

EUGENE B. LEE-JOHNSON

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EDUCATION

Ph.D., Political Science, Louisiana State University	August 2022
<i>Dissertation: Lighting The Path: Black Women and Their Quest For Communal Change</i>	
M.A., Mass Communications, University of Florida	In Progress
M.A., Social Sciences, Southern University	May 2016
B.A., Political Science, Southern University	August 2014

ACADEMIC APPOINTMENTS

Assistant Professor, Southern University & A&M College	August 2022 – Present
Department of Political Science, Nelson Mandela School of Government and Social Sciences	
Courses: American Government, State & Local Government, Louisiana Government & Politics, Women in Politics, Hip-Hop & Politics, Social Science Seminar, Research Seminar in Political Science	
Adjunct Professor, Dillard University	August 2021 – May 2024
Courses: Introduction to Political Science, American National Government, Research Methods, Problems in Political Science Research, Comparative Political Ideologies, Third World Political Development	
Adjunct Professor, Southern University & A&M College	August 2018 – December 2019
Courses: American Government, American Political Ideas	

PEER-REVIEWED PUBLICATIONS

Published

Bauer, Nichole M., Lee-Johnson, Eugene B., & Qi, Dan. (2025). Tough and Aggressive: How Women of Color Strategically Emphasize Masculine Stereotypes in Campaign Messages. In *Masculinity in American Politics*. New York University Press.

Forthcoming (Accepted)

Lee-Johnson, Eugene B. (Forthcoming). Hustle & Motivate: The Politics of Rap & Culture in Nipsey Hussle's Lyrics & Interviews. In *Demanding Citizens: Racial Politics, Radical Inclusion, and Efforts to Repair Fragmented American Democracy in the Post-Truth Era*. Lexington Books.

Under Review

Lee-Johnson, Eugene B. (Under Review). Unbought and Unbossed – Conversations with Black Women in Louisiana's Political Structure. *Journal of Black Studies*.

Lee-Johnson, Eugene B. (Under Review). Soundtracking Liberation: Hip-Hop Pedagogy as Trauma-Informed Political Education. *Journal of Popular Music Education*.

Lee-Johnson, Eugene B. (Forthcoming). Without Permission: Strategic Dissent from Black Power to Black Lives Matter. *New Political Science: A Journal of Politics & Culture*.

- Lee-Johnson, Eugene B. (Under Review). King Remembered in Time: Big K.R.I.T., Scarface, and the Black Prophetic Tradition in Southern Hip-Hop. *Journal of the American Academy of Religion*.
- Lee-Johnson, Eugene B. (Under Review). Flags, Faith, and Football: Reactive Cultural Hegemony and the Making of MAGA Politics in the American South. *New Political Science: A Journal of Politics and Culture*

Book Manuscript In Preparation

- Lee-Johnson, Eugene B. (Proposal Submitted). *Southern Rhythms: How Southern Black Culture & Trauma Birthed Rap's Third Coast*. University of California Press. California Series in Hip-Hop Studies.
- Auter, Phil, Tirone, Daniel C., Lee-Johnson, Eugene B. (Eds.) (Proposal Submitted). *Political Communication in the 21st Century: Digital Ecosystems and Institutional Realities*.

OTHER PUBLICATIONS AND REPORTS

- Lee-Johnson, Eugene B. (2026). Your Customers Are Better Marketers Than You'll Ever Be: A Field Guide to UGC. *Medium*.
- Lee-Johnson, Eugene B. (2026). How "7 PM in Brooklyn" Turned a Podcast Into a Cultural Destination — and Used Social Media to Build a Whole Empire. *Medium*.
- Lee-Johnson, Eugene B. (2026). Your Bag Funds the Revolution: How Telfar Used Social Media to Turn Shopping into Solidarity. *Medium*.
- Lee-Johnson, Eugene B. (2026). Understanding Your Audience: Why Gen-Z Community Engagement Requires Visual Storytelling. *Medium*.
- Lee-Johnson, Eugene B. (2026). How Joe Budden Turns Online Noise Into Real Conversation — And Keeps Millions Engaged. *Medium*.
- Lee-Johnson, Eugene B. (2026). Community Manager vs. Social Media Manager: Not the Same Job (And Why It Matters). *Medium*.
- Lee-Johnson, Eugene B. (2026). Building Digital Brotherhood: Social Media Platforms, Community Formation, and the Case of a Black Greek Letter Fraternity Facebook Group. *Medium*.
- Lee-Johnson, Eugene B. (2026). What Face-To-Face Communities Teach Us About Building Thriving Online Groups. *Medium*.
- Lee-Johnson, Eugene B. (2026). From AOL Chat Rooms to Algorithmic Feeds: The Historical Development of Online Communities. *Medium*.
- Lee-Johnson, Eugene B. (2023). Fear of a Black Planet: Public Enemy's Thesis on Racial Paranoia, Institutional Racism, & White Supremacy. *Medium*.
- Lee-Johnson, Eugene B. (2020). Louisiana COVID-19 Health Equity Task Force (on the Message Testing and Strategic Communication Support) Report. *Medium*.
- Johnson, Eugene B. (2020). Technological Exploitation of Social Movements, A Case Study: Black Lives Matter. *Sphinx Magazine*.
- Johnson, Eugene B. (2020). Juneteenth and the Continued Fight for Freedom. *Medium*.
- Johnson, Eugene B. (2020). Have Black Americans Found White Allies? *Medium*.

CONFERENCE PRESENTATIONS

- National Conference of Black Political Scientists. March 2026, March 2025, March 2024, March 2023, March 2019.
- South By Southwest EDU Conference & Festival. March 2024.
- Southern Political Science Association. January 2023, January 2022.

Midwest Political Science Association. April 2022, April 2017.
 Women in Subnational Politics Workshop. February 2019.

GRANTS, FELLOWSHIPS, AND AWARDS

Vote Your Voice Initiative – Southern Poverty Law Center / Community Foundation Alpha Phi Alpha, Beta Sigma & Beta Iota Lambda Chapters. 2022.	\$25,000
HI, Bridge to Academia Fellowship – National Science Foundation AGEP Alliance 2021–2023.	\$4,000
APSA Minority Fellowship – American Political Science Association 2018.	\$2,500
Urban Leaders Fellowship 2018.	\$2,500
ACLS Project Grants for HBCU Faculty – Finalist 2024.	\$500
A Voteless People is A Hopeless People Award – Alpha Phi Alpha 2024.	\$1,000
EPOVB Early Career Fellowship – American Political Science Association 2021.	\$1,000
SEC Emerging Scholars Program 2021.	
Emily Mulcahy Travel Award – LSU Department of Political Science 2022.	\$789
Congressional Black Caucus Institute ACT Workshop 2020.	
Louisiana Legislative Black Caucus Scholarship 2016–2018.	\$1,000/year
Louisiana State University Graduate Assistantship 2016–2019.	\$20,898/year

KEYNOTE ADDRESSES, INVITED LECTURES, AND PANELS

Testifier, Louisiana State Senate Task Force on Ensuring Voter Participation in the Political Process.
 January 2026.

Panelist, “Strengthening Chapter Engagement: An Advisor’s Perspective.” Association of College
 Honor Societies (ACHS) Annual Conference. January 2026.

Guest Speaker, “Black American History: A Journey of Blood, Sweat, and Tears.” St. Peter United
 Methodist Church. February 2026.

Guest, The Way Forward with Eddie Francis. March 2026, January 2025.

Moderator, East Baton Rouge/City of Baton Rouge Mayor-President Candidate Forum. September
 2024.

Panelist, Jewel Limar Prestage Center Symposium: “Making Herstory: The Historic Candidacy of
 Kamala Harris.” September 2024.

Moderator/Panelist, “Understanding the Power of the Vote: Why Are There So Many Tactics to
 Suppress It and What’s At Stake?” September 2024.

Panelist, Alpha PAC presents: “Black Political Engagement in the Electoral Process.” April 2024.

Presenter, SXSW EDU Conference & Festival. March 2024.

Panelist, CHATGPT & Campus Quandaries: Navigating AI Frontiers in Higher Education. October 2023.

Presenter, Juneteenth Unity Festival. The Arts Council of Greater Baton Rouge. June 2023.

Panelist, The Ongoing Impact of Dr. Martin Luther King, Jr. LSU Museum of Art. May 2023.

Presenter, Mayor-President Sharon Weston-Broome's Youth Workforce Experience Program. June 2021.

Panelist, Meeting After the March Discussion. New Pilgrim Baptist Church. June 2020.

Guest, Dr. Clark 101: The Living Classroom. July 2018.

UNIVERSITY SERVICE

Steering Committee Member, Columbia University and Southern University & A&M College Partnership

Faculty Advisor, Pi Sigma Alpha (National Political Science Honor Society)

Faculty Advisor, Political Science Association

Faculty Advisor, Phi Epsilon Tau Fraternity

Committee Member, Meauxmentum Project

COMMUNITY ENGAGEMENT AND SERVICE

Baton Rouge North Economic Development District

November 2020 – Present

Board Chairman (January 2024 – Present); Commissioner (November 2020 – January 2024)

Alpha Phi Alpha Fraternity, Beta Iota Lambda Chapter

August 2019 – Present

Juneteenth Scholarship Celebration Chair; Social Justice Committee Co-Chair; Education Committee Member; Historian; Media Committee Member; Beta Sigma Advisory Team Member

Boys & Girls Club of Greater Baton Rouge

November 2014 – May 2023

Passport to Manhood Administrator, Park Forest Middle

MENTORING AND ADVISEMENT

Graduate Advising

Quinn Buckley, M.A., Social Sciences, Southern University & A&M College (2025-2026)

Thesis: Voices of Resistance: Music as a Political Tool During Jim Crow

Undergraduate Mentoring

Amaya Rosser, Political Science, Southern University (2024–2025)

Xotianyah Williams, Political Science, Southern University (2024–2025)

Donalynn Daniels, Political Science, Southern University (2023–2024)

PROFESSIONAL AFFILIATIONS

American Association of University Professors (2025 – Present)

National Conference of Black Political Scientists (2017 – Present)

American Political Science Association (2016 – Present)

Midwest Political Science Association (2016 – Present)

Southern Political Science Association (2018 – Present)

OTHER PROFESSIONAL EXPERIENCE

Legislative Assistant, Louisiana State Senator Regina Barrow August 2015 – Present
Attend congressional hearings and meetings; draft agendas; research policies; assist with community engagement and radio programming.

Research Assistant, Louisiana COVID-19 Health Equity Task Force June 2020 – July 2020
Communications and Messaging Subcommittee under Dr. Kathleen Searles. Message Testing and Strategic Communication Support Proposal.

Urban Leaders Fellow, New Orleans, LA June 2018 – July 2018
Crafted voter registration awareness policy for Orleans Parish high school students; established partnerships with regional leaders and the Louisiana Children's Museum.

LANGUAGES

English (Native); Spanish (Intermediate reading/writing, intermediate listening, novice speaking)

REFERENCES

Available upon request.