and served as media liaison and spokesperson for the Fort Bragg Career Fair.
- Researched editorial calendars to identify and increase media or promoting opportunities.
- Developed and delivered story pitches, which resulted in local television broadcast coverage.
- Created and edited over 150 ACAP technical documents.
- Researched and interpreted mandated ACAP policies to soldiers.

- Researched “best practiced methods” when tasked to create an instruction manual. Planned and coordinated logistics details for ACAP events. Managed supplies and assume responsibility for major activities such as job fairs, employer days, or the conduct of a classroom event.
- Answered complex questions about ACAP policies and explained complex ACAP policy concepts in a simple manner to eliminate confusion about ACAP.
- Utilized Microsoft Word, Power Point and Excel to achieve all duties associated with marketing events and analyzing data.

**WOMEN’S VIEW MAGAZINE**

*November 2011 – April*

2012

*Fayetteville, NC*

*Contributing Writer*

- Wrote articles about women and education
- Edited and created story ideas for articles
- Created creative story angles for all written articles
- Used acquired interpersonal skills to create a positive atmosphere with interviewees
- Utilized statistical data and qualitative data while reporting information in written pieces

**REGENT UNIVERSITY DEMOCRATS AND INDEPENDENTS (RDI)**

*August 2009-Dec. 2010*

*Virginia Beach, VA*

*Interim President and Public Relations*

- Planned, coordinated and advised on information dissemination to the press and the public in efforts to gain media coverage for the organization's programs.
- Built working relationships with the media and key community leaders.
- Planned and implemented all outreach activities for the organization.
- Marketed outreach events to a variety of target audiences. Created and maintained lists of media outlets and representatives.
- Created flyers, brochures, Twitter accounts, Facebook pages and various other social media accounts to market and spread awareness about events.
- Created internet public service announcements, which displayed on the Regent University website's homepage. Assisted in the management and logistics of two major organizational events.
- Wrote press releases and backgrounders for media dissemination

**HAMPTON CITY SCHOOLS DEPARTMENT OF MARKETING AND PUBLIC RELATIONS**

*January 2009-April*

2009

*Hampton, VA*

*Marketing and Public Relations Intern*

- Produced print media publics for the Graphics Department Pre-Kindergarten recruitment campaign
- Directed, operated and coordinated taping of “Math Zone” television for the Hampton City Schools’ channel
- Managed student members of the “Math Zone” production staff
- Wrote responsible and informational news summaries for school system with district-wide distribution
- Worked closely with the Sports Marketing Department to create themes for special sporting events