

INDUCTEE

ROCHELLE TILLERY-LARKIN, Ph.D., APR

Graduated 1989
ChildrenMichael, Malik
Resides Bowie, Maryland

Rochelle "Shelley" Tillery distinguished herself in high school with her academic excellence, accomplishments in journalism, leadership in Student Council and on just about every activity to which she devoted her time.

As an undergraduate journalism student at Howard University, she continued to be involved as a staff reporter for Hilltop newspaper, an intern with AFL-CIO, Ketchum Public Relations, Nationwide Insurance and AARP, and a national officer in the Public Relations Student Society of America. Rochelle was also president of Howard's student-run public relations and advertising firm, CapComm. In 1993, she was a public relations volunteer on President Clinton's Inaugural Committee.

Rochelle has received numerous academic awards and scholarships including INROADS top scholar, Frederick Douglass Honor Society, Golden Key Honor Society, PRSSA Gold Key Award, and Phi Kappa Phi. As an Annenberg Honors scholar, she studied international marketing at the American College in London, England. In 1993, she graduated Magna Cum Laude from Howard and formed her own public relations consultancy, RTILLERY Communications, that she still operates for clients such as the national Highway Safety Transportation Administration, U.S. Administration on Aging and AARP. In 1995, she earned her Master of Arts in Journalism and a Graduate Certificate in Gerontology at the University of Maryland. In 1999 as a Graduate Dean Fellow, Rochelle received her Doctorate of Philosophy in Journalism and Public Relations from Southern Illinois University at Carbondale.

As an academic she has been an instructor and public relations sequence coordinator at the University of Tennessee at Martin, an assistant professor in journalism at Howard University and an adjunct professor at University of Maryland University College's Graduate School of Business. She has presented more than 20 research papers, workshops and seminars for such organizations as the American Journalism Historians Association, National Black Public Relation Society, and the Public Relations Society of America.

In 2002 Howard University honored Rochelle with their Award for Innovations in Teaching, Learning and Technology and named her as their nominee for the International Boyer Award for Outstanding Teaching. Being named as one of America's Top 30 PR Professionals Under 30 by PR Week, receiving a Howard University Excellence Award for Outstanding Budding Research/Scholarship, and being inducted into the Public Relation Student Society of America Hall of Fame are among her many other professional honors. Additionally, Dr. Tillery-Larkin has published several articles and has two chapters in communications books being published.

An accredited public relations practitioner, Dr. Tillery-Larkin has served as the national chair for the Multicultural Communications Section of PRSA, on PRSA's National Strategic Planning Committee, and on Howard University's Strategic Planning Committee. She dedicates time to her community as a Sunday school teacher, as a board member for the National Jumpstart HBCU Initiative, as a Boys & Girls Club team mom, Big Brother/Big Sister volunteer, Congressional Black Caucus volunteer and member of Zeta Phi Beta Sorority, Inc. She has two sons, Michael and Malik, and lives in Bowie, Maryland, a suburb of Washington DC.