

**LSU** | Manship School of  
Mass Communication

2020 - 2021 ANNUAL REPORT



CELEBRATING



**BACK-TO-BACK**

**TRUMAN SCHOLARS**

Mia LeJeune, 2021 | Sarah Procopio, 2020

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Cover Photo by Renee Pierce

## On the cover:

Celebrating Back-to-Back Truman Scholars: Junior Mia LeJeune (left) is one of 62 college students nationwide to join the 2021 cohort of Truman Scholars. She follows alumna Sarah Procopio (right), who was selected in 2020 for this prestigious fellowship. Feature story on Page 22

# Letter from Interim Dean Joshua Grimm

Friends,

This year has been a season of reflection for all of us—celebration and achievement but also tremendous loss. After the passing of our dear friend, colleague and leader, Martin Johnson, we paused and leaned on each other to honor his incredible life and legacy as our Manship School family has celebrated Martin in all we do. He was a tireless champion of democracy and racial justice. He was passionate about experiential learning opportunities for our students, and he was fiercely dedicated to our faculty's pursuit of innovative, robust research. My hope is we did not disappoint.

Remarkable achievements from our students, faculty, alumni and friends fill the pages of this report. Junior Mia LeJeune was named a Truman Scholar, marking the second consecutive year a student from our school has been selected for this prestigious honor. Associate Professor Nathan Kalmoe was named an LSU Rainmaker for Research and Creative Activity. Four of the 12 seniors honored in LSU's Tiger Twelve Class of 2021 were Manship School political communication students. Student journalists from Student Media took home 30 awards recognizing their work as being particularly impactful. We were honored to receive the Southern States Communication Association's 2020 Minority Recruitment and Retention Award. As you'll see in the pages of this report, this short list is far from exhaustive.



Our Manship School family is resilient. We continued living and learning in environments radically transformed by COVID-19. We experienced a heartbreaking loss, one we will feel forever. And still, we are here, doing important work and celebrating our accomplishments together. Martin would often say, "Do well, doing good in the process." We carried that mantra with us this past year, and we will all continue to do so for years to come.

**Josh Grimm, Ph.D.**

Interim Dean

A handwritten signature in black ink, appearing to read "Josh Grimm".



# Moments to Remember



Vigil on the Journalism Building terrace for the late Martin Johnson



Professor Tina M. Harris and Interim Dean Josh Grimm receive SCA's 2020 Minority Recruitment and Retention Award on behalf of the Manship School

**01** On September 29, 2020, Martin Johnson, our beloved former dean, passed away. Throughout the year, we continued to honor his legacy through our experiential learning and research opportunities, diversity and inclusion efforts, and student advocacy and success initiatives.

**02** Our inaugural Energy Scholars, sophomores Carley Oakley and Hannah Michel, began our ExxonMobil Media & Public Affairs Energy Scholarship Program, which prepares students to share information about energy, science and industry with the public and engage in public policy on energy issues.

**03** Seniors Alannie Broussard and Jasmine Edmonson were named national Public Relations Society of America Foundation scholarship recipients for outstanding achievement and dedication to public relations.

**04** Student journalists from LSU Student Media took home a record number of awards honoring the best in college media: 3 Pinnacle Awards, 15 Diamond Awards, 7 Society of Professional Journalists Awards, and 5 College Media Business and Advertising Managers Awards.

**05** Four of the 12 seniors of LSU's Tiger Twelve Senior Recognition Class of 2021 were political communication majors: Samantha Beekman, Justin Franklin, Alaysia Johnson and Sarah Procopio.

**06** We are honored to have received the Southern States Communication Association's 2020 Minority Recruitment and Retention Award, which recognizes institutions that have demonstrated noteworthy commitment to the recruitment and retention of minority students.

**07** Junior Mia LeJeune was one of 62 college students nationwide to be named a 2021 Truman Scholar. This is the second consecutive year a Manship School student has received this prestigious honor. In 2020, Sarah Procopio was selected for this award.

**08** Nathan Kalmoe, associate professor and political communication area head, was named one of six LSU Rainmakers for Research and Creative Activity.

**09** Professor Jack Hamilton's book, "Manipulating the Masses: Woodrow Wilson and the Birth of American Propaganda," earned several national awards, including the American Journalism Historians Association's Book of the Year, the Goldsmith Book Prize, and the Association for Education in Journalism and Mass Communication History Division's Book Award.

**10** Professor Jinx Broussard was awarded the Donald L. Shaw Senior Scholar Award from the Association for Education in Journalism and Mass Communication's History Division for her record of excellence in media history.

**11** Manship-Maynard Race, Media, and Cultural Literacy Endowed Chair Tina M. Harris was the 2020 recipient of the National Communication Association's Francine Merritt Award for Outstanding Contributions to the Lives of Women in Communication.

**12** LSU honored three of our faculty members—Ruth Moon, Hyojung Park and Jinx Broussard—with top university awards, underscoring the impact they make through their research, community service and dedication to teaching excellence at LSU.

**13** The Reilly Center for Media & Public Affairs launched a yearlong partnership with Southern University A&M College and other changemaking organizations in the state to generate dialogue and solution-oriented action toward equal opportunity and racial justice in our communities.

**14** Professional-in-Residence Len Aparcar used the Switzer Endowed Chair in Media Literacy to help our 2020 and 2021 graduates find employment during the COVID-19 pandemic. Eight graduates, our Switzer Fellows, landed journalism and design jobs in Louisiana's top newsrooms.

**15** To support their peers in need, Tiger TV students joined LSU Student Philanthropy Council and LSU Student Government to launch "TigerCast," a 12-hour fundraising broadcast. They raised more than \$6,000 for the Student Emergency Support Fund and were awarded an LSU Campus Life Collaborative Program Award.



Tiger TV students celebrate the end of TigerCast, a 12-hour fundraising broadcast to support LSU students in need



# Undergraduate PROGRAM



2020-2021 KLSU Staff

## FOUR AREAS OF CONCENTRATION

- Political Communication
- Journalism
- Digital Advertising
- Public Relations



Journalism senior Elise Girdwood, photo by LSU Photographer Whitney Williston

**247** 2020–2021  
Total Graduates

**51**  
Fall 2020

**188**  
Spring 2021

**8**  
Summer 2021

# Undergraduate Enrollment Fall 2020

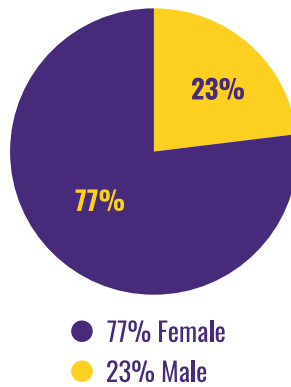
## 1,124 Mass Communication Students

### 677 MAJORS

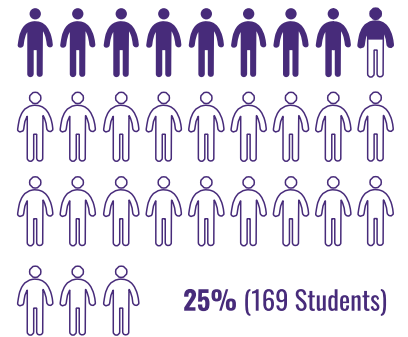
#### CONCENTRATIONS



#### FEMALE/MALE RATIO



#### UNDERREPRESENTED STUDENTS\*



73% Louisiana Residents

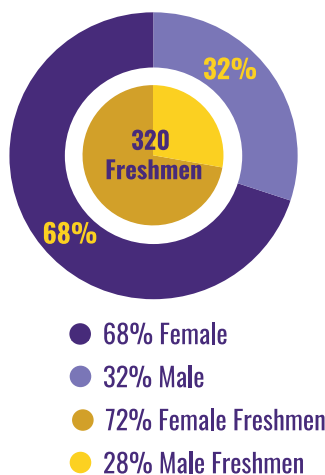
27% Non-Residents

### 447 PRE-MAJORS

#### CONCENTRATIONS



#### FEMALE/MALE RATIO



#### UNDERREPRESENTED STUDENTS\*



\*Historically Underrepresented Students:  
Includes American Indian or Alaska Native; Asian; Black/African American; Hispanic/Latino and any race; Race and ethnicity unknown; Two+ Races (non-Hispanic/Latino)

93.1% Spring Manship School Graduates

This statistic reflects the percentage of students who graduate, after being formally admitted into the Manship School. The Manship School does not directly admit students upon entering LSU. Students must meet Manship academic standards for admission.

# PUBLIC RELATIONS

## Our 244 public relations students are future...

- Storytellers
- Event Planners
- Media Relations Professionals
- Digital and Social Media Strategists
- Corporate, Government and Nonprofit Communicators



PRSSA 2021 Students



Carley Oakley and Hannah Michel, Energy Scholars

## Public Relations Student Society of America at LSU Highlights

- The LSU chapter of the Public Relations Student Society of America (PRSSA) was awarded the 2020 Star Chapter Award by PRSSA National for achieving excellence in providing programming and relationship-building opportunities for students.
- As part of this year's PRSSA's National Bateman Competition, six seniors launched a new political party, "The Cooperation Party," to promote civility and foster more constructive and inclusive conversations. The team was under the direction of faculty adviser Doug Draper and included Mary Coll, Caylee Deshotel, Jordan Klemm, Gabie deBruler, Natalie Marse and Madelyn Ybarzabal.

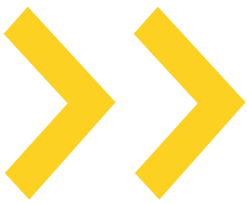
## Public Relations Students Named Inaugural ExxonMobil Energy Scholars, Combine Communication with Energy, Science, Industry and Policy

Sophomores Carley Oakley and Hannah Michel are our inaugural ExxonMobil Media & Public Affairs Energy Scholars. They are learning how to share information about energy, science and industry with the public and engage in public policy on energy issues at ExxonMobil. To complete the program, Oakley and Michel are taking on the equivalent of an academic minor in engineering and energy-related courses, while learning hands-on at ExxonMobil how they can be successful communication professionals.

"Working with Exxon has been absolutely amazing so far. The team is so comforting, helpful and encouraging. They're super positive," Oakley shared. "Having this minor in energy and working so closely with Exxon and adding all of these things onto my resume is going to really set me apart from other candidates for different jobs."

The Energy Scholars will have opportunities to interview Louisiana energy industry leaders, contribute to public relations and communication projects, and network with ExxonMobil and public affairs team members. Stephanie Cargile, ExxonMobil Baton Rouge public and government affairs manager and a Manship School of Mass Communication alumna, said this niche experience will stand out on the scholars' resumes and in interviews. The program will also lay a foundation for the next generation of communicators to understand the intricacies of the energy industry and its impact on our daily lives.





Alannie Broussard ('21)

### Seniors Alannie Broussard, Jasmine Edmonson Named National Public Relations Society of America (PRSA) Foundation Scholarship Recipients

Broussard was named winner of the 2020 PRSA Axia Public Relations Scholarship, a prestigious \$2,000 scholarship awarded to college juniors or seniors for demonstrating experience and passion for public relations and dedication to professional ethics and excellence, as well as financial need. Broussard, who serves as the vice president of PRSSA at LSU and an ambassador for the Manship School, also won the Public Relations Association of Louisiana's (PRAL) William Michelet Scholarship for her proficiency in the field of public relations with a strong commitment to community involvement. Broussard, a native of New Iberia, Louisiana, is pursuing a bachelor's degree in mass communication with a concentration in public relations and a minor in business administration. She plans to pursue a career in marketing communications to develop and manage strategic communications at the corporate level.



Jasmine Edmonson ('21)

Edmonson was named one of only two winners of the 2020 PRSA Diversity Multicultural Scholarship, a prestigious \$1,500 scholarship awarded to minority college juniors or seniors for outstanding academic achievement and commitment to the practice of public relations. To be considered for the scholarship, Edmonson was required to submit an essay explaining why diversity matters to the public relations industry and the significance of having a diverse workforce. Edmonson, a native of Denham Springs, Louisiana, is pursuing a bachelor's degree in mass communication with a concentration in journalism and minors in international studies and communication studies. She is an active member of numerous LSU organizations, including PRSSA at LSU, the National Association of Black Journalists, the LSU Black Caucus and Black Women's Empowerment Initiative. As a former opinion columnist for the LSU Reveille, Edmonson was named a finalist for a 2019 Society of Professional Journalists (SPJ) Mark of Excellence Award. She plans to obtain a master's degree in public relations and pursue a career in strategic communications focusing on global human rights issues.

# DIGITAL ADVERTISING

## Our 115 digital advertising students are future...

- Creative Directors
- Media Planners
- Marketing Strategists
- Brand Managers
- Digital Content Creators and Analysts



Lance Porter, director of the Social Media Analysis and Creation (SMAC) Lab, with digital advertising students

**“Advertising is the rock and roll of business, and you get paid to be creative. But you also get to combine art and creativity with science. And there are truly no limits of what you can do with big ideas.”**

– Lance Porter, digital advertising professor, director of SMAC Lab, and interim associate dean for undergraduate studies and administration

## Digital Advertising Senior Wins Silver ADDY, AdFed Scholarships and Interns with AMC Networks

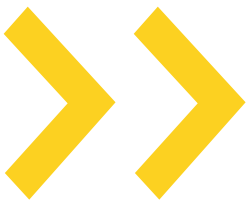
In February 2021, senior Catherine Carpenter won a Silver ADDY in the student division for her print advertising campaign, “Pair with Krave,” from the 2021 American Advertising Federation (AAF) of Baton Rouge Awards. She created the campaign in an advertising design class taught by Manship School doctoral student and 2015 alumna Nichole Santee. About 350 professional and student entries were submitted to AAF-Baton Rouge’s annual competition, which recognizes the best creative work in advertising, marketing and graphic design in the Greater Baton Rouge area.

“I was honored to win this award because it has shown me that my work is award-winning work,” said Carpenter. “It means that the hours and long nights are more than adding to my portfolio. This advertising work is a passion I truly love doing. The ADDYs are a prestigious award that many cannot obtain, and it is extremely amazing to have others recognize the dedication I have put toward pursuing a passion I found many years ago.”



Adrionne Kusy, May 2021 Digital Advertising Graduate | Kusy now works as a marketing associate for DSLD Mortgage

**“The bond between the students and professors within the digital advertising concentration is what made my college experience so special. I gained the confidence in myself and my work in order to be successful in my career. I’ll always be grateful for the Manship School.”**



Additionally, Carpenter was awarded three prestigious advertising scholarships:

- ➔ Jeff Wright Memorial Scholarship from AAF-Baton Rouge: This scholarship honors an outstanding student in strategic communication and is selected by strategic communication professionals in Baton Rouge.
- ➔ Jan Gardner Scholarship from District 7 of AAF, which includes 19 advertising programs in Alabama, Georgia, Mississippi, Tennessee and Louisiana: The award is presented to the top advertising student annually.
- ➔ Houston Media Classic Chuck Sitta Scholarship from the Advertising Education Foundation of Houston, Texas: Carpenter's selection as a Louisiana recipient opened new opportunities for our students, as this scholarship is traditionally awarded to Texas residents.



Digital Advertising Senior Catherine Carpenter

And this past summer, Carpenter spent nine weeks as an ad sales intern with AMC Networks in New York. The internship was part of the Campus-to-Corporate Talent Program, a one-of-a-kind internship matching program for exceptional AAF members. She researched and developed new business pitch deals, including how to leverage TikTok, and monitored trades relevant to the entertainment and advertising industry.

“The opportunities I have had because of my experience and support from the Manship School have been like no other,” Carpenter said. “Over the summer, my dream of working in New York City came true, and it only pushed me further to pursue a career in the Big Apple one day. ... The internship allowed me to meet amazing professionals across the country and push myself further by learning new strategies and insights about ad sales in the TV and entertainment industry. I could not be the advertising professional I am without the dedication from Manship and the professionals I have worked with over my collegiate career.”



# JOURNALISM

## Our 157 journalism students are future...

- News Editors
- Entertainment Reporters
- Multimedia Journalists
- Sports Writers
- Television News Anchors



Senior Lauren Cochran is headed to ESPN full time

**“Everyone in Manship is truly rooting for you to reach your goals and the amount of real-world experience I gained is unmatched. Attending the Manship School was the best decision I ever made and a huge reason why I’m working at ESPN today.”**

– Lauren Cochran, May 2021  
Journalism Alumna

## Journalism Senior Named 2021 ESPN Scholar, Headed to ESPN Full Time

Lauren Cochran, a May 2021 graduate, was named a 2021 Association for Women in Sports Media Scholar (AWSM) and interned at ESPN in summer 2021. Afterward, she accepted a full-time position at ESPN as programming coordinator, scheduling and operations. In this position, she will contribute to strategic scheduling and execution of 25,000+ global live events across its networks and digital platforms. Cochran previously worked as an associate producer for LSU Sports Properties and Live Events, and she was assistant sports director and web director for Tiger TV.

## LSU Sports Hype Video Produced by Journalism Senior Elise Girdwood Goes Viral

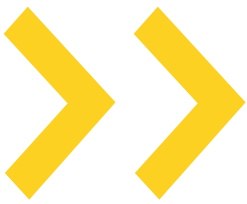
As a digital content intern for LSU Athletics, journalism senior Elise Girdwood created an LSU sports hype video “This is Our City: Sweet Baton Rouge” that received 125,000+ views on social media.

## Students in Feature-Writing Class Produce First-Person Accounts Tied to the News, Stories Picked Up in Local Media Outlet

Wendell Gray Switzer Jr. Endowed Chair Len Apcar asked students in his spring 2021 feature-writing class to report and write a first-person experience tied to the news. Apcar said, “There wasn’t a moment of writer’s block. Emotions and words flowed. The result is a time capsule of their anger and fear, their worries and dreams in this extraordinary moment. Each offering is personal and deeply felt. It shows in their writing.” The website dedicated to their work is [lsumanshipwriting.com](http://lsumanshipwriting.com). Baton Rouge-based outlet 225 Magazine ran three of the essays in August 2021.



Students in Professor Apcar’s spring 2021 feature-writing class



Jessica Speziale



Ally Kadlubar



Abby Alonzo

## Journalism Students Win Three of Four Scholarships Presented at the Louisiana Association of Broadcasters 2021 Prestige Awards

Seniors Jessica Speziale and Abby Alonzo were named recipients of the Carley Ann McCord Scholarship, presented at the Louisiana Association of Broadcasters (LAB) 2021 Prestige Awards. The scholarship—two \$5,000 awards presented to female students studying sports journalism—honors McCord, a sports broadcast media professional who died in 2019.

Speziale, who is studying mass communication with a concentration in broadcast journalism, is the production director at Tiger TV. Nothing gives her more joy, she said, than combining her two loves: sports and broadcast. The Metairie, Louisiana native has always loved watching sports and attending sporting events. Her interest in a career in sports media began when Mark Grant, a five-time Emmy Award-winning director at CBS Sports and a Manship School alumnus ('81), spoke in one of her classes. It was then she realized she wanted a job like his someday.

“Receiving this scholarship is such a blessing and encourages me to be even more ambitious in applying for

internships and jobs after graduation,” Speziale said. “It’s such an honor to be able to carry on Carley Ann McCord’s legacy and have the opportunity to make an impact in the sports journalism world like she has.”

Like Speziale, Alonzo is a senior studying mass communication with a concentration in broadcast journalism. She is a Tiger TV sports reporter, a sideline reporter for Varsity Sports and co-host of The GritIron Show, a weekly podcast celebrating women in sports started by Manship School alumna Whitney Breaux ('09). Alonzo’s passion for sports media stems back to her senior year of high school, when she created a website where she posted interviews with high-profile collegiate and professional athletes. That experience landed the New Orleans native an opportunity to work as a press box runner with the New Orleans Saints.

“To hear my name in the same sentence as Carley’s was enough for me, but to win a scholarship in her memory has me overjoyed,” Alonzo said. “I often doubt myself in this field and question

whether I’m on the right path. Winning this scholarship was a clear sign that I’m right where I need to be and that I’ve got a guardian angel helping me along the way.”

Rounding out the Manship School’s LAB student scholars is Ally Kadlubar, who won the LAB Student Broadcast Scholarship, a \$4,000 annual award recognizing a student studying broadcast journalism. Kadlubar, a junior pursuing a dual degree in broadcast journalism and political science, is Tiger TV’s assistant news director. The Lake Charles, Louisiana native was recently named among the top 20 winners of the Television Features Competition of the 2020–2021 Hearst Journalism Awards Program. This summer, Kadlubar will intern with NBC Universal Media at the TODAY Show.

“I am very honored to be chosen for this prestigious award,” Kadlubar said. “I am so proud to be a broadcast journalist in Louisiana, and I am humbled to be recognized by LAB for my contribution to the community and to student journalism.”

# POLITICAL COMMUNICATION

## Our 133 political communication students are future...

- Lawyers
- Communications Directors for Public Officials and Government Agencies
- Political Campaign Strategists
- Lobbyists
- Journalists Covering Politics and Current Events



2021 Governor's Fellow Elizabeth Bueche and Louisiana Commissioner of Higher Education Kimberly Hunter Reed

## Senior Elizabeth Bueche Named a Louisiana Governor's Fellow

Political communication senior Elizabeth Bueche was selected to participate in the 2021 Lamar Governor's Fellowship Program in Louisiana Government. For 10 weeks, she worked with Louisiana Commissioner of Higher Education and Manship School alumna Kimberly Hunter Reed ('87) to develop policy proposals to be presented to Governor John Bel Edwards.

## Four Political Communication Seniors Among Leaders, Scholars in LSU's Tiger Twelve Class of 2021

Each year, LSU recognizes 12 students in the graduating class as members of the prestigious Tiger Twelve. These students contribute positively to the life of the campus, surrounding community and society. They demonstrate commitment to intellectual achievement, inclusive excellence, leadership in campus life and service. We are proud to have four political communication seniors in the LSU Tiger Twelve Class of 2021.

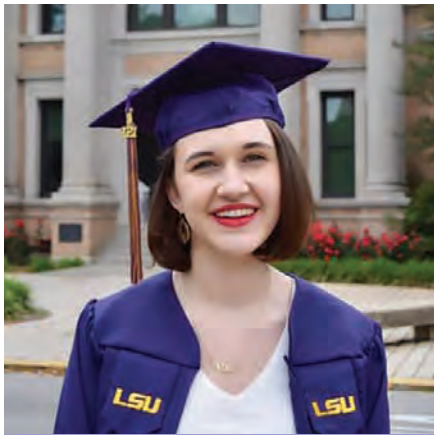
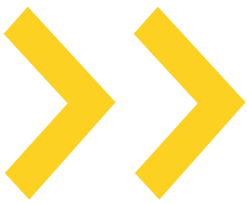
**Samantha Beekman**, a native of West Monroe, Louisiana, is an LSU Ogden Honors College student graduating with dual degrees in mass communication with a concentration in political communication and international studies with concentrations in global diplomacy and the Middle East, as well as minors in Arabic and French. Her honors thesis regarded COVID-19 policy in Scandinavia and the American South, and her reporting with the Manship Statehouse Bureau on COVID-19 and the Louisiana Legislature has been published in more than 20 news outlets around the state. Beekman served as the policy intern for the Public Affairs Research Council of Louisiana, where her research centered around the impact of COVID-19 on the state of Louisiana and the analysis of public policy and the Louisiana Legislature. Previously, she worked with Emergent



Samantha Beekman ('21)

Method in environmental policy and data analysis, and her independent research has focused on the influence of media on public perception of race and migration. After graduation, she will pursue a Master of Public Policy at the Hertie School in Berlin, Germany as a Rotary Global Grant Scholar.





Sarah Procopio ('21)

**Sarah Procopio**, a native of Baton Rouge, Louisiana, is an LSU Ogden Honors College student. A Louisiana Service and Leadership (LASAL) Program Scholar, Procopio recently defended her honors thesis, titled “Defusing Polarization: The Politics of the Medicaid Expansion in Louisiana.” Supported by the LSU Reilly Center for Media & Public Affairs, her work at LSU has focused on connecting young people to public policy and increasing civic engagement. As the director and creator of LA Youth Platform, a non-partisan civic engagement group, she has facilitated discussions between young people and state policy creators on fostering opportunity in the state and halting outmigration. Selected as a Louisiana Governor’s Fellow in 2019, Procopio worked at the Louisiana Department of Health to write a successfully passed policy proposal to install opioid overdose response kits in all public Louisiana college residential halls. In her junior year, she became the 12th LSU student to be honored as a Truman Scholar. Headed to LSU Law in fall 2021, she hopes to continue to work for positive change in the state with the eventual goal of being a full-time policymaker.



Justin Franklin ('21)

**Justin Franklin**, a native of Memphis, Tennessee, is an LSU Ogden Honors College student minoring in history. Franklin recently defended his honors thesis on race, news media and mob violence that compares news coverage of the aftermath of the Tulsa Race Riot in 1921 to the unrest that followed the death of George Floyd in 2020. Since his sophomore year, Franklin has served as the president of the National Association of Black Journalists at LSU (LSU NABJ). Franklin was also a member of LSU Mock Trial, where he and his fellow teammates advanced to open round nationals for the first time in LSU program history. In 2020, he was among the founders of the Black Honors Initiative (BHI), the first and only minority organization within the honors college. Franklin has served on the LSU Diversity and Inclusion Subcommittee on University Communications and the Manship School Diversity Committee. In fall 2021, he will attend Cornell University in Ithaca, New York, as a public affairs fellow pursuing a master’s degree in public administration with a concentration in government, politics and policy studies, after which he plans to attend law school.



Alaysia Johnson ('21)

**Alaysia Johnson**, a native of Aberdeen, Maryland, is graduating with a minor in liberal arts–African & African American Studies. Throughout her matriculation at LSU, she has worked diligently on behalf of those who feel they have no voice while also working part-time and striving for academic excellence. She has built a lasting legacy at LSU by spearheading programs and initiatives aimed at addressing the needs of students. Johnson was the inaugural chair of the Black Women’s Empowerment Initiative and the political action director of LSU’s NAACP. She served as president of the Student Government Black Caucus and was an avid member of LSU Student Government. Additionally, she was a Clarence L. Barney Jr. AACC Ambassador, an LSU Engaged Citizen and vice president of LSU NABJ. Following graduation, Johnson will attend LSU Law School to pursue a legal career in civil rights.

# Undergraduate Curriculum Highlight: 3+3 Pre-Law Program

**Celebrating First 3+3 Pre-Law Graduate:  
Emiley Dillon Gingrich, J.D.**



Emiley Dillon Gingrich, J.D.

Our 27 pre-law students are saving time and money in our 3+3 Pre-Law Program. Launched in fall 2017, this partnership with LSU Law Center allows students to earn a bachelor's degree in mass communication and a law degree in six years, instead of seven.

→ Emiley Dillon Gingrich was our first 3+3 pre-law student to complete this area of study. After three years studying public relations at the Manship School, she started law school in 2018 and graduated in May 2021 from the LSU Law Center. In June 2021, Gingrich was one of 10 LSU Law students to be inducted into The Order of the Barristers, a national honorary organization whose purpose is the encouragement of oral advocacy and brief writing skills through effective law school oral advocacy programs. Gingrich now works as an incoming associate at Simpson Thacher & Bartlett LLP in Houston, Texas.



"I really think that my overall Manship experience opened my eyes to all of the possibilities that Manship has to offer. When I started at LSU, I thought that my only path would be broadcast journalism. The more classes I took, the more I learned about what mass communication really is. I really enjoyed learning how to edit and put videos and pictures together. Seeing my hard work come together in a final piece motivates me."  
-Loren Draper, May 2021 Journalism Graduate  
[Photo Credit: H. Leger Photography]





# Graduate PROGRAM



Meet the Dean Event: In December 2020, our graduate students gathered virtually to get to know Josh Grimm, our new interim dean. An evening filled with raffle prizes, games and engaging conversation made the event one to remember

## Total Enrollment, Fall 2020: 74 Graduate Students

- Ph.D.: 24
- Master of Mass Communication: 46
- Graduate Certificate in Strategic Communication: 4
- 16% international students
- 72% female students
- 40% historically underrepresented students\*

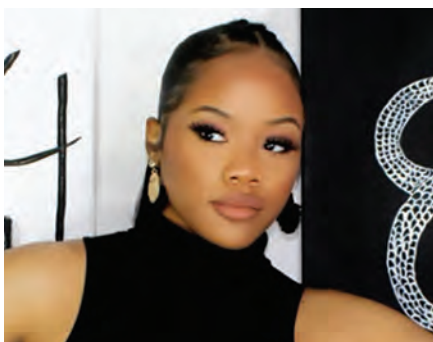
\*Includes American Indian or Alaska native; Asian; Black/African American; Hispanic/Latino and any race; race and ethnicity unknown; two+ races (non-Hispanic/Latino)



Amie Martinez Duke ('19, Master's Student)

## Featured Highlights

Master's student and alumna ('19) Amie Martinez Duke was named the recipient of the Jack H. Sanders Memorial Scholarship by the Public Relations Association of Louisiana. It is awarded annually to a Louisiana student who has demonstrated proficiency, excellence and dedication to pursuing a public relations or journalism career. Duke was a communications intern at NASA Goddard Space Flight Center in summer 2021.



Loreal Johnson ('19, Master's Student)

Master's student and alumna ('19) Loreal Johnson was selected as a 2021 Multicultural Advertising Intern Program (MAIP) fellow. As a MAIP fellow, Johnson worked as an art direction intern at The Marketing Arm in Dallas in addition to completing a fellowship.

# Four New Ph.D. Students Joined the Manship School in Fall 2020



Soheil Kafiliveyjuyeh

## Soheil Kafiliveyjuyeh

Soheil Kafiliveyjuyeh is interested in international political communication in the age of social media, the gatekeeping process in media and misinformation. He earned a master's degree in journalism from Gazi University of Ankara in Turkey and a Bachelor of Arts in journalism from the School of Media Studies at the University of Applied Sciences in Tehran, Iran. Kafiliveyjuyeh's research analyzes memorial Facebook pages of deceased celebrities and ordinary people to understand how people grieve on social media platforms.



Lyric Mandell

## Lyric Mandell

Lyric Mandell earned a Master of Arts in mass communication and a Bachelor of Arts in media studies and policy from the University of Houston (UH). She served as a Team Lead of the Pelvic Floor Research Group at UH and received the Commission on the Status of Women's Top Paper Award from AEJMC for her work on this topic. Mandell serves as the Graduate Student Liaison for the LGBTQ Interest Group at AEJMC, and her research focuses on media effects within entertainment, health and political communication.



Delwar Hosen

## Delwar Hosen

Delwar Hosen earned a bachelor's and master's degree in communication and journalism from the University of Chittagong in Bangladesh. In 2020, Hosen earned a second master's degree in communication from the University of Louisiana at Lafayette. Hosen's work focuses on health communication, journalists' diaspora and political awareness in Rohingya music.



Hope Hickerson

## Hope Hickerson

Hope Hickerson earned a master's degree in counselor education from LSU, as well as master's and bachelor's degrees from East Carolina University in health education and promotion. She has worked in college health at the University of Maryland and LSU. Her research interests include health communications, crisis communication and the effects of cognitive dissonance on the acceptance of media messaging.

# Graduate Student Research Round-Up

**10+** **35+** **\$10K+**

**Journal Publications and Book Chapters**

**Conference Acceptances and Publications**

**Grants**

## 2021 Doctoral Research Award Recipients

This year, we launched a new research award to encourage our doctoral students' research activities amid the COVID-19 pandemic. Five research proposals were selected for the inaugural Doctoral Research Award.

1. "Tolerating Corrections: The Effects of Trust, Gender and Race on Source Credibility" –**Ayla Oden**
2. "COVID-19 Message Fatigue in People That Use Social Media" –**Hope Hickerson** and **Delwar Hosen**
3. "Witnessing Human Kindness: Moderation Effects of Media Genre on the Relationship Between Emotions and Stereotype Reduction" –**Anthony Ciaramella**
4. "It's Not Alright To Be An Anti-Semite: The Effect of Viewing Antisemitic News Coverage on Audiences' Perceptions of the Jewish Community" –**Lyric Mandell**
5. "Social Media Literacy and Public Education: A Mixed-Method Investigation of Media and Communication in Teachers and Administrators" –**Jessica Wyers**

## 2021 Len Sanderson Graduate Research Award Recipients

- ➔ "Entertainment as Politics Vs. Politics as Entertainment: How Narrative Engagement Influences Individuals' Perspectives on Political Issues" by **Lyric Mandell, Caley Hewitt, Soheil Kafiliveyjuyeh, Emily Ritchart, Justin Weng**
- ➔ "#Let'sTalk: From Hijacking Hashtags to Public Discourse" by **Cole Catherine Dunnam** and **Jessica Shaw**

## Featured Publications and Presentations

**Italiano, R., Ramirez, F., & Chattopadhyay, S.** (2021). From abuse of power to weapon imagery: Defining police use of force. *Journal of Applied Communication Research*. 49:6, 669-686.

**Jiang, Y.** (2020, August). Emotions and political participation: The impacts of discrete emotions on citizens' voting likelihood. Presented at the Association for Education in Journalism and Mass Communication annual conference, San Francisco, CA. [Second Place: Student Paper]

**Klein, T. & Hodges, Q.** (2020, August). Local news representations of race and homicide in Baton Rouge, Louisiana. Presented at the Association for Education in Journalism and Mass Communication annual conference, San Francisco, CA.

**Labbe, P. & Carpenter, S.** (2020, November). Donald Trump's tweets as rhetorical discourse. Presented at the National Communication Association annual conference, Political Communication Division, Communication at the Crossroads Series, Indianapolis, IN.

**Mandell, L. & Romo, A.** (2020, August). "I could NOT relate more." An in-depth analysis of #growingupgay on Twitter. Presented at the Association for Education in Journalism and Mass Communication annual conference." [Top Student Paper in the Lesbian, Gay, Bisexual, Transgender, and Queer Interest Group]

**Sanders, M. S., Yang, C., Ciaramella, A., Italiano, R., Whitenack, S. L., & Hickerson, H. M.** (2021). Entertainment media and social consciousness. In P. Vorderer & C. Klimmt (Eds.) *The Oxford Handbook of Entertainment Theory*. Oxford: Oxford University Press.

**Santia, M., Fuller, B., Kalmoe, N., & Saha, P.** (2020). 'Them cuffs keep them quiet': Facebook users' reactions to live arrests during racial justice protests. *International Journal of Communication*, 14, 5961-5981.

**Stamps, D. L., Mandell, L., & Lucas, R.** (2021). Relational maintenance, collectivism, and coping strategies among Black populations during COVID-19. *Journal of Social and Personal Relationships*. 38(8): 2376-2396.



# Our STUDENTS

## John Maxwell Hamilton Fellowship For Media & Public Affairs Research

Jessica Wyers  
Anthony Ciaramella

## Charles Manship Outstanding Graduate Student

Amie Martinez Duke

## Margaret Dixon Outstanding Female Senior

Brooke Smith

## Hugh Mercer Blaine Service Award

Ana Block

## Bart Swanson Memorial Award in Sports Reporting

Lauren Cochran

## David Yates Outstanding Male Senior

Justin Franklin

## Errol Savoie Student Writing Award

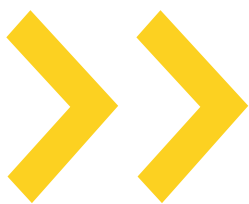
Karli Carpenter

## Manship School Ambassador of the Year

Alannie Broussard



On April 22, 2021, faculty, staff, students, family and friends gathered virtually to celebrate our student award winners and our newest members of Kappa Tau Alpha Honor Society, a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication



## 2021 Manship School Kappa Tau Alpha Inductees

Anthony Ciaramella  
Martha Ramirez  
Sydney McGovern  
Natalie Marionneaux  
Natalie Marse  
Ally Kadlubar  
Ava Borskey  
Abby Crowe

Shelly Kleinpeter  
Katherine Manuel  
Kelsey Othling  
Alexis Toler  
Annalise Vidrine

## LSU University Medalists (4.0+ GPA)

Renee Lucas  
Brooke Smith  
Jordan Smith

→ Two Manship School seniors took home top spots in the humanities, social sciences, mass communication and business category at LSU Discover Day Undergraduate Research and Creativity Symposium 2021.

**1st Place:** Samantha Beekman, dual major in mass communication (political communication) and international studies | Project: “The Effect of Physical Distancing and Isolation and Quarantine Policy Strategies on the Prevention of COVID-19 Transmission and Death: Scandinavia and the American South”

**2nd Place:** Sarah Procopio, political communication major | Project: “Defusing Polarization: The Politics of Medicaid Expansion in Louisiana”

→ Four of the 12 recipients of LSU Campus Life’s 2020 Tom W. Dutton Scholarship were Manship School students. The scholarship is presented annually to female undergraduate or graduate students for their outstanding service to the university community through participation and leadership in community service activities. We proudly recognize Alaysia Johnson, political communication senior; Elizabeth Nguyen, public relations and general business ‘20 alumna; Emily Wood, political communication and political science senior; and Jada Moore, public relations senior.

→ LSU Campus Life awarded public relations senior Gabie deBruler the Unsung Hero Award, given to a member of a student organization who doesn’t hold an executive role but goes above and beyond the call of duty. She was the Manship School’s



Seniors Justin Lorio and Anna Jones are crowned LSU Homecoming king and queen, respectively

communications intern and a member of LSU Ambassadors, LSU Student Government and LSU Zeta Tau Alpha.

→ LSU Campus Life awarded Tiger TV the Collaborative Program Award for its work with LSU Student Government and LSU Student Philanthropy Council hosting “TigerCast,” a 12-hour broadcasted event to fundraise for the LSU Student Emergency Support Fund helping students in need.

→ Public relations senior Nick Ashton and master’s student Murry Goldberg were two of six students in the United States who were honored in a national student podcast competition, organized by the Association for Education in Journalism and Mass Communication’s History Division. Ashton won first place for his show exploring the history and future of drumming publications, and Goldberg received an honorable mention for his show covering a history of sports talk radio in Memphis, Tennessee.



Nick Ashton ('21)



Murry Goldberg (Master’s Student)

→ Public relations seniors Justin Lorio and Anna Jones were announced as LSU’s 2020 Homecoming king and queen. Three other Manship School students on this year’s LSU Homecoming Court included senior Alaysia Johnson, junior Bryce Crier and sophomore Tatum Comeaux.



# Students Land Top Internships at NASA, TODAY Show



Amie Martinez Duke ('19, Master's Student)

Master's student and 2019 alumna Amie Martinez Duke was a virtual communications intern at the Astrophysics Science Division of the NASA Goddard Space Flight Center in Greenbelt, Maryland in summer 2021. As part of the division's communications team, she worked alongside scientists to translate exciting scientific results into news stories, multimedia pieces and social media products.

"Space and science always interested me, but I never would have imagined that I could land an internship with NASA," said Duke. "Thanks to the skills I gained at the Manship School, I was able to strategically and creatively communicate NASA's cutting-edge astrophysics on social media." Journalism junior and Tiger TV

assistant news director Ally Kadlubar interned at the TODAY Show through the NBCU Intern Program in summer 2021. Each day, she worked on different assignments. For instance, on Mondays, she worked with the "CRASH" breaking news team. On Tuesdays, she worked for the show, TODAY with Hoda & Jenna. For one segment, she found a guest, helped with creating interview questions, communicated with the guest and joined the control room virtually when the segment aired. On Wednesdays, she worked for 3rd Hour TODAY, her favorite show because of the variety of segments: lifestyle pieces, breaking news and feature stories. During the Olympics, Kadlubar even had the chance to make phone calls to Olympians, informing them of their selection.

"I loved being behind the scenes on interviews with the talent—Jennifer Lopez, Lin-Manuel Miranda, Kristen Bell, Simone Biles— and all Olympic gymnasts' moms, Farmer Lee Jones and many others," Kadlubar said. "I had the amazing opportunity to learn the interview process from some of the best in the business and I have been implementing all I have learned into my own journalism."

Kadlubar also earned a top 20 spot in the Television Features Competition of the 2020–2021 Hearst Journalism Awards Program and was the recipient of the Louisiana Association of Broadcasters 2021 Broadcast Scholarship.

## FEATURED STUDENT INTERNSHIPS

- 225 Magazine
- American Red Cross
- American Society of Anesthesiologists
- Antioch Baton Rouge
- Big Buddy Baton Rouge
- Boys & Girls Clubs of East Baton Rouge
- Cape Cod Baseball League
- Capitol Area Court Appointed Special Advocates (CASA)
- Carolina's Golf Association (USGA)
- Council for a Better Louisiana
- Crossing Place Church
- East Baton Rouge Office of the Public Defender
- Emergent Method
- Equity Media/WBOK 1230am
- Essential Broadcast Media, LLC
- Greater Baton Rouge Food Bank
- Gunnison Country Times
- Hands Producing Hope
- Harris, DeVille & Associates, Inc.
- inRegister magazine
- LA Dept. of Health – Office of the Secretary
- Louisiana Art & Science Museum
- Louisiana Chemical Association
- Louisiana Department of Children and Family Services
- Louisiana Office of Cultural Development
- Louisiana Public Broadcasting
- LSU Athletics
- MESH
- MMR Group
- NBC Universal
- Newhouse
- Notre Dame Seminary
- Office of Community Development
- Otey White & Associates
- Our Lady of the Lake Foundation
- PivotPath
- Plug Public Relations
- Public Affairs Research Council of Louisiana
- Spears Group
- The Advocate | The Times-Picayune
- The Federal Reserve Board
- The Sports for Champions, Inc.
- The Visual Branding Group
- U.S. Senate, Baton Rouge, Senate Office
- Unglesby Law Firm
- WBRZ
- WGMB (BR Proud)
- XCO5/Vista14
- YesWeCannibal
- Zehnder Communications, Inc.



# Political Communication Junior Mia LeJeune Awarded 2021 Truman Scholarship, Follows Sarah Procopio as the Manship School's Second Consecutive Truman Scholar

LSU Manship School of Mass Communication junior Mia LeJeune, a native of Lafayette, Louisiana, is one of 62 college students nationwide to join the 2021 cohort of the Harry S. Truman Scholarship Foundation's prestigious annual fellowship.

LeJeune follows alumna Sarah Procopio as the LSU Manship School's second consecutive Truman Scholar and was selected from a pool of 845 candidates nominated by 328 colleges and universities—a record number of applicants. LeJeune received support through the Ogden Honors College's Office of Fellowship Advising, which helped her prepare a competitive application and practice for her final round interview.

Truman Scholars are selected based on their ability to demonstrate outstanding leadership potential, a commitment to a career in government or the nonprofit sector, and academic excellence. As an Ogden Honors student studying political communication, LeJeune has discovered her passion for combating voter suppression.

"Along with being an inspiring student leader and passionate public servant who is making an incredible impact at LSU and in our community, Mia has a wonderful personality, and it has been an honor and pleasure to work with her on some of the many

initiatives she is engaged with," said Tom Galligan, former LSU interim president. "She is most deserving of this prestigious scholarship, and we are very proud to have Mia as a member of our LSU Family."

After attending the National Campaign for Political and Civic Engagement Summit at Harvard's Institute of Politics in 2019, LeJeune helped secure a fifth-place ranking for LSU out of 131 campuses for the most registrations, and the registration rate on campus rose by 6.5%. Today, she is the president of Geaux Vote and ambassador to the Andrew Goodman Foundation.

"I have experienced student activism during a pandemic, civil unrest and an unprecedented election season. Despite these challenges, Geaux Vote registered over 650 students between August and November and 5,900 students since 2018," LeJeune notes. "Motivating young people and educating them to feel confident at the polls is the greatest way to give back to our communities and ensure the prosperity of democracy," she added.

"Mia is one of those students who brings her absolute best to every situation," said Josh Grimm, interim dean of the LSU Manship School. "She is already making meaningful change in this world, and it is genuinely thrilling to see her receive this honor."

Each Truman Scholar receives funding for graduate studies, leadership training, career counseling, and special internship and fellowship opportunities within the federal government. LeJeune hopes to work with the National Democratic Institute (NDI) through the Truman Foundation's Summer Institute.

The NDI works to strengthen global political institutions, promoting civic engagement and safeguarding elections. The NDI asserts that the core of a successful and resilient democracy lies in the voices of all populations regardless of race, ideology, socioeconomic background, sex or gender. LeJeune would like to work on NDI's "Votes without Violence" campaign, which aims to educate the public on the violence women experience at the polls, support policy that mitigates this violence and bridge the gender gap in political participation. "Working with the NDI will help me recognize the unique challenges women face globally, so I can empower women facing discrimination in the United States' political process," she emphasizes.

With the help of the Truman Scholarship, LeJeune plans to pursue a Juris Doctor from Harvard Law and a Master of Arts in democracy and government from Georgetown University.

“Mia is going to have a long, distinguished career in politics and public service,” said Dean Jonathan Earle of the Ogden Honors College. “Anyone who spends time with her can sense her passion and leadership qualities. I can’t wait to see what she does next.”

Upon completing her graduate studies, LeJeune wants to work as a campaign manager with the goal of empowering all Americans and working toward record-breaking turnout for marginalized groups. She eventually wants to use her experiences with grassroots campaigning and intense academic study to run for Louisiana Secretary of State, where she can address issues like deregulating voter identification laws, protecting voter registration records, prohibiting gerrymandering and increasing access to mail-in ballots.

“Our democracy as it stands is flawed. It was established to represent the majority, but it only represents the majority allowed to participate. Far too many institutions in our civic process discriminate against and prohibit the right to vote. My generation has a responsibility to correct the partisan nature of our election institutions and fight to ensure fairness at the ballot box. When everyone is willing and able to participate in elections, then America will again shine as a beacon of democracy. I believe that as a Truman Scholar, I can become a catalyst for free and fair elections and inspire others to join me.”

In 2020, Manship School alumna Sarah Procopio was selected for this national award. Procopio was a Louisiana Service and Leadership, or LASAL, Program Scholar; creator of the Louisiana Youth Platform, a group that creates a policy platform of priorities for young adults and presents to public

officials; and a 2020 Governor’s Fellow with the Louisiana Department of Health. Procopio, a May 2021 political communication graduate, is currently in her first year of law school at LSU Law Center.

“Mia and Sarah are both students you’ve heard about long before meeting them,” Grimm said. “You’ve heard stories from people who’ve taught them and worked with them about their brilliance, energy, enthusiasm and determination. That reputation is wholly earned, but when you meet them, it still doesn’t come close to describing how impressive they truly are. All of us here at the Manship School are incredibly proud of Mia and Sarah, and we cannot wait to see what they do next.”

Procopio and LeJeune are two of four LSU Manship School students who have been selected as Truman Scholars. Previous winners include Jacob Landry in 2005 and Micaela DeGruy in 2009.

**-Reporting by Jordyn Warren;  
Additional Reporting by  
Ariel Charbonnet**





# Student Media

## CELEBRATING OUR STUDENTS



John Friscia

This has been a demanding but rewarding year for our students here in student media. They've had to adapt and invent new ways to cover campus in a hybrid era. With that said, this was one of our best years when it came to winning awards. We also launched two new content streams: Tiger Talk, a campus news podcast created in June 2021, and Reville Roars, a weekly e-newsletter introduced in February 2021 that has nearly 51,000 subscribers to date. It speaks volumes about our students and staff. All of this helps to position ourselves for a brighter future for the next generation of young journalists.

– John Friscia, Director of Student Media



Spring 2021 Reville Staff,  
Photo provided by The Reville

### LSU Student Media Launches Tiger Talk Podcast and Reville Roars Newsletter

In 2021, LSU Student Media introduced two new content streams to complement KLSU radio, The Reville newspaper, Tiger TV and Gumbo yearbook: a weekly podcast and e-newsletter. Reville Roars began in February 2021 and focuses on the week's top news stories from The Reville and Tiger TV, with occasional content from KLSU and Gumbo. It has 51,000 subscribers to date. And in June 2021, student journalists started the podcast Tiger Talk. From the basement of Hodges

Hall, reporters take a deeper dive into Student Media's top news of the week. "What separates [the podcast and the e-newsletter] from our traditional products is that they really are optimized for mobile consumption and help our students focus on being digital-forward thinking," said John Friscia, director of Student Media. "We're also aware that our media consumers aren't all on one platform and we have to train our students to reach them when and on whatever platform they prefer to utilize."

### Student Journalists, Designers Recognized Among College Media's Best in Journalism, Advertising

- 15** Diamond Awards in Arkansas Pro Chapter of the Society of Professional Journalists Regional Competition
- 3** College Media Association's Pinnacle Awards

- 7** Society of Professional Journalists Region 12 Mark of Excellence Awards
- 5** College Media Business and Advertising Managers Competition Awards

Student journalists from LSU's student newspaper, The Reville, took home three 2019–2020 Pinnacle Awards from the College Media Association (CMA). Pinnacle Awards honor the best college media organizations and individual work in the nation.

#### Best Photo Package, Second Place

Abby Kibler, "LSU wins the national championship"

#### Best Newspaper Photo Page/Spread, Honorable Mention

Jennie Delatte and Abby Kibler, "Back in the swing"

#### Best Sports Game Story, Honorable Mention

Reed Darcey, "They love Joe, and Joe loves them': Joe Burrow walks off field at Tiger Stadium for final time"



**Students from LSU Student Media outlets took home seven awards for journalism excellence in the 2020 Region 12 Society of Professional Journalists (SPJ) Competition and five awards in the 2021 College Media Business and Advertising Managers (CMBAM) Competition.**

**Newspaper, General News Reporting (Large) 10,000+ Students | Winner:** Anna Jones, “Upperclassmen displaced from campus apartments to make room for large freshman class”

**In-Depth Reporting | Winner:** Anna Jones, “Phi Kappa Psi hazing allegations bear resemblance to 2017 Max Gruver case”

**Television In-Depth Reporting | Winner:** Ally Kadlubar, “Shuttered casinos impact economy”

**Television General News Reporting | Finalist:** Ally Kadlubar, “More house, less money”

**Television Sports Reporting | Finalist:** Kendall Duncan, “Softball pitcher keeps pushing”

**COVID-19: Video Coverage (Large) 10,000+ Students | Finalist:** Brooke Smith, “Voting by mail” **Finalist:** Alexia Tsiropoulos, “Quarantine and mental health”

**Graphic design seniors Sarah Francioni, Emily Poole and Mallory LaCombe took home the following 2021 CMBAM awards:**

**First Place |** Best Paid Design Product Non-Self Promotional, “Spring Greening Day 2020”

**First Place |** Best Rate Card

**Second Place |** Best Print Ad Non-Newspaper

**Second Place |** Best Living Section

**Honorable Mention |** Best Digital Self-Promotion Ad

**Students from LSU Student Media outlets and LSU’s Manship School of Mass Communication won 15 awards for journalism excellence in the 2021 Diamond Journalism Awards, a regional competition sponsored annually by the Arkansas Pro Chapter of the Society of Professional Journalists (SPJ), recognizing journalism excellence in Arkansas and bordering states.**

**Breaking News, Print/Online | 1st:** “Residents at risk: LSU requires mandatory covid-19 testing,” Katherine Manuel and Anna Jones, The Reveille and Isureveille.com

**Features, Print/Online | 1st:** “A half-century ago in Jonesboro, armed Black men fought back,” Bailey Williams, Alyssa Berry, Matthew Clark, Sydney McGovern and Karli Carpenter, LSU Manship News Service

“This four-part series demonstrated excellent narrative storytelling techniques grounded by in-depth archival/document research and interviews,” the judges commented about the Deacons for Defense submission. “Each story in the series was compelling to read, and the cold-case subject at the center of the project was both riveting and revealing—and incredibly relevant as our nation grapples with its history of racial prejudice, discrimination and injustices. This effort was by far the best in the category. Kudos to all of the student reporters and editors involved in this effort.”

**Features, Broadcast | 1st:** “Neurodiversity,” Ally Kadlubar, LSU Tiger TV **2nd:** “The interstate and air quality,” Kendall Duncan, LSU Tiger TV

**Editorials, Print/Online | 3rd:** Editorials from The Reveille, Caleb Greene, Bailey Chauvin, Reed Darcey, The Reveille and Isureveille.com

**Sports, Print/Online | 1st:** “Myles Brennan after LSU vs. Miss. State: Expect a leader, not a blamer,” Jared Brodtmann, The Reveille and Isureveille.com **2nd:** “ ‘Absolutely killed’: What went wrong for LSU and where to go from here?” Jared Brodtmann, The Reveille and Isureveille.com

**Sports, Broadcast | 1st:** “Burrow curtain call,” Luke Chevalier, LSU Tiger TV **2nd:** “Softball pitcher keeps pushing,” Kendall Duncan, LSU Tiger TV

**Business, All Platforms | 1st:** “Shuttered casinos impact economy,” Ally Kadlubar, LSU Tiger TV **3rd:** “More house, less money,” Ally Kadlubar, LSU Tiger TV

**Commentary, All Platforms | 1st:** Commentary portfolio, Marie Plunkett, The Reveille and Isureveille.com **2nd:** Columns, Evan Leonhard, The Reveille and Isureveille.com **3rd:** Opinion, Cecile Girard, The Reveille and Isureveille.com

**Feature, Audio | 1st:** Louisiana Organ Procurement Agency, Sofia McKentry, KLSU-FM

## Junior Tiger TV Assistant News Director Wins National Broadcast Journalism Award

Junior Ally Kadlubar was among the top 20 winners of the Television Features Competition of the 2020–2021 Hearst Journalism Awards Program. The Tiger TV assistant news director's in-depth feature packages tied her for 16th place in a competition where more than 60 journalism programs at universities across the nation participated.

Kadlubar, who is pursuing a dual degree in broadcast journalism and political science, was recognized for two broadcast reports she completed as a reporter for Tiger TV, the official student-run television station of LSU. Her feature stories highlight the impact of COVID-19 on the casino industry in Lake Charles, Louisiana and the housing market in Baton Rouge, Louisiana.

"I honestly felt honored to be notified as top 20 for this national broadcast journalism award," Kadlubar said. "I work so hard on every story I report, but I truly have a passion for sharing these stories in a creative, intriguing way. Receiving this award made me feel as though I am following my passion to share the stories that impact my community and investigate the unique ideas that may go unnoticed."

Kadlubar's story, "Casino Industry Shutters," highlights how the casino industry in Lake Charles temporarily shut down due to COVID-19 in April 2020 and the impact those shutdowns had on the local economy. After a few weeks of being sent home during the initial months of lockdown, the Lake Charles native saw firsthand the economic impact the pandemic had on the city. Because the casinos in Lake Charles are major economic boosters for the area, Kadlubar investigated how their complete closures were affecting not only their employees but also the entire Lake Charles economy.

"Analyzing the gaming revenue reports and researching how the casino industries' tax dollars aided Lake Charles city projects was a revelation to me that I was excited to share with the entire state," Kadlubar said.

Kadlubar's other in-depth feature, "Housing Market Skyrockets," unpacks how the pandemic and low interest rates affected Baton Rouge's housing market in October 2020. She learned about interest rates, the housing market in Baton Rouge, real estate agencies' tactics and struggles, and the impact politics has on the housing market.



Following her Hearst Award win, Ally Kadlubar interned at the TODAY Show in summer 2021

"It was a fun challenge to communicate interest rates in a way my audience could easily understand," Kadlubar said. "This story made me excited for reporting after college."

Professional-in-Residence and Tiger TV Adviser Cindy Carter said that Kadlubar's leadership in the classroom and the newsroom are evident in the great work she publishes.

"Ally is a bright and amazingly talented young journalist," Carter said. "In the classroom, she is a dream student who always participates in class discussion, takes notes and embraces constructive feedback on her reports. As a student reporter and assistant news director in Tiger TV, Ally is a leader who takes everything she learns in the classroom and applies it, not only to her own work but uses that knowledge to mentor her newsroom peers. This recognition is well deserved."



Courtney Layne Brewer (left) and Mary Chauvin (right) prep for Tiger TV's Newsbeat special on Halloween





# Our FACULTY & STAFF

## Highlights



→ **Josh Grimm** was appointed as our interim dean in October 2020 after the passing of our beloved former dean, Martin Johnson. Grimm, associate professor, has been at LSU since 2012 and had been serving as associate dean for undergraduate studies and administration. He holds the Westmoreland Darden Professorship in Mass Communication. His research interests include how diversity is portrayed in the media, with an emphasis on race, gender and sexuality.



→ **Lance Porter**, digital advertising professor and SMAC Lab director, was named our interim associate dean for undergraduate studies and administration. Porter directs recruitment, curriculum, experiential learning opportunities and administration for all undergraduate activities. He holds a joint appointment with LSU's interdisciplinary Center for Computation & Technology, where he is the area lead of the cultural computing focus area.

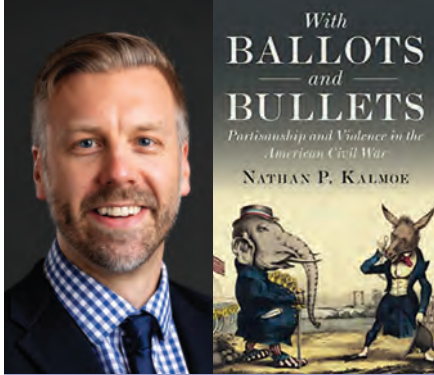


→ **Sadie Wilks**, public relations area head and instructor, was named our internship coordinator. Wilks serves as an essential resource for our students in pursuit of professional, hands-on experience, including internships for course credit. Since joining our faculty in 2015, Wilks has taught a variety of public relations courses and served as the faculty adviser to the Public Relations Student Society of America's (PRSSA) LSU chapter.

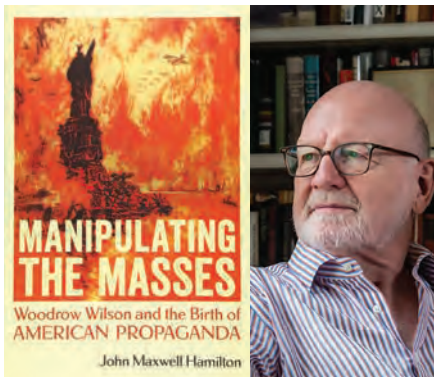


→ **Sujin (Sue) Kim** joined our faculty as an assistant professor of digital advertising. She previously worked as a marketing assistant manager for Hankook Cosmetics and an art director on OgilvyOne Worldwide's Creative Team. Her research focuses on understanding how consumers negatively respond to advertisements in digital media, along with studying how digital technology can influence consumer attitudes and behaviors.

# Research & Accolades



Nathan Kalmoe, Ph.D.



John Maxwell Hamilton, Ph.D.

**60+** Publications: top-tier journals, books, book chapters

**30+** Conferences and Invited Presentations

**10+** Awards

## Featured Awards

→ **Nathan Kalmoe**, associate professor and political communication area head, was one of six LSU faculty members named a 2020 Rainmaker for Research and Creative Activity. Rainmakers are faculty members who balance their teaching and research responsibilities while extending the impact of their work to the world beyond academia. Kalmoe received the Rainmaker Award for Emerging Scholar in the Arts, Humanities, Social & Behavioral Sciences category.

His book, “With Ballots and Bullets: Partisanship and Violence in the American Civil War,” won two acclaimed book awards from the International Society of Political Psychology (ISPP) and the American Political Science Association (APSA) for its significant contributions to the fields of political psychology and political science, respectively. ISPP selected the book as the 2021 co-winner of the David O. Sears Best Book on Mass Politics Award. Additionally, APSA’s Political Organizations and Parties (POP) division honored Kalmoe’s book with the Leon Epstein Outstanding Book Award.

→ LSU Professor of Journalism **John Maxwell Hamilton’s** book, “Manipulating the Masses: Woodrow Wilson and the Birth of American Propaganda,” was selected as the American Journalism Historians Association’s (AJHA) 2021 Book of the Year winner. This is Hamilton’s second AJHA Book of the Year Award. He won in 2010 for his book, “Journalism’s Roving Eye: A History of American Foreign Reporting.” The 2021 AJHA award for “Manipulating the Masses” follows other accolades this year, including the Association for Education in Journalism and Mass Communication History Division’s Book Award and the Shorenstein Center’s Goldsmith Book Prize.

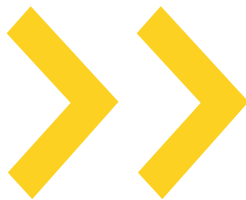
Published in October 2020 by LSU Press, “Manipulating the Masses: Woodrow Wilson and the Birth of American Propaganda” tells the story of the enduring threat to American democracy that arose out of World War I: the establishment of pervasive, systematic propaganda as an instrument of the state.



Tina M. Harris, Ph.D.

➔ **Tina M. Harris**, our Douglas L. Manship Sr.-Dori Maynard Race, Media, and Cultural Literacy Endowed Chair, was the 2020 recipient of the Francine Merritt Award for Outstanding Contributions to the Lives of Women in Communication. Presented annually by the National Communication Association’s Women’s Caucus Interest Group, this award honors a scholar who has made a difference in the field of communication through mentoring, service, advocacy, teaching and scholarship. Additionally, she was named the National Communication Association (NCA) Institute for Faculty Development’s Scholar-in-Residence. Harris serves as a mentor to undergraduate communication faculty who want to build collaborative research and pedagogical relationships, learn about new directions in theory and pedagogy, and develop new course area expertise.

### Three Manship School Faculty Members Honored with Top University Awards, Underscores Their Research, Community Service, Dedication to Teaching Excellence



Jinx Coleman Broussard, Ph.D.

**Jinx C. Broussard** was awarded the 2021 LSU Distinguished Faculty Award that recognizes LSU faculty members who have a sustained record of excellence in teaching, research, service or any combination of the three. Broussard is one of five faculty members across campus to receive this award.



Ruth Moon, Ph.D.

**Ruth Moon** was awarded the 2021 David J. Kriskovich Distinguished Professorship that recognizes one faculty member from any discipline who has made contributions to promote democracy, rule of law and human rights in developing countries.



Hyojung Park, Ph.D.

**Hyojung Park** was awarded the 2021 LSU Alumni Association Faculty Excellence Award that recognizes LSU faculty members for outstanding teaching, research and/or service.



## Featured Research

### → Diversity, Equity and Media Grant Recipients

Three faculty members and six graduate students were selected as recipients of the Manship School's 2020 Diversity, Equity and Media Grant.

The research is funded by the Ralph S. Izard Race and Media Studies fund and the Scripps Howard Race and Media Fund. These grants reflect our long-standing commitment to supporting research and action that combat racism, institutional discrimination and systematic oppression.

#### **Joshua Darr, Ph.D., Assistant Professor**

**Project:** Racial Sympathy in Pandemic and Protest

#### **David Stamps, Ph.D., Assistant Professor**

**Project:** Collective Liberation: An Analysis of Media Use and Effects Among Black Audiences and Their Drive Towards Collective Action

#### **Ruth Moon, Ph.D., Assistant Professor**

**Project:** Race and Place in the Louisiana Journalism Field

#### **Brianna Jones-Williams, Master's Student**

**Project:** Colorism and Context: An Examination of How Colorism in Advertising Affects the Attitudes of African American Audiences

#### **Lyric Mandell, Ph.D. Student**

**Project:** It is Just Part of the Shtick! An Analysis of Audiences' Perceptions of Jewish Identity in Scripted Television

#### **Anthony Ciaramella, Ph.D. Student**

**Project:** Perceptions of Athletes and Coaches' Social Activism: A Mixed Methods Examination

#### **Hope Hickerson, Ph.D. Student**

**Project:** Health Messaging in the Media: An Examination of the Relationship Between Message Fatigue, Race, and Their Effects on Black Audiences

#### **Tim Klein and Quincy Hodges, Ph.D. Students**

**Project:** Local News Representations of Race and Homicide in Baton Rouge, Louisiana

### → How has COVID-19 Affected Community Newspapers? LSU Media Law and Media History Assistant Professor Will Mari's Research Captured History as it Unfolded.



Professor Will Mari's book, "The American Newsroom: A History, 1920-1960," was published in July 2020

In March 2020, Assistant Professor **Will Mari** started a project to document the work of community newspapers in mid-America during the COVID-19 pandemic. A year later, he and co-author Teri Finneman have produced nearly 700 pages of oral history about COVID-19's impact on community newspapers and the resilience of local journalists. One of the project's takeaways was the resilience of local, particularly family-owned, news organizations. These journalists, Mari found, are doing vital—and often undervalued—work to relay accurate, timely, impactful news to their neighbors and friends to keep their communities thriving.

Mari's paper on COVID's disruption of community newspapers won the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication's top faculty paper.

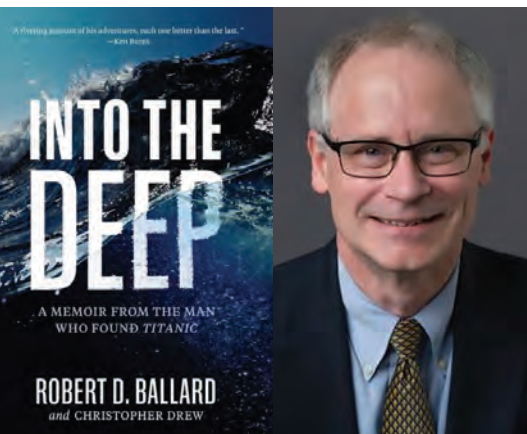
Additionally, Mari's latest book, "The American Newsroom: A History, 1920-1960," was published in July. The book uses memoirs, trade journals, textbooks and archival material to show how the newsroom expanded our ideas of what journalism could and should be.



Michael Henderson, Ph.D.




Nichole Bauer, Ph.D.



Christopher Drew

- ➔ Researchers in our Public Policy Research Lab (PPRL), spearheaded by PPRL Director **Michael Henderson** and supported by the LSU Reilly Center for Media & Public Affairs, released the 2021 Louisiana Survey in April 2021. The Louisiana Survey polled 781 adult residents from across the state to find out how Louisianans view their government and its policies. It has been conducted for the past 20 years, establishing rich longitudinal measures of public opinion in Louisiana.
- ➔ Assistant Professor of Political Communication and Reilly Center Research Affiliate **Nichole Bauer** released “Politicking While Female: The Political Lives of Women” in September 2020. It traces the challenges and opportunities that shape the experiences of women who pursue and hold positions of political leadership in the U.S.
- ➔ Assistant Professor **Ruth Moon** recently published “When Journalists See Themselves as Villains: The Power of Negative Discourse” in *Journalism & Mass Communication Quarterly*. The article examines the way journalists talk about themselves and negotiate authority with sources, audiences and media policy in a post-conflict, developmental authoritarian state.
- ➔ **Michael Henderson**, director of our Public Policy Research Lab, and **Meghan Sanders**, director of our Media Effects Lab, were selected to participate in the Office of Research and Economic Development’s Summer Institute, focused on intensive grant training for scholars in social sciences and humanities.
- ➔ In Professor of Journalism and former dean **Jerry Ceppos’** latest book, “Covering Politics in the Age of Trump,” 24 top political reporters relay stories from the campaign trail to the briefing room that illustrate the challenges journalists face in the age of “fake news.” In a recent interview for *The Advocate*, Ceppos, the book’s editor, said, “We realized there was a higher calling for the book. Readers would be able to get into the mind of a reporter and see that we are human beings.”
- ➔ New research in PLOS One from Associate Professor **Ray Pingree** found op/eds can restore the belief that politically impartial truth-seeking is possible. Pingree collaborated with Ph.D. student **Martina Santia** and Manship School alumni **Kirill Bryanov, Ph.D.**, and **Brian Watson, Ph.D.**, on this piece.
- ➔ Professional-in-Residence and former investigative reporter and editor at *The New York Times* **Christopher Drew** is the co-author of a new book, “Into the Deep: A Memoir From the Man Who Found Titanic.” The book chronicles the inside stories of Robert D. Ballard, the legendary undersea explorer best known for finding the Titanic. Now, at 78 years old, Ballard is searching for Amelia Earhart’s plane. Together, Ballard and Drew tell the suspenseful, surprising stories behind Ballard’s most thrilling discoveries.
- ➔ **Kathleen Searles**, associate professor, and **Nathan Kalmoe**, political communication area head and associate professor, are among 60-plus academics who formed the Election Coverage and Democracy Network to help newsrooms nationwide cover the 2020 U.S. presidential election with evidence-based best practices.





"I felt that everyone at the Manship School genuinely cared about my journey and helping me reach my fullest potential. The Manship School's professors also challenged me in a unique way in which I had never been challenged before. The Manship School challenged my way of thinking and prepared me to take on the challenges of an evolving world that is being shaped by tomorrow's communicator."  
-DJ Johnson ('21)



# REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS



Jenée Slocum, Ph.D.

The Reilly Center team continued to press forward during the 2020–21 academic year, turning the new virtual normal into an opportunity to reach its largest audiences ever while deepening connections within the Louisiana community. From the yearlong event series and COVID-19 research on systemic racism to a new, statewide grassroots civic engagement program, the Center addressed the crucial issues of our time and contributed to good government efforts. This reflects the persistent dedication to inspiring our communities to think deeply, take action, develop solutions and broaden knowledge. Support from Reilly Center staff, Manship School leadership and the Reilly Center’s newly established Board of Advisors make this work possible.

–Jenée Slocum, Ph.D., Director of Reilly Center

## 2021 Public Policy Fellow Katherine Knobloch



Katherine Knobloch, Ph.D.

Katherine Knobloch, Ph.D., an associate professor in the Department of Communication Studies and the associate director of the Center for Public Deliberation at Colorado State University, is the Reilly Center’s 2021 Public Policy Fellow. Her teaching and research focus on public participation and deliberative democracy, particularly the design and impact of community engagement programs. Knobloch, a Manship School alumna, co-authored the book “Hope for Democracy: How Citizens Can Bring Reason Back into Politics” and participated in the Reilly Center’s October 2020 discussion of alternative participatory government models that place citizens at the center of policy development. As the 2021 Public Policy Fellow, Knobloch is spearheading The Community Collaborative: By the Community, For the Community, a participatory capacity building project designed to enhance citizens’ ability to actively engage in community planning and decision making for the betterment of local well-being.

## LSU Reilly Center Advisory Board

In early spring 2021, the Reilly Center established its inaugural Advisory Board. Responsibilities of the Board include, but are not limited to, providing counsel and assistance on programming, speakers, events and research; participating in biannual meetings and special events; recruiting additional board members; and fundraising. Board members will serve three years. Members of the Reilly Center’s 2021–2024 Advisory Board are as follows: Terri Broussard Williams, Head of Social Justice Policy & Partnerships at Amazon; Jessica Breaux, Economic Development Manager at Amazon; Edmund J. Giering IV, General Counsel at the Baton Rouge Area Foundation; Pasha Moore, Founder of Holland Taucher Consulting Group; John Snow, Partner at Emergent Method; Laura Vinsant, Executive Director for Teach for America South Louisiana; Jared Llorens, Dean of LSU’s E.J. Ourso College of Business; E. Stewart Jeffries, Government Affairs and Public Policy Senior Counsel at Google; Brandi B. Harris, Morning Anchor and Multimedia Journalist at WBRZ News 2 in Baton Rouge, Louisiana; Mendi Robinson, Vice President of Creative at Lamar Advertising Company; Allie Young, Programs Manager and Founder of Protect the Sacred at Harness.

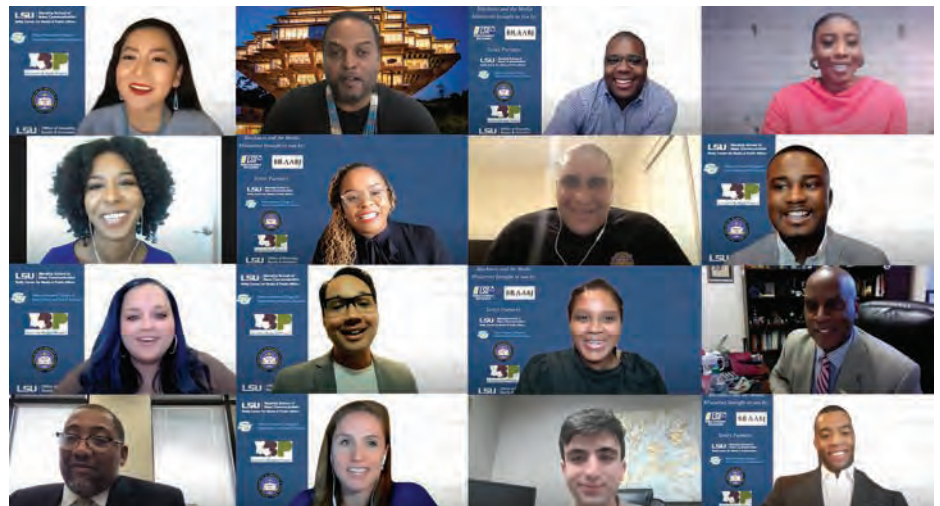
# Featured Initiatives

## Racism: Dismantling the System

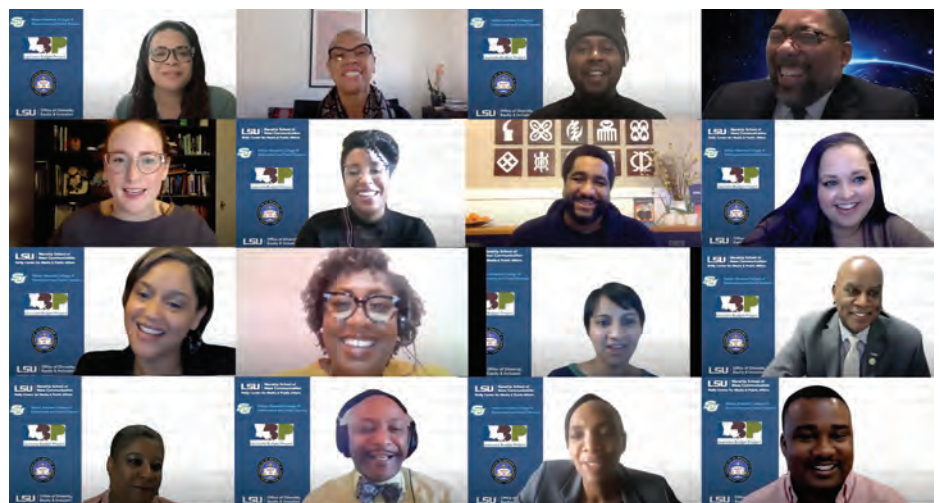
Launched in September 2020, “Racism: Dismantling the System” brought together a coalition of change-making organizations to develop an ongoing event series about structural racism and solution-oriented action toward equal opportunity and justice in our communities. In its first season, the series honed in on identifying the structural concept of race, the history and significance of the Black Press, and the realities of voter suppression following the 2020 presidential election. In the second season, conversations highlighted the historical and current impact of Historically Black Colleges and Universities, the societal effects of white rage, and the disproportionate gap in economic, health and housing opportunities in communities of color. The series is a yearlong partnership with Southern University and A&M College’s Nelson Mandela College of Government and Social Sciences, Louisiana Budget Project, NAACP Louisiana State Conference and LSU’s Office of Diversity, Equity & Inclusion.

## The Community Collaborative: By the Community, For the Community

“The Community Collaborative: By the Community, For the Community” launched in May 2021 as an initiative to empower Louisiana residents to engage in collective decision-making within their local communities. The program featured a three-part virtual training focused on community engagement, project development and grant application development led by Katie Knobloch, Ph.D.,



Combined screen capture of panelists, Season 1, “Racism: Dismantling the System” series



Combined screen capture of panelists, Season 2, “Racism: Dismantling the System” series

the Reilly Center’s 2021 Public Policy Fellow. Following the training, the Reilly Center granted four projects \$5,000 awards for implementation.

- ➔ The Natchez Pecan Park Basketball Court project, headed by Carol Chin, established a full-sized basketball court in Pecan Park in Natchez, Louisiana, where recreational facilities are limited.
- ➔ Project Enable, led by Liam Doyle, shares the experiences of people with disabilities through an advocacy campaign to highlight the particular challenges of residents living with disabilities and personalize the issues faced by the disability community.

- ➔ Spearheaded by Murelle Harrison and Reginald Brown, Gardere Proud, a new project under the umbrella of the Gardere Initiative, focuses on changing attitudes about litter and trash take-out within the community.
- ➔ Give a Child a Chance. Advocate. Foster. Make an Impact., led by Morgan Washington and Kathleen Stewart Richey with Louisiana CASA, will conduct focus groups with current CASA volunteers and foster parents to better understand why individuals and families choose to do so. With their findings, they will adjust promotions and recruitment.



# Featured Research



David Stamps, Ph.D.

## Black & Essential: Characteristics and Coping Strategies of Black Communities Amid COVID-19

Assistant Professor **David Stamps** leads the Black & Essential consortium project, a brainchild of Stamps and the Reilly Center, which stems from the disproportionate impact of COVID-19 on the Black community in Louisiana. The voices of those who are deeply impacted, especially Black essential workers, will be critical to advance initiatives mitigating the systemic underpinnings contributing to the impact of this disease on communities of color. This project amplifies the lived experiences of Black Louisianans through narrative. Phase 1 of the project, in partnership with former New Orleans Mayor Mitch Landrieu's E Pluribus Unum organization, focused on Baton Rouge's Black residents and essential workers. Phase 2, in partnership with the Louisiana COVID-19 Health Equity Task Force, underscored digital media literacy as a key strategy in supporting Louisiana's Black communities during COVID. In phase 3, with the support of the Blue Cross and Blue Shield of Louisiana (BCBSLA) Foundation, Stamps found that digital tools, cultural representation among medical professionals and proximity to medical facilities were strategies to mitigate COVID-19 disparities in Black Louisiana Communities.



Fanny Ramirez, Ph.D.

## Leveraging Technology to Support Women Experiencing Violence During the Pandemic: Challenges and Opportunities

Rising domestic abuse and sexual violence rates worldwide, coupled with Louisiana's stay-at-home order during COVID-19, presented unique challenges for those working to combat violence against women during the pandemic. How would such organizations engage in outreach efforts and offer services to women at risk with in-person interactions highly limited? To understand how Louisiana organizations adapted, Assistant Professor of Media Law **Fanny Ramirez**, an LSU Reilly Center Research affiliate who holds a joint appointment with the Manship School and LSU's interdisciplinary Center for Computation and Technology, interviewed 20 participants working in the area of violence against women in Louisiana. She found that digital media were a vital and effective tool in helping organizations stay connected to current clients and reaching community members through education and health campaigns.



# LSU

1846



“My decision to major in mass communication was inspired by my desire to bring people together across cultural contexts, to learn how to communicate an understanding and respect for others’ beliefs, and to help build a more interconnected world.”

-Elizabeth Nguyen, December '20 Public Relations and General Business Graduate

# Our ALUMNI



Charlotte Schexnayder ('44)

## Remembering Trailblazer Charlotte Schexnayder

Charlotte Tillar Schexnayder was a trailblazer in journalism and politics. She graduated with a bachelor's degree from LSU in 1944, majoring in journalism and sociology. She and her late husband, Melvin Schexnayder, owned Clarion Publishing Co. for 44 years and published *The Dumas Clarion*. The former campus editor of *The Reveille* was the first woman elected president of the National Newspaper Association. She was inducted into LSU Alumni Association's Hall of Distinction in 1994 and into our Hall of Fame in 1998.

## Our alumni around the globe are driving business and impacting their communities.

**Cassie Alsfeld's** ('08) digital marketing, communications and fundraising firm Shoreline Strategies was awarded the Pollie Award, the industry's highest honor bestowed upon political consultants at the national and international level.

**Natalie Anderson** ('19) was part of the 35-student team chosen from 19 universities around the world participating in the prestigious Carnegie-Knight News21 multimedia reporting initiative that won the 2020 Robert F. Kennedy Human Rights Reporting Award.

**A.J. Andrews** (MMC '19) joined the SEC Network as a softball analyst.

**Amy Brittain** ('09) a Washington Post investigative reporter, launched the newspaper's first long-form investigative podcast, "Canary: The Washington Post Investigates." Brittain was honored with the 2021 Jane Cunningham Croly Award for Excellence in Journalism Covering Issues of Concern to Women and

the Robert F. Kennedy Journalism Award in the radio division for her work on the podcast.

**Amy Boyle Collins** (MMC '00) was named CEO of New Orleans public relations firm Gambel Communications. Collins was honored as a member of the New Orleans City Business' "Women of the Year" Class of 2021.

**Al Comeaux** ('87) published an Amazon No. 1 bestseller, "Change (the) Management, Why We as Leaders Must Change for the Change to Last," after a 30-year corporate communications career.

**Donna Dees** ('79), a 2014 Manship School Hall of Fame honoree, was named a woman who has "reshaped the world" by *Glamour* magazine in its new book, "Glamour: 30 Years of Women Who Have Reshaped the World," published in March 2021. Dees was one of *Glamour's* "Women of the Year" in 2000 for her work organizing the Million Mom March.

**Lance Frank** ('11) was named senior vice president of communications for CBS News.



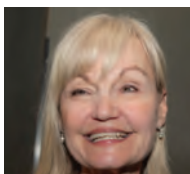
Cassie Alsfeld ('08)



Lance Frank ('11)



Al Comeaux ('87)



Donna Dees ('79)



Amy Brittain ('09)



Mark Grant ('81)



**Mark Grant** ('81) was promoted to CBS Sports' lead director for college basketball, including the NCAA Men's Basketball Tournament. He joined CBS Sports over 20 years ago as its first Black director and has won five Emmy Awards. Grant was also named a 2021 LSU Alumni Hall of Distinction honoree.

**Katrice Hardy** ('95) was named executive editor of The Dallas Morning News. She is the first woman to hold that position.

**Roderick Hawkins** ('97) was named the new associate dean for external affairs and chief of staff at Northwestern University School of Communication.

**Josh Howard** ('09) received the 2021 Mosaic Champion Award from the American Advertising Federation's Baton Rouge chapter for his continuous support of diversity and inclusion within the creative and advertising industry in the Greater Baton Rouge area.

**Delores Hurst** ('11, MMC '16) won the Capital Area United Way Myron Falk Award for her extraordinary dedication and commitment to the United Way as the organization's director of community impact/income stability.

**Natalie Jennings** ('05) is taking on a new role as the deputy Washington editor at the Washington Post.

**Sarah Kent** ('18) and her team at Baton Rouge-based video game and XR training development company King Crow Studios are working on a \$6.5 million contract from the Department of Defense to continue developing virtual reality training programs for U.S. Air Force pilots.

**Wendy McMahon** ('96) was named president and co-head of CBS News and Stations at Viacom CBS. McMahon is the former president of the ABC-owned stations at The Walt Disney Company.

**Nate Monroe** ('10), a columnist for The Florida Times-Union newspaper, was granted a five-minute, one-on-one interview with Vice President Kamala Harris.

**Farrah Reed** ('13) won an Emmy Award from the Suncoast Chapter of the National Academy of Television Arts & Sciences for her work as the executive producer for WAFB-TV's morning news show in Baton Rouge.

**Shearon Roberts** (MMC '07) was selected as a 2021-2023 Research Fellow for the University of Southern California's Center on Public Diplomacy. Roberts is an associate professor of mass communication and a faculty member in African American and Diaspora Studies at Xavier University of Louisiana.

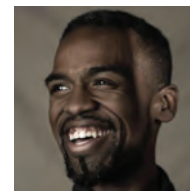
**Todd Schexnayder** ('81), the senior vice president and human resources director at Fidelity Bank, was named a 2021 LSU Alumni Hall of Distinction honoree.

**John Snow** ('07) was recognized as one of Consulting Magazine's 2020 "Rising Stars of the Profession." Snow serves as partner of Louisiana-based management consulting firm Emergent Method and is a member of the Manship School Alumni Executive Board.

**Justin Sylvester** ('09) told the latest news in pop culture as a guest on the TODAY Show with Hoda & Jenna throughout 2021. Sylvester is the co-host of Daily Pop on E! News.



Natalie Jennings ('05)



Josh Howard ('09)



Katrice Hardy ('95)



Kennedy Walker ('19)



Michael Tullier ('94)



Farrah Reed ('13)



Roderick Hawkins ('97)



Wendy McMahon ('96)

**Michael Tullier** ('94) was named Columbus State University's executive director of marketing and external relations, where he is responsible for providing strategic leadership in the development, integration and execution of all marketing and external relations activities.

**Kennedy Walker** ('19) won the prestigious Louisiana Association of Broadcasters 2021 Multimedia Journalist of the Year - Television in the Large Market Category as a news reporter for WVLA-TV in Baton Rouge. She now works as a news reporter for CBS 11 in Dallas, Texas.

**Terri Broussard Williams** ('99) has joined the Public Policy-Americas Team at Amazon, where she leads its Social Justice Policy Portfolio at the state and local levels.



# Our SUPPORTERS



Donna Britt

## In Memoriam: Donna Britt

We mourn the loss of beloved journalist Donna Britt. She passed away on January 21, 2021. Her love, passion and support for our students and our school were second to none. In 2020, Britt was honored as an inductee of the Manship School Hall of Fame. She served on the LSU Student Media Board for several years and mentored our students as interns at WAFB Channel 9 and through the LSU International Hospitality Foundation's Friendship Host Program.

## Giving Impact: Switzer Fellowship Offers Graduates Employment Options During Pandemic

Following LSU's spring 2020 graduation, Len Apcar, a professional-in-residence at the Manship School, felt a surge of compassion for the 2020 graduates, who had also experienced Baton Rouge's flood in 2016 (as they were starting college) and now were in a historic pandemic their last semester at LSU.

"Students were suddenly left in the lurch. They were graduating with virtually no jobs," Apcar explained. "On the other hand, newsrooms in Louisiana television, web and print news organizations were laying people off, but they had a deluge of news to cover. ... We had students who wanted to work, and I wanted to put them in newsrooms, so it was kind of a perfect fit."

Apcar used the Wendell Gray Switzer Jr. Endowed Chair in Media Literacy to help our recent graduates navigate the pandemic's impact on their job search. The Switzer Fellowship program has placed eight graduates from the 2020 and 2021 spring classes in positions at Louisiana's top newsrooms: The Lafayette Advertiser, The Advocate, WWNO, The Louisiana Illuminator and WBRZ. The chair provided stipends for students to work, as well as a bonus for those who complete the fellowship through the end of the calendar year.

Ha-Vy Nguyen was one of those graduates. A May 2020 public relations alumna, Nguyen was interested in a career in sports marketing or communication as a graphic designer. She called experiencing the pandemic as a graduating senior living in her mom's house in New Orleans "surreal," hearing back from potential employers to find they're on a hiring freeze and scouring employment sites with no results.

"If it wasn't for the Switzer Fellowship, I wouldn't be employed right now," she said in September 2020. "I'm really grateful that Professor Apcar chose to create the fellowship to create a way for 2020 graduates to earn a living."

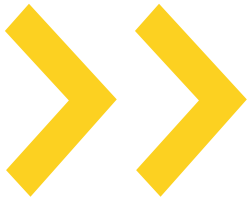
As a Switzer fellow, she began working at The Advocate in late summer 2020 in the news department. The fellowship transitioned Nguyen into a full-time position as a sports page designer at The Advocate.

In addition to the Switzer Chair, the late Ann Lamar Switzer "Dee Dee" Reilly founded two endowed professorships and the LSU Reilly Center for Media & Public Affairs and is remembered in gratitude by the Manship School family. Her philanthropy was rooted in engaged, thoughtful political discussion and practical public policy solutions, as well as education and health care.

—Reporting by Jennie Gutierrez, LSU Foundation



Ha-Vy Nguyen ('20),  
Switzer Fellow



## Giving Impact: Louisiana Farm Bureau Federation's This Week in Agriculture Scholarship Offered Margaret O'Rourke Path to her Dream Career

Manship School alumnus Michael Danna ('83) was an avid supporter of his alma mater and the director of public relations at the Louisiana Farm Bureau Federation until his passing in 2015. In December, the Southern Farm Bureau Casualty Insurance Company made a \$10,000 gift on behalf of Louisiana Farm Bureau Second Vice President Scott Wiggers to support the Michael J. Danna This Week in Louisiana Agriculture (TWILA) Scholarship, which celebrates Danna's life and honors his legacy of fostering journalism students. For journalism senior and assistant Tiger TV station manager Margaret O'Rourke, the scholarship offered an education and access to a clear career path.

The Dallas, Texas native grew up with an admiration of the local reporters she watched every day. O'Rourke has always aspired to be a journalist, but her experience at Tiger TV expanded her horizons and gave her an appreciation for all aspects of creating a news broadcast. She loves producing because she can stretch her journalistic muscle and have more of a hand in creating the show.



"I owe everything to Manship and Tiger TV, especially Tiger TV. If I had not joined the station, I don't really know where I would be right now. This position gave me real-world experience and the ability to learn a lot while also keeping up with school," said O'Rourke.

"Manship taught me how to be a great writer, a great storyteller, and all of the professors and faculty are just so down-to-earth. They really care about their students. They want them to be successful, and I think that aspect of Manship is the magic behind the school's ability to build such successful alumni," she continued.

—Reporting by Janel Page, LSU Foundation

**We appreciate our community of supporters whose generous giving champions our students, programs, research, centers and initiatives. The names listed reflect donations made through the LSU Foundation between July 2020 and July 2021. Thank you for everything you do.**

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 Mr. Brooks F. Anderson  
 Ms. Madison N. Anderson  
 Mr. Robert W. and Mrs. Leigh T. Anderson  
 Mr. Donald G. Anderson Jr.  
 Mr. Brandon S. Andrews  
 Mr. Zachary T. Andrus  
 Ms. Ashley A. Angelle  
 Mr. Paul E. and Mrs. Vickie Anger  
 Alliance for Youth Organizing  
 Mr. Ethan Z. Archer  
 Ms. Erin L. Arledge  
 Mr. Loyd and Mrs. Kathy Arnold  
 Ms. Anisah M. Ashraf  
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 Ms. Meghan A. Bilski  
 Dr. Masudul K. Biswas  
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 Mr. Dalton J. Blackwell  
 Ms. Megan E. Blanchard  
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 Mr. Scott Losavio  
 Ms. Jade Blank  
 Mr. John W. Boelens  
 Ms. Jessica Boggs

Ms. Elizabeth S. Bonczek  
 Mr. Roy and Mrs. Eileen Bongiovanni  
 Mr. Gerald Bonnaffons  
 Keith W. and Angela K. Bonnette  
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 Ms. Nicole Braud  
 Ms. Whitney D. Breaux  
 Mr. Douglas L. and Mrs. Judith A. Brewer  
 Mr. Anthony M. and Mrs. Katrina P. Briggs  
 Mr. Thomas N. Brignac II  
 Mr. John E. and Mrs. Molly C. Britt  
 Mr. Clark R. Broussard  
 Dr. Jinx and Mr. Robert Broussard  
 Mrs. Nancy N. Broussard  
 Ms. Cynthia M. Brown  
 Mr. Daniel M. Brown  
 Mr. Ryan E. Brumley  
 Mr. Thomas B. Bryan III  
 Ms. Miranda Buckley  
 Ms. Gennice Bullock  
 Mr. Derek P. Buras Jr.  
 Ms. Lolita J. Burgess  
 Ms. Amy L. Burke  
 Ms. Kathryn E. Burke  
 Ms. Sarah Burke  
 Dr. J. Gregory and Mrs. Diana Bushong  
 Ms. Casey A. Byrnes  
 Mr. Tony Caines  
 Ms. Megan E. Camp  
 Ms. Anna S. Campbell  
 Mrs. Jennifer Campbell  
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| Climek, Michael        | Operations Manager, PPRL                            | Pierce, Renee      | Network Manager                            |
| Davis, Kasi            | Development Services<br>Coordinator, LSU Foundation | Rainwater, Chelsea | Student Engagement Coordinator             |
| Elmore, Kris           | Senior Director of Development,<br>LSU Foundation   | Richard, Kaitlin   | Administrative Coordinator                 |
| Fleming, Angela        | Assistant Dean of Administration                    | Robison, Becca     | Assistant to the Dean                      |
| Graham, Christine      | Technical Manager, PPRL                             | Sibley, Kelci      | Program Coordinator, Reilly Center         |
| Guidry, Courtni        | Assistant Dean of Student Services                  | Slocum, Jenée      | Director, Reilly Center                    |
| Hermes, Grace Fiorenza | Director of Development,<br>LSU Foundation          | Stackus, Danielle  | Director of Development,<br>LSU Foundation |
| Maggio, Ashton         | Director of Development,<br>LSU Foundation          |                    |  |

## Student Media Staff

|                               |   |  |   |
|-------------------------------|---|--|---|
| Braud, John<br>Carter, Cindy  | Business Manager<br>Tiger TV Adviser;<br>Professional-in-Residence        | Goetzmann, Jann<br>Metcalf, Laura<br>Smith, Bonnie | Student Media Administrative<br>Coordinator<br>Advertising Manager<br>Advertising Coordinator |
| Friscia, John<br>Gauger, Jeff | Director, Student Media<br>Reveille Adviser;<br>Professional-in-Residence |  |   |

## Administration

|  |   |               |  |
|--|---|---------------|--|
| Grimm, Josh<br>Johnson, Martin (deceased)<br>Jeong, Yongick<br>Park, Hyojung | Interim Dean<br>Dean (2018 - 2020)<br>Associate Dean of Graduate Studies<br>Associate Dean of Research<br>and Strategic Initiatives | Porter, Lance | Interim Associate Dean for<br>Undergraduate Studies and<br>Administration;<br>Director, SMAC Lab |
|--|---|---------------|--|

## Centers, Labs & Engagement Arms

|   |   |
|---|---|
| Louisiana Scholastic Press Association (LSPA)<br>Media Effects Lab (MEL)<br>Public Policy Research Lab (PPRL) | Reilly Center for Media & Public Affairs<br>Social Media Analysis and Creation (SMAC) Lab |
|---|---|

## Manship School Board of Visitors

|  |   |   |
|--|---|---|
| Paul Anger<br>Kelly R. Bingel<br>Brett J. Blackledge<br>Dan S. Borné<br>Greg M. Bowser<br>Sandy Breland<br>Donald Cass Jr.<br>Charles E. Cook Jr.<br>Kurt B. Davis<br>Margo DuBos<br>BeBe Facundus<br>John A. Frazee | Manny Garcia<br>Richard Gingras<br>Buster Kantrow<br>Campbell Kaufman<br>Peter Kovacs<br>Charlie Lamar<br>Jake Manship<br>Marcy McGinnis<br>Bob Mong, President<br>Arlene Morgan<br>Laine Glissou Oliver<br>Robert G. Pou | Ross Ramsey<br>Oliver G. Richard III<br>Len Sanderson<br>Jay Shelledy<br>Tod Smith<br>Mary Ann Sternberg<br>Dane Strother<br>Rene Syler<br>Judi Terzotis<br>Lauren Tucker<br>Stephen M. Waguespack<br>Otey L. White III |
|--|---|---|

## Manship School Hall of Fame Committee

|   |  |   |
|---|--|---|
| Ernie Ballard<br>Chris Ballay<br>Emily Davenport<br>Kasi Davis<br>Kris Elmore<br>Mark Grant | Randy Hayden, Chair<br>Bob Johannessen<br>Mark Lambert<br>Venessa Lewis<br>Darin Mann<br>Becca Robison | Meghan Sanders<br>Meg Sunstrom<br>Delia Taylor<br>Marica Vlahos<br>Emily Ziober |
|---|--|---|

## Manship School Executive Alumni Association

|   |   |   |
|---|---|---|
| Adonica Duggan<br>Cleo Allen<br>Jennifer Boneno<br>Chelsea Leblanc<br>Jodi Conachen<br>Jason Doré<br>Lindsay Falgoust | Lance Frank<br>Sam Hanna Jr.<br>Roderick Hawkins<br>Bob Johannessen<br>Col. Christian Patterson<br>Melissa Parmelee<br>Stephanie Riegel | John Snow<br>Scott Sternberg<br>Beth Taylor<br>Delia Taylor, Alumni Board Chair<br>Bradley Williams<br>Trey Williams<br>Laura Vinsant |
|---|---|---|

## Ex-Officio Members

Martin Johnson (deceased; served  
as dean from 2018–2020)  
Becca Robison  
Randy Hayden









“The Manship School’s teachings and family unit are not prescriptions for how to be traditionally successful but are instead strong sources of inspiration to become individuals. My time with Manship has given me the best advice, resources and friends to help create my personal path and definition of success. (I especially thank the Iowa of the Tiger 2020 group for this.)”

-Melissa Kim, Public Relations Senior, KLSU DJ



Photo by Renee Pierce



**LSU** | **Manship School of  
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