

Déjà D. Rollins

Ph.D. Student | Graduate Teaching Assistant
University of Illinois at Urbana Champaign
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EDUCATION

- 2020 – present **Ph.D. Communication**
University of Illinois at Urbana-Champaign, Champaign, IL
Advisor: Travis Dixon
EGD: May 2025
- 2018 **Master of Arts in Emerging Media and Communication**
University of Texas at Dallas, Richardson, TX
Thesis: *Mo' Money, Mo' Problems: The Relationship Between Rap Music Consumption and Materialism*
Advisor: Dr. Kristin Drogos
- 2012 **Bachelor of Science in Journalism**
University of Texas at Tyler, Tyler, TX
Minor: Speech Communication

RESEARCH INTERESTS

Race and Gender in Traditional/Digital Media; Media Stereotypes; Media Effects; Media Psychology

CONFERENCE PRESENTATIONS

- 2019 Rollins, D. D., & Drogos, K. L. (2019, March). *Mo' Money, Mo' Problems: The Relationship Between Rap Music Consumption and Materialism* at the 105th annual National Communication Association Conference, Baltimore, MD.
- 2019 'In Living Colors: Navigating the World of Broadcast Media as a Person of Color,' Presenter, College Broadcasters, Inc. Conference, St. Louis, MO

WORKS IN PROGRESS

- 2020 'Beliefs and Attitudes Associated with Black Hair in the Media'

INVITED PRESENTATIONS

- 2019 'The 'Good Hair' Experience: Using Socially Engaged Art in the Destruction of Implicit and Explicit Biases toward Black Women with Textured Hair,' Artist Talk in ATCM 6377 Creativity as Social Practice, School of Arts Technology and Emerging Communication, University of Texas at Dallas, Richardson, TX

- 2017 'Execution: The Time is Now', Speaker, 10,000 Fearless Operation Unity Forum, Phoenix, AZ
- 2013 'This Alumna's Story: It All Starts with UT Tyler', Alumni Speaker, University of Texas

PROFESSIONAL EXPERIENCE

- 2020 - Present Ph.D. Student / Graduate Teaching Assistant, University of Illinois, Champaign, IL
- 2014 – 2020 Assistant Director of Student Media, University of Texas at Dallas, Richardson, TX
- 2011 – 2014 Newsroom Producer / Multimedia Journalist, CBS19 News, Tyler, TX
- 2009 – 2011 Weeknights Radio Host, 102.7 The Blaze FM, Tyler, TX

SERVICE

- 2019 Awards Coordinator, National Student Electronic Media Convention, College Broadcasters, Inc., Baltimore, MD
- 2017–2018 Graduate Student Advisory Council, School of Arts Technology & Emerging Communication, University of Texas at Dallas, Richardson, TX
- 2017 Emcee, Comet Fest, UT Dallas Events and Festivals, University of Texas at Dallas, Richardson, TX

AWARDS

- 2020 Graduate College Diversity Fellow – University of Illinois, Champaign, IL

MEMBERSHIPS

- 2019 – present National Communication Association
- 2014 – present College Broadcasters, Incorporated
- 2014 – present College Media Association
- 2011 – present Delta Sigma Theta Sorority, Incorporated

