

Tracey Farley-Artis

Class of 1983

Distinguished Alumni Honoree



Ever since she can remember, Tracey Farley-Artis sensed her life's calling was to help bring people together for common good and to make a difference. After attending Ohio University to pursue a major in journalism, Artis decided to move to Atlanta Georgia after graduation. There her life changed direction when she met an up-and-coming recording artist, through her church, and began working with him. Her passion for the Gospel music industry was ignited, and she never looked back.

Artis' trailblazing achievements led to various positions, including national marketing director for AIR Gospel, vice president of gospel promotions for Gospo Centric Records, and vice president for Sony Music. In 2009, she founded her own Cincinnati-based business, I Hear Music, Inc., a marketing, promotions, and event firm representing international Gospel artists.

Using her gifts to glorify God, Artis has represented some of contemporary Gospel music's biggest names. National award-winning artists include Shirley Caesar, Kirk Franklin, Marvin Sapp, Donnie McClurkin, Fred Hammond, Mary Mary, Marvin Winans, Byron Cage, Israel Houghton, Kurt Carr, Charles Jenkins, Ruben Studdard (American Idol winner), Andrae Crouch, Bishop Paul S. Morton, Dorinda Clark-Cole, and countless others. She is credited for helping her clients earn over 100 Stellar Awards, 10 Grammy Awards, five Platinum Records (selling more than 1,000,000 units), and 20 Gold Certified Records (selling more than 500,000 units).

Artis is a sought-after speaker in the music industry. In June 2007, while serving on the board of the Gospel Heritage Conference, she was a guest at the White House celebration for Black Music Month.

Through it all, Artis says it's her faith, family, friends, and community she cherishes the most. Artis has been married to Bobby Artis Sr. for 21 years, and they have two lovely children, Jazmyn(17) and Jordan(13). Her mother, Ms. Susan Upton Farley, is the mayor of Woodlawn, Ohio, and Artis has six siblings.

Tracey Artis takes the time to give back to her community by serving on boards, and being a member of various organizations. Those organizations include The American Heart Association, The Princeton City Schools Scholarship Board, The Princeton Education Foundation, The Princeton Alumni Association, The PCMS PTA, The Hoxworth Blood Advisory Board, The Cincinnati Chapter of The Links Inc., The Underground Railroad Freedom Center Ambassador Organization, The Womens Alliance and many others.

Artis has been recognized for her service and dedication to her community and was listed as a member of the "10 To Watch" In Arts and Entertainment in the Cincinnati Enquirer, and was awarded by The Cincinnati Herald "The Nefertiti Award" for outstanding achievement, named a "Dada Rafiki Honoree" a Celebration of Sisterhood and was honored by the Eye of the Artists Foundation with a permanent collection of art at the Cincinnati Art Museum. Artis has been awarded the "Wendall P. Dabney Spirit Award for Diversity" from the Cincinnati USA Convention & Visitors Bureau, voted "Most Influential" by the Urban League of Greater Southwestern Ohio Leadership Academy and chosen as a member of Who's Who In Cincinnati.