

TASHARA PARKER



MEDIA KIT

TV Host | Speaker | Social Commentator | Community-focused Storyteller

TASHARA ON SOCIAL

INSTAGRAM

151k+

TIKTOK

146.2k+

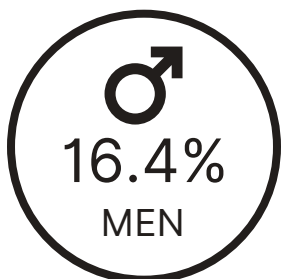
FACEBOOK

68k+

TWITTER

16.8k+

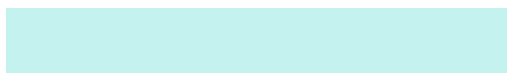
DEMOGRAPHICS



25-34



35-44



45-55



LOUD WOMEN LEAD ON SOCIAL



INSTAGRAM

151k+

TIKTOK

146.2k+

FACEBOOK

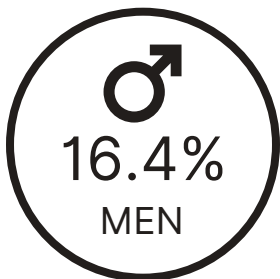
68k+

TWITTER

16.8k+

#THEBUNMINISTRY

DEMOGRAPHICS



25-34



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45-55



LOUD WOMEN LEAD

ABOUT TASHARA



"Let us not forget the profound impact we can create when we combine our individual brilliance with the boundless resources that surround us." -Tashara Parker

RISING SOCIAL JUSTICE ADVOCATE, AWARD-WINNING JOURNALIST, AND CAPTIVATING PUBLIC SPEAKER WITH A LARGE FOLLOWING

Unlocking the Power of Diversity

Leveraging her insightful perspectives and engaging presence, Tashara has established herself as a sought-after speaker and a champion for diversity, equity, inclusion, and belonging (DEIB), having shared her powerful messages at events around the world. In October 2020, Tashara sparked a global conversation following backlash for a natural bun hairstyle she wore on-air. Praised by viewers, her response achieved virality, igniting a national discussion surrounding natural hair discrimination, and evolving organically with the launch of her "Bun Ministry" movement -- a rapidly budding space to celebrate, educate and empower individuals on the journey and love for all things natural hair. In the spirit of innovation, her acclaimed original series "Rooted" for the Tegna-owned ABC network affiliate WFAA, was met with rave reviews for tenaciously tackling the taboo topic of Black hair and professionalism within the workplace. In amplifying this message, Tashara was quickly catapulted as one of the many universal thought leaders tapped for commentary and dialogue on the ever-evolving subject.

FOUNDER OF "LOUD WOMEN LEAD"

At Loud Women Lead, our mission is to position women & girls to rise and lead with confidence and authenticity. We believe that every woman has the potential to be a powerful leader, and we are committed to providing the resources, mentorship, and support necessary to help women unlock their full potential. Through our programs, events, and community outreach, we aim to create a world where women are valued, respected, and in position to make a positive impact in their communities and beyond. We are dedicated to promoting diversity, equity, and inclusion in all that we do, and we strive to create a supportive and inclusive environment where all women can thrive and succeed.

Building Trust and Credibility as a Journalist

As a 2X Emmy Award-Winning TV host and journalist with a keen eye for uncovering stories that matter, Tashara's dedication to her craft has garnered her immense respect and admiration in the journalism industry. Recognized nationally as a voice on authenticity, the journalist brings experience and vibrancy -- capturing the attention of viewers in an engaging and informative way, all the while creating loyalty and social impact. Her commitment to delivering accurate, insightful, and impactful news has not only earned her numerous accolades but also positioned her as a trusted and influential voice in the media landscape.

Amplifying the Voices of the People

Coined as a "community-focused storyteller", Tashara's exceptional expertise in these areas, combined with her natural charisma and passion, make her the perfect choice to ignite inspiration and drive positive change in any setting. Whether as a tv host, emcee, or keynote speaker, Tashara's captivating presence and powerful messages will leave your audience buzzing with excitement. As a dedicated visionary and one of Dallas' most influential voices, Tashara utilizes her platform to volunteer hundreds of hours to many organizations, including her nonprofit, Loud Women Lead, where she is shaping the next generation of female leaders & storytellers. She's also actively involved with her sorority, Delta Sigma Theta Sorority Incorporated.

Invite Tashara Parker to your next event

Prepare to be inspired and engage your audience with thought-provoking discussions and ignite the drive for positive change. With a dedicated following both on and off the air, the journalist is described by viewers and listeners as "someone who truly cares about people and community", twice earning her the honor of "Best Broadcast Journalist" by the Dallas Weekly and Best News Anchor 2022 by D Magazine. With this powerful mantra lighting her path, Tashara continues to carve her slate within the industry as not only a journalist, but also as a social innovator -- bringing the best in community storytelling to the forefront. With Tashara on stage, your event is guaranteed to be a memorable success.



MEDIA & SPEAKING



MEDIA APPEARANCES



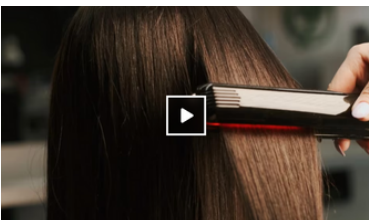
The Griot Politics: Reporter Tashara Parker on Hair Discrimination & Natural Hair



WFAA Daybreak anchor Tashara Parker testifies on CROWN Act bill



Roland Martin Unfiltered: Tashara Parker discusses Texas CROWN Act with Rep. Rhetta Bowers



ABC News Live: Study links hair straighteners to uterine cancer

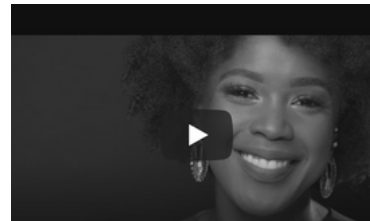
SEEN & HEARD ON



TEDx: Unleashing Your Authenticity Through Hair Freedom



Why We Should Lean Into Our Feelings X Sarah Jakes Roberts & Tashara Parker



WFAA ABC Dallas: While I have your attention: Tashara Parker



'Who determines what's professional?' Black hair shouldn't be a topic for debate

MEDIA & PRESS



BLACK ENTERPRISE

D Featured in **D-Magazine**



yahoo!news



the **grio**

TED

COSIGN
MAGAZINE

DW

RICKEYSMILEY
MORNING SHOW



I Am Not Built for TV. Tashara Parker Is.



TV anchor who went viral for natural updo hopes to change views on 'unprofessional' hair



After Years of Advocacy in Dallas and Around Texas, the CROWN Act Becomes Law



COSIGN COVERS: TASHARA PARKER




Texas reporter goes viral after wearing natural bun hairstyle on-air




Dallas Anchor Goes Viral for Rocking a Natural Updo On-Air


AWARDS


 2X Emmy Award-Winning Journalist

 9X Emmy Nominated Journalist

 D Magazine's Best News Anchor - Dallas

 2X Best of Black Dallas - Journalist (2020 & 2022)

 Texas Association of Broadcasters AP Award for Best Documentary

 National CROWN Coalition Award for POWER

 Black Enterprise Magazine 40 under 40 Honoree

TASHARA'S WEBSITE

[Full Bio](#)

[Approved Images](#)

[Speaker Reel](#)

[@tasharaparker](#)

CONTACT PURPOSE-DRIVEN MEDIA

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