

A portrait of Jinx Broussard, a woman with short grey hair, wearing glasses, a blue blazer, a yellow top, and a pearl necklace. She has her arms crossed and is looking directly at the camera.

# #1

**MASS COMMUNICATION  
PROFESSOR  
IN THE  
NATION**

**JINX BROUSSARD**

**LSU** | Manship School of  
Mass Communication

**2018-2019 ANNUAL REPORT**



## Manship Alumna, Longtime Professor, Best in Nation for Her Dedication to Student Success

BY BETH CARTER

Dr. Jinx Coleman Broussard has been blazing trails and earning accolades her entire life. In spring 2019, Broussard was named the 2018 Teacher of the Year by the Scripps Howard Foundation and Association of Education in Journalism and Mass Communication, making her the top mass communication professor in the country. It's an honor she would have never imagined as a small child when she first realized her love of communications.

Broussard decided she wanted to be a journalist when she was 8 years old, watching the trailblazing reporter Pauline Frederick cover some of history's most iconic events. As a little girl in Vacherie, Louisiana, Broussard picked butter beans in the garden of the plantation on which she lived and imagined she was a journalist interviewing world leaders such as U.S. presidents and the Pope.

Broussard's love of journalism continued into her college years and she chose to attend LSU's Manship School, which was known at the time as the School of Journalism. When she graduated in 1971, Broussard was the first African American student to earn an undergraduate degree at what is now the Manship School.

Her passion for the communications field has served her well. Broussard, now the Manship School's Bart R. Swanson Endowed Memorial Professor, accepted her award at the Association for Education in Journalism and Mass Communication's conference in August. The national prestigious honor recognizes excellence and innovation in teaching, mentoring of students and leadership in education.

"I think I've been teaching all my life," Broussard said. "I didn't initially envision myself as a college professor or any kind of teacher, but I went to the Manship School with the belief that I could be anything I wanted to be and do anything I wanted to do. The professors in the Manship School were so unbelievably supportive when I was a student. Their support and acknowledgment allowed me to be the best version of myself and definitely helped set me on the path that I'm on right now."

After graduating from the Manship School, Broussard became a reporter for the New Orleans States-Item newspaper and then accepted a job at Dillard University as director of news and publications. Soon, she developed Dillard University's first communications news writing class.

In 1984 Broussard decided to get her master's degree from the Manship School but her son, Rob, was born with health issues two months before the program was scheduled to start. She thought she would have to withdraw from the program to care for her son, but the Manship School allowed her the flexibility to both care for her son and keep up with her projects. She even brought Rob with her to classes occasionally. She graduated with a master's in mass communication in 1986.

"The Manship School has been one of my biggest boosters through the years," Broussard said. "From the time I set foot on campus, to working with my family's needs while I obtained my master's, to now as a full-time professor at the Manship School."

From 1986 through 1993, Broussard was both the press secretary for then-New Orleans Mayor Sidney Barthelemy and the director of public information for the city. Beginning in 1990, in her dual role, she still found time to share her love for learning by teaching a public relations class in the morning at Dillard before heading over to the mayor's office for the day.

In August 1992, Broussard accepted a position as the Louisiana press secretary for Bill Clinton's first presidential campaign. After his election, Broussard was asked to move to Washington, D.C. but decided to stay in New Orleans. A year later, she created her own public relations firm that ended up overseeing a multimillion-dollar, award-winning community housing initiative.

Broussard earned her Ph.D. in mass communication from the University of Southern Mississippi in 2002 and continued teaching at Dillard while becoming a jointly-appointed affiliate professor at LSU through a collaboration between the Manship School and Dillard's mass communication department. In 2006, Broussard became a full-time professor at the Manship School. She has taught public relations, strategic communications, media history and mass media theory in her time at LSU and has spent countless hours mentoring undergraduate and graduate students.

Broussard says her decision to return to academia was spurred by her realization that her true passion was teaching and showing students the possibilities of what they could do as communication professionals. Her students have been recognized on a national level for their campaigns on behalf of numerous community nonprofits that offer them real-world experience.

"My philosophy involves empowering students to learn – not for me to just pour out knowledge and information," Broussard said. "I provide the educational background, and I try to engage my students in not only the theoretical aspects but the practical aspects. I strive to be accountable and available because my first goal as an educator is to ensure all students succeed. I want them to be learners for a lifetime."

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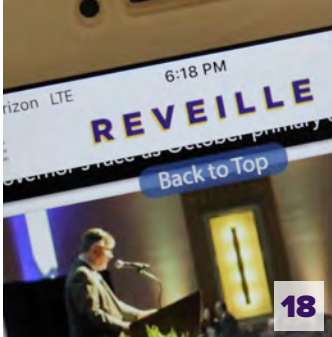
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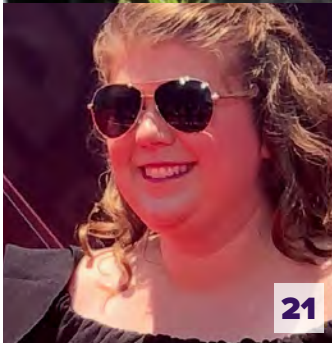
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# Advertising Student Among Top 15 in Nation

Junior advertising major Bailey Tinsley was named one of the top 15 American Advertising Federation Students in the United States, a top honor that recognizes students who show stellar academic achievement, involvement in their local Advertising Federation chapter and potential as an advertising professional. Students who win the award are assigned to top advertising agencies, along with client and supplier companies as part of the Vance and Betty Lee Stickell Internship Program.

Tinsley, a native of Plano, Texas, was assigned to the ad agency Slingshot in Dallas, Texas as part of the 10-week internship program. During the internship, Tinsley worked closely with mentors to hone his advertising skills and spent time contributing to big brands such as the agency's Neiman Marcus account.

“The Manship School offers me the perfect blend of knowledge, environment and experience that helped me earn this award. During my time at Manship, I have learned the skills I need to succeed in my field in small, friendly class sizes from professors with relevant industry experience. And, this summer was a great experience,” Tinsley said.

Tinsley's win is the fourth consecutive year that a Manship School student from LSU's chapter of the American Advertising Federation has won the honor.

## Top Advertising Student & Top Mass Communication Professor Honored at State Capitol

Tinsley and Broussard were recognized in both the House and the Senate of the Louisiana State Capitol at LSU Day at the Capitol in April for their excellence and in recognition of the national awards they each earned.



Bailey Tinsley



Senator **Rick Ward** congratulates **Bailey Tinsley**.



Sen. **Troy Carter**, Prof. **Jinx Broussard**, LSU President **F. King Alexander** and Dean **Martin Johnson**.

# NATION'S FIRST CHAIR IN RACE, MEDIA & CULTURAL LITERACY

**TINA M. HARRIS**



**“The Manship  
School engages  
the community  
as well as the  
scholarly world.**

”

## BY BETH CARTER

Dr. Tina M. Harris credits her dad's career in the Navy for her interest in racial/ethnic and cultural diversity. As the daughter of a military family, she spent her childhood in Michigan, Florida and Georgia, and she even spent part of her early childhood in Spain.

"Spanish was actually my first language," Harris said. "It was a foundation for my thought about the importance of people being bilingual or multilingual, and it opened me up to different cultures at a very young age."

Her interests in different cultures and diversity are what led Harris to the Manship School. In spring 2019, Harris was named the Douglas L. Manship Sr.-Dori J. Maynard Endowed Chair in Race, Media and Cultural Literacy at the Manship School – the first and only position of its type in the nation. As chair, Harris will research and teach on issues of diversity, access and social justice in media.

Harris became interested in the intersection of culture and representation through her own personal experiences growing up. Her father worked for the Equal Employment Opportunity Commission when the family moved back to the United States, so Harris was always aware of racial inequalities in her community. During high school, Harris noticed the racial demographics of her neighborhood changing as her white neighbors moved to the suburbs and families of color moved in. That change prompted Harris to pay more attention to race relations in her own life.

Harris majored in and earned a master's in speech communication at the University of Georgia, where she began to focus on the racial makeup of the communication studies field itself.

"I noticed that there were rarely any people of color in communication theory research," Harris said. "I thought it was interesting that I rarely saw

myself represented in my field. When it came time for my thesis, I thought it was important to see myself reflected in research."

For her master's thesis, Harris studied the racial makeup of the University of Georgia law school and the subsequent racial tensions that were uncovered by her research. As a doctoral student at the University of Kentucky, Harris focused her research on attitudes toward interracial dating and romantic relationships that placed participants in hypothetical dating scenarios. The findings were a strong barometer of societal attitudes on a topic that remains taboo in U.S. culture.

Harris returned to UGA in 1998 and spent 21 years teaching business and professional communication, communication theory, African American relational communication and interracial communication before joining the Manship School faculty in fall 2019. Soon after, she was honored with the National Communication Association's 2019 Robert J. Kibler Memorial Award, which recognizes dedication to excellence, commitment to the profession, concern for others, vision of what could be, acceptance of diversity and forthrightness.

At the Manship School, Harris is teaching an undergraduate course on media and multiculturalism and a graduate class on race, gender and political communication. As the Manship-Maynard Chair, she will conduct research on the intersection of race, media and culture.

"I'm looking forward to having an outlet to work on my passion and to engage with students," Harris said. "The Manship School engages the community as well as the scholarly world, and I'm excited to have a structure in place so I can make a difference in students' lives and the lives of members of the Baton Rouge community."



Zoë Williamson works to raise awareness about voting.

# Manship Political Communication Grad Launches Career in Politics

BY BETH CARTER

Zoë Williamson's mission is simple: get as many Louisianans involved in the political process as possible. At only 21 years old, the May 2019 Manship School political communication graduate has already been successful with that mission.

During her senior year at LSU, Williamson served as the president of Geaux Vote LSU, a nonpartisan student organization that registers college students to vote and aims to engage them in the democratic process. The club is funded and supported by the Andrew Goodman Foundation, a national voting advocacy group named after a college student who was assassinated by the

Ku Klux Klan for registering African Americans to vote during the Civil Rights Movement.

Williamson's interest in politics was sparked in high school by a local issue that directly affected her St. Francisville, Louisiana, community. As a freshman, Williamson's school district lost its arts funding and cut many extra-curricular programs. Her mother, an accountant with no prior political experience, led a campaign to get that funding back. Williamson was inspired by seeing the democratic process in action.

"My mom and I sat at our kitchen table every night for



two months trying to get people to turn out for that election,” Williamson explained. “Unfortunately, turnout for that election was really low; still, that experience made me realize there are real-world consequences when people choose to sit out of democracy.”

While in college, Williamson worked as the voter outreach intern at the Louisiana Secretary of State’s office and as a research assistant for Manship School Professor Len Apar, who serves as faculty adviser for Geaux Vote at LSU. He connected her with the group and six months after first volunteering, Williamson was elected the new Geaux Vote LSU president.

“I knew to have an impact we would have to get a lot more people involved in the club,” Williamson said. “I started recruiting all of my friends and any incoming freshmen I knew to join, and within about four months our membership jumped from two people to over 150.”

Williamson and her much bigger crew got to work in summer 2018 by attending freshman orientation sessions to register as many incoming students before that year’s midterm elections. When school started, she pounded the pavement in Free Speech Alley every week registering students with TurboVote, an online program that streamlines the registration process for college students.

Williamson was also responsible for planning and executing LSU’s National Voter Registration Day festivities in September 2018. She and her team registered 1,000 students in just eight hours. During her year as president, Geaux Vote LSU registered more than 2,500 students to vote – a monumental accomplishment of which Manship School Dean Martin Johnson was proud.

“Zoë is a perfect example of what we train and equip our students to do – we want them to take the tools and skills they gain here at the Manship School and put those things to work to impact their communities,” Johnson said.

In October 2018, Geaux Vote LSU partnered with the LSU President’s Office and the Reilly Center for Media

& Public Affairs to host “Behind the Ballot,” a two-day event featuring panels and discussions about the past, present and future of voting in America. The event included a Louisiana Secretary of State candidate’s forum and a keynote presentation by New York Times Op-Ed Editor James Dao.

Williamson was also able to solve a problem that had plagued LSU student voters for years. Until recently, LSU sat on two separate voting precincts separated by Highland Road, which meant some students had to vote at locations not accessible by the LSU Tiger Trails bus route. Geaux Vote LSU successfully petitioned the Baton Rouge Metropolitan Council in March to change the precinct boundaries so the entire university campus could vote in the same location. Thanks to Williamson’s efforts, beginning in 2021, students who live on campus will be able to cast their ballots on LSU’s campus.

Williamson was so energized by her experience as a part of the democratic process that she decided to continue working in political communication. Before she graduated, Williamson was hired as deputy press secretary for Louisiana Gov. John Bel Edwards’ reelection campaign.

She credits the Manship School’s ability to connect her with opportunities as a contributing factor to her current role.

“As an undergrad, the Manship School gave me the skills I needed to succeed as a communications intern in the governor’s office, and then I was selected as a member of the first class of Governor’s Fellows Program in Louisiana Government,” Williamson said. Those experiences helped her prepare for her current role, where she plans events, oversees the campaign’s volunteers and manages most of the campaign’s press appearances.

“The biggest lesson I learned from the Manship School is the power of perseverance,” Williamson said. “Everything that I accomplished came from a belief that I could get it done if I worked hard and cared about my work. Plus, those Manship School connections without a doubt helped me move closer to my goals.”





## Dear alumni and friends of the Manship School,

As an alum, having the honor of serving the Manship School's students, faculty, staff, alumni and friends as dean remains a dream come true. This has been another banner year for our community. This annual report is a testimony to your work, support and successes making the Manship School a leader in media and public affairs. I am proud of our excellence and delight in the opportunities I have to tell your stories to prospective students and allies.

Our cover this year focuses on Dr. Jinx Coleman Broussard, a genuine trailblazer among Manship School alumni, public affairs professionals and media historians. A scholar-educator of the first rate and member of the Manship School Hall of Fame, Dr. Broussard received two major awards this year. The Scripps Howard Foundation and the Association for Education in Journalism and Mass Communication recognized her as Teacher of the Year and she earned the Guido H. Stempel III Award for Research in Journalism and Mass Communication from Ohio University's E.W. Scripps School of Journalism. She also published her third book, *Public Relations and Journalism in Times of Crisis: A Symbiotic Partnership* (with our former colleague Dr. Andrea Miller). Not to spoil next year's report, but as we

prepared this for publication, we learned the AEJMC History Division has named its Excellence in the Teaching of Media History award after Dr. Broussard. We are all proud to know her and benefit from Dr. Broussard's knowledge, counsel and leadership.

We also saw many colleagues honored this year with campus awards. I highlight a few. The LSU Council of Research recognized Assistant Professor Kathleen Searles, joint appointed in Political Science and the Manship School, with its emerging scholar Rainmaker Award for her scholarship on political advertising and partisan media, teaching and service, including advocacy for gender representation in journalism and scholarship, @WomenAlsoKnowStuff. Dr. Searles joins Social Media Analysis and Creation Lab Director and Professor Lance Porter and Associate Professor Dr. Judith Sylvester as Rainmakers in 2016 and 2008, respectively. This year, Dr. Porter earned the prestigious University-wide Class of 1941 Alumni Professorship. LSU's University College recognized Assistant Dean Courtni Guidry its Advisor of the Year Award for her commitment to ensuring our students progress through our program and succeed after graduation.

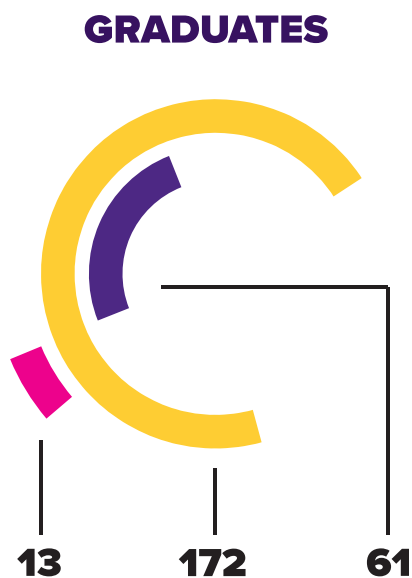
Of course, our students and alumni are winners, too. Journalism alumna Madeline Adams earned a national top 20 nod in the Hearst Foundation's TV 2 News Competition for her outstanding student work with Tiger TV. The American Advertising Federation's Stickell Internship Program selected Digital Advertising student Bailey Tinsley for its selective summer program, honoring him as a top 15 advertising student in the nation. LSU student journalists collectively earned more awards in the regional Society for Professional Journalists competition than students at our peer institutions and then even more recognition from the Associated Press Broadcast and Media Editors regional competition.

We are poised for continued success. This fall, we welcomed seven new faculty in public relations, media law, journalism and public affairs, including Dr. Tina Harris who holds the Douglas L. Manship Sr.—Dori L. Maynard Endowed Chair in Race, Media and Cultural Literacy.

To learn more about the major impacts these new colleagues are already having on our students and the work of the Manship School, follow us on social media and watch for next year's annual report.

Finally, I also want to thank everyone for making my first year as dean a smooth transition. You make my job possible and a true joy. Geaux Tigers. Geaux Manship.

**Martin Johnson, Ph.D.**  
Dean & Kevin P. Reilly Sr. Chair in Political Communication



- DIGITAL ADVERTISING
- JOURNALISM
- POLITICAL COMMUNICATION
- PUBLIC RELATIONS

- DECEMBER 2018
- SPRING 2019
- AUGUST 2019

## TOTAL STUDENTS

### FALL 2018

- Digital Advertising: 97
    - Digital Advertising 3+3 Pre-Law: 1
  - Journalism: 90
  - Political Communication: 135
    - Political Communication 3+3 Pre-Law: 7
  - Public Relations: 216
    - Public Relations 3+3 Pre-Law: 1
- TOTAL: 547**

### SPRING 2019

- Digital Advertising: 108
    - Digital Advertising 3+3 Pre-Law: 1
  - Journalism: 95
    - Journalism 3+3 Pre-Law: 2
  - Political Communication: 145
    - Political Communication 3+3 Pre-Law: 3
  - Public Relations: 236
    - Public Relations 3+3 Pre-Law: 1
- TOTAL: 591**

## FRESHMEN\*

### FALL 2018

- Digital Advertising: 22
    - Digital Advertising 3+3 Pre-Law: 2
  - Journalism: 82
    - Journalism 3+3 Pre-Law: 7
  - Political Communication: 65
    - Political Communication 3+3 Pre-Law: 10
  - Public Relations: 46
    - Public Relations 3+3 Pre-Law: 7
- TOTAL: 241**

\*Full time, first-time freshmen

## CURRICULUM CHANGES:

**NEW CLASS:** MC 4550 Social Media Analysis & Creation – The practice of social media leaves an extensive data trail that provides opportunities for both learning about and engaging with audiences. This class will focus on the growing practice of social media analytics and how to use those analytics to create compelling content and more effectively interact with audiences. Students will use a wide range of tools including proprietary and syndicated social media dashboards such as Crimson Hexagon and DiscoverText. It is the prerequisite class to the senior alternative capstone Create Lab, which invites students across concentrations and disciplines to solve a social media problem for a client.

### JOURNALISM CONCENTRATION CHANGES:

Journalism students will now take MC 2101 Newspaper and Online Journalism or MC 2102 Broadcast and Digital Journalism instead of MC 2005 Introduction to Reporting, which will allow for deeper, more-focused instruction in the students' chosen tracks. Capstone hours have been increased from three to six hours to provide students with more field experience.

### MASS COMMUNICATION MINOR CHANGES:

Students pursuing a general minor in mass communication will complete four core courses: MC 2000, MC 2010, MC 2015 and MC 2035. They will also choose two courses from one of the following focuses: Journalism, Advertising, Public Relations, Political Communication, Law and Ethics or Social Media Analytics.

# MANSHIP ON THE GEAUX

**MEDIA AND POLITICS IN EUROPE:** Professor Bob Mann and former LSU Student Media Director Bob Ritter accompanied 20 Manship students on a trip across Europe in June. Over 30 days, students in the “Media and Politics in Europe” program visited London, Oxford, Normandy, Paris, Brussels, Amsterdam, Berlin and Prague. Among their experiences, they met with former members of the U.K. Parliament, toured the CBS News bureau in London, talked with The New York Times Paris bureau chief Adam Nossiter, visited the European Union, met with officials from Amnesty International, toured the Anne Frank House and the Van Gogh Museum, walked through Berlin with a recently arrived Syrian refugee, visited the Berlin Wall and the Sachsenhausen concentration camp, and met with journalists at Radio Free Europe.

“Throughout my time studying in Europe, I experienced so many incredible things. I learned about Europe’s rich history, many different types of political systems and how they function, and most importantly I learned how to communicate effectively with people from different cultures.” - Samantha Lanham

Every year, some students struggle to afford the cost of the trip. If you would like to help a worthy young person have this transformational experience, please contact Bob Mann at [bobmann@lsu.edu](mailto:bobmann@lsu.edu).

**ADDED DALLAS TRIP:** Members of the LSU student chapter of the American Advertising Federation traveled to Dallas in December 2018 with adviser Dr. Jun Heo to meet with six advertising agencies and learn more about a career in advertising. All six agencies provided students with a panel session in which they brought a variety of people from different job categories. The students learned the current trends in advertising and how different disciplines work together to create a comprehensive advertising campaign. They also met two alumni working in Dallas at The Richard Group and Saatchi & Saatchi, and visited TM Advertising, Tracy Locke, RAPP, The Richard Group and Slingshot.

**LSU IN D.C.:** Through the LSU in D.C. program led by Dr. Jack Hamilton, students experienced the political culture of the nation’s capital. They learned how the news media and politicians interact, how executive department officials build support and protect their agenda by working with the media, the role of lobbyists and public officers in government, and how the government projects its message abroad. In class, students heard from important professionals and LSU alumni with deep Washington experience. Outside of class, students visited the Smithsonian museums, the White House, the Library of Congress, the Supreme Court, the FBI headquarters and other sites.

**SXSW:** In March, 19 Manship students—undergraduates and graduates across all areas of study along with instructor Sadie Wilks—attended topic forums, professional development sessions, networking events and artistic demonstrations offered during the South by Southwest conference. Students also attended professional networking events coordinated with Manship alumni and communication professionals in the area, including stops at Edelman, the Texas Tribune, Home Away and R/GA.



**Arden Hooper** visits the CBS News Bureau in London as part of the Media & Politics in Europe program.



Advertising students along with adviser **Jun Heo** visit the Richards Group in Dallas

**PRSSA FALL CONFERENCE:** Eight Public Relations Student Society of America members attended professional development sessions, networking events and award ceremonies of the PRSSA Conference in downtown Austin during fall 2018. Outstanding students and chapters are recognized for their hard work, and PRSSA at LSU received a Star Chapter Award.

Two recent Manship School graduates, Josie Bonnette and Kevin Miner, also attended the awards dinner to accept the 2018 first place trophy on behalf of the Manship School’s Bateman team for its national award-winning Tigers With Purpose campaign.

**MANSHIP IN FRANCE:** In June 2019, Professor Lance Porter and a group of Manship students traveled to France to attend the Cannes Lions International Festival of Creativity. The festival brings creative communication industries from 90 countries, including big names like Adobe, YouTube and Facebook, to learn and network.

Students explored the French Riviera, learned communication skills from some of the world’s most popular brands, and met with top tier communication and advertising executives. They attended lectures, seminars and workshops during the five-day festival and evaluated the creative content of different industries.

“Being in Cannes was a once-in-a-lifetime experience. I met some amazing executives from top-tier brands and learned plenty of new things that will help me in my future.” - Phillip Laborde, sophomore journalism student

**D.C. INVESTIGATIVE FILM FESTIVAL:** In October 2018, Switzer Chair Christopher Drew accompanied Manship doctoral student Tim Klein and undergraduate journalism majors Laryssa Bonacquisti, Brittany Lofaso, Abbie Shull and Kennedy Walker to the Double Exposure Investigative Film Festival and Symposium in Washington, D.C., where they gained exclusive access to premieres of investigative documentaries and talked to the filmmakers. Klein taught an undergraduate class on documentary production in spring 2019.

**TIGER TV GOES TO NYC:** Members of Tiger TV and faculty adviser Cindy Carter traveled to New York City over the Martin Luther King Jr. holiday to learn from industry professionals and Manship School alumni. Students attended tapings of “Good Morning America” and “The View,” and toured the CBS and FOX Sports headquarters.

**MANSHIP IN AUSTRIA:** Students Lara Nicholson, Drake Brignac and Fabiola Cruz spent three weeks in Austria alongside Professional-in-Residence Len Aparcar at the Salzburg Media Academy, where they worked with 80 students and 15 faculty members from around the world to address the cost of disbelief in news and find ways to combat the issue. The students worked in six small groups to develop a solution that included multiple proposals, podcasts and a video element.



Manship students attend SXSW in Austin, Texas.



Members of Tiger TV visit Good Morning America with adviser, **Cindy Carter.**



Students from the LSU in D.C. Program visit the Newseum.

# SHIPS INTERNSHIPS INTERNSHIPS

During the fall 2018 semester and the 2019 spring and summer semesters, many Manship students were enrolled in for-credit internships. Numerous others had internship placements that were not taken for credit, and other students participated in part-time, mass communication-related jobs. All of these offered students hands-on engagement in a variety of ways, in all of our concentrations. The following employers were for-credit internship supervisors during the year:



Political communication student **Jaylon Wingfield** interned with the Congressional Black Caucus Foundation's Leadership Institute in Washington, D.C.



Manship School doctoral student **Jessica Wyers** was selected for a fellowship with U.S. Rep. Kevin Brady, R-Texas.



Public relations senior **Marie Bordelon** interned with the Louisiana Division of Administration's communications office.

- Baton Rouge Gallery
- Bollare (New York)
- Baton Rouge Area Chamber
- Diane Allen advertising
- Dig Magazine
- DPW PR (Houston, Texas)
- East Baton Rouge Parish Attorney
- Feigley Communications
- Gladney Center (Ft. Worth, Texas)
- Haynie & Associates
- Infinix Global (Plano, Texas)
- InRegister Magazine
- KPRC TV (Houston, Texas)
- KTRK TV (Houston, Texas)
- L'Auberge Casino
- Louisiana House of Representatives
- Louisiana Realtors
- Louisiana Wildlife Federation
- Louisiana Association of Business and Industry
- Lamar Advertising
- Louisiana Sea Grant
- LSU AgCenter
- Botanic Gardens
- LSU Athletics Communication
- LSU Olinde Center
- Louisiana Workers' Compensation Corporation
- Mary Bird Perkins Cancer Center
- MESH
- Mobile Bay Bears (Mobile, Alabama)
- Ocean Manager (New Orleans)
- Otey White & Associates
- Renaissance & Watermark Hotels
- Simply Inc. (Los Angeles)
- The Advocate
- The Dunham School
- The Emerge Foundation
- The Goings Group
- The Moran Group
- The Visual Branding Group
- The West Side Journal
- Winter Circle Productions
- WVLA TV
- Zehnder Communications

## STUDENT INTERNS FOR LOUISIANA CONGRESSMAN

BY BETH CARTER

Rising Manship junior D.J. Johnson was able to put the lessons he learned in his political communication classes into practice over the summer in the nation's capital. Johnson spent his summer as an intern for U.S. Rep. Garret Graves, R-La.

During his month-long internship, Johnson led Capitol tours, attended briefings and committee hearings, engaged with constituents over the phone, drafted legislation and developed schedule analyses to help Graves and his staff use their time efficiently.

"My internship was so exciting because our responsibilities changed daily," Johnson explained. "I quickly developed an interest in health care policy and worked on research about lowering the costs of prescription drugs."

To help finance his temporary move to Washington, D.C., Johnson was awarded the Manship School's Paul S. Gravel Federal Intern Scholarship. The scholarship was inspired by the late Paul Gravel, former executive director of LSU's Washington office, and his efforts to create internship opportunities for students interested in learning about the American political process.

"I was already informed on many key issues facing our country because we talk about them in my Manship classes," Johnson said. "Manship holds its students to a higher standard, which helped me turn in my best work and go the extra mile during my internship."



D.J. Johnson interned for U.S. Rep. Garret Graves (R-LA).

66 Manship holds its students to a higher standard, which helped me turn in my best work and go the extra mile during my internship."



2017 Manship graduate and staff assistant/intern coordinator for Rep. Garret Graves **Meagan Molter** (middle) with interns and current Manship political communication students **Makenzie Morgan** (left) and **D.J. Johnson** (right).



# FROM TIGER TV TO ESPN

BY BETH CARTER

Manship alumna Caroline Fenton always had a passion for sports reporting. The 2019 Manship School journalism graduate and St. Louis native worked for Tiger TV in college and spent her Saturday nights on the field in Death Valley, interviewed LSU athletic legends like gymnastics coach D-D Breaux and reported live from SEC Media Days. Now, Fenton has a job at the place where most sports reporters can only dream of working: ESPN.

Fenton serves as ESPN's digital video and social content associate. Her team travels across the country to run livestream shows on the ESPN Twitter account, app and YouTube channel. Since starting her position in summer 2019, Fenton has already travelled to the NBA Finals, the ESPYs red carpet and Monday Night Football games.

A previous internship at ESPN helped get her the full-time dream position there. Now, Fenton's focus is assisting producers with the technical aspects

of creating shows. She designs graphics, edits video and works in the control room to make sure the shows are always polished and innovative. In the fall, Fenton will work primarily on the "College Football Show," the "Fantasy Focus Live!" Podcast and "College GameDay."

"Every single day working in sports is different, and you never really know what the day will bring, but it's that unpredictability that I love so much about my job," Fenton said.

Fenton credits the Manship School for teaching her not only the technical skills of a job in broadcast but also the social and personal skills.

"I think the greatest thing Manship taught me was the power of hard work and respecting others," Fenton explained. "Manship students are constantly encouraged to be better, go further and learn more, and it's this mindset that has allowed me to thrive at ESPN."



# STUDENT MEDIA

**SHINING BRIGHT:** Student journalists from LSU's Manship School took home more awards than any other school in the Region 12 Society of Professional Journalists competition, which comprises schools from Arkansas, Louisiana, Mississippi and West Tennessee.

## **SPJ Mark of Excellence Award Winners:**

### **General News Reporting (Large) 10,000+ Students**

Winner: "LSU students using GroupMe for class could be in violation of Code of Student Conduct" – by Luke Jeanfreau

### **In-Depth Reporting (Large) 10,000+ Students**

Winner: "Dangerous roads: 41 pedestrians have been struck by vehicles on LSU's campus since 2013" – by Brittany Lofaso and Kennedy Walker

### **Sports Writing (Large) 10,000+ Students**

Winner: "'He's freakish': Auburn native Avery Atkins finds unexpected home at LSU as kickoff specialist" – by Brandon Adam

### **Sports Photography (Large) 10,000+ Students**

Winner: "Baseball vs. Notre Dame" – by Whitney Williston

### **Television General News Reporting**

Winner: "Modern mastectomy" – by Rachel Handley

### **Television Feature Reporting**

Winner: "Gorilla lady" – by Brittany Lofaso

### **Best Affiliated Web Site**

Winner: LSUNow.com – by Staff of The Reveille

### **Online/Digital News Videography**

Winner: "Riland's story" – by Bon Wells

**BRINGING HOME THE GOLD:** The Reveille, Tiger TV and the Manship School News Service won 17 awards – including 10 first place awards – in the 2019 Louisiana-Mississippi Associated Press Broadcasters and Media Editors college contest in Jackson, Mississippi. Tiger TV won first place for best sportscast or sports program, while The Reveille won first place for both best website and best layout and design.

## **Best in Show:**

- Kennedy Walker
- Brittany Lofaso

## **College TV:**

### **First place:**

- Trey Couvillion, in the Feature Story category for Tiger TV story, "Memorial Tower Renovations."
- Matt Houston, in the News Story category for Tiger TV story, "Gruver Family Legislature."
- Zois Manaris and Reggie Chatman, in the Sportscast or Sports Program category.

### **Second place:**

- Bon Wells, in the Feature Story category for Tiger TV story, "Healing Art."
- Dylan Alvarez, in the Sports Story category for "Student Athletes and Mental Health."
- Kara St. Cyr and Lily Fontenot in the Newscast category.

## **College Newspaper:**

### **First place:**

- Ha-Vy Nguyen, in the Layout & Design category for work in The Reveille, in the General Excellence-Newspaper category.
- Brandon Adam, in the Sports Enterprise category for his The Reveille story, "'He's Freakish': Auburn Native Avery Atkins Finds Unexpected Home at LSU as Kickoff Specialist."
- Hailey Auglair, in the Enterprise/Investigative category for The Reveille story, "LSU Phi Delta Theta had Long History of Hazing Prior to Max Gruver's Death."
- Dylan Alvarez, Brennen Normand and Jace Mallory, in the Sports Enterprise category for their LSU Manship School News Service story, "Mind and Body: How do Louisiana Colleges Help Athletes Maintain their Mental Health?"

### **Second place:**

- Brandon Adam, from The Reveille, in the category Sports Breaking News for "Forever 44: LSU Basketball Continues to Remember Teammate Wayne Sims."
- Brittany Lofaso and Kennedy Walker, in the Enterprise/Investigative category for The Reveille story, which also circulated statewide via the LSU Manship School News Service, "41 Pedestrians Hit at LSU in Last Five Years."
- Whitney Williston, in the Sports Photo category for The Reveille photo gallery, "Gymnastics Superfinals Super Six."

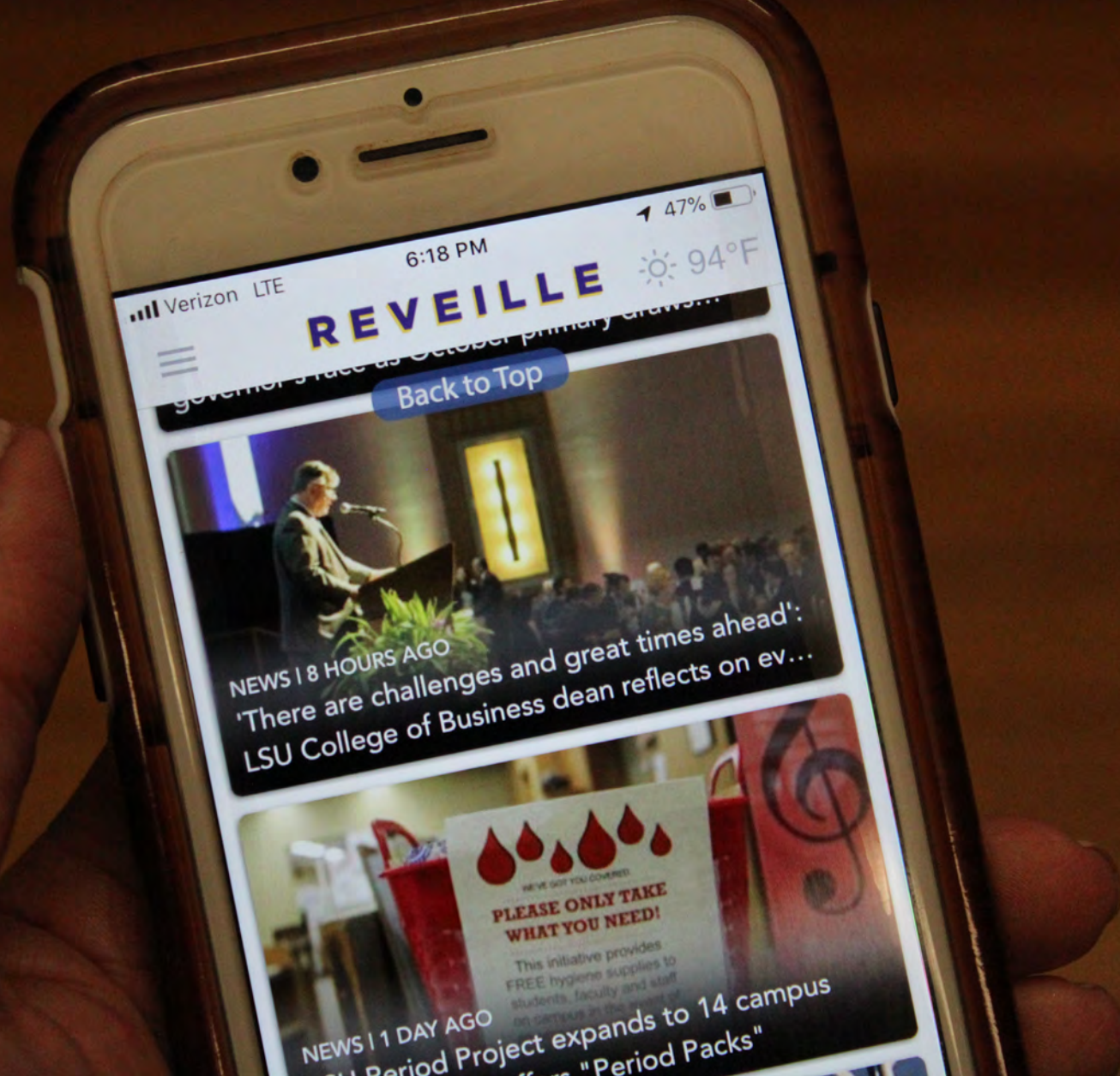
## **College Digital – All:**

### **First place:**

- The Daily Reveille, in the Website category.
- Claes Olsson, in the Video category for Tiger TV story, "LSU Auto Enthusiasts."
- Kennedy Walker and Brittany Lofaso, in the Multimedia Package category for Tiger TV story, "41 Pedestrians Hit on LSU's Campus."



Student journalists brought home 10 first place awards from the APME conference.



# Reveille: New Adviser, Fresh App and Expanded Print Schedule

**BY BETH CARTER**

Long-time newspaper editor and journalist Jeff Gauger joined LSU's Office of Student Media in May as adviser to LSU's award-winning student newspaper, The Reveille.

Gauger has a proven track record as a newsroom coach and leader with experience implementing new approaches to journalism and growing audiences through digital platforms. He is also the winner of numerous general excellence awards in multiple states.

Just a few months after he joined LSU's Office of Student Media, The Reveille launched a digital news app (now available for free for Apple and Android phones) to provide the most up-to-date breaking campus news, sports alerts, music and food reviews and more. The Reveille also launched an expanded print schedule for news, increasing publication from one day a week to two. The Reveille is also offering an e-newsletter, providing readers with even easier access to the Reveille's award-winning reporting.

**TIGER TV:** LSU's on-campus television station launched its own website, tigertv.com, in November 2018. This new website offers students, parents, LSU supporters and other interested audiences access to all essential news, sports and entertainment stories and videos related to the university and surrounding area. The website will be updated daily with the latest news about LSU and the community. Although Tiger TV's content was already available on YouTube, the station's new website will make content more easily accessible for local media outlets and for national outlets like ESPN, CBS Sports and ABC News to use footage that is all gathered, written and edited by student journalists.

## EXPERIENTIAL EDUCATION

**GROWING STATEHOUSE COVERAGE:** The list of news sites running stories generated by the Manship Statehouse Bureau grew to 51 this spring. Students who reported from the Capitol in the spring were Tryfon Boukouvidis, Trey Couvillion, Lauren Heffker, Hunter Lovell, Madeline Meyer, James A. Smith and Sheridan Wall.

Professional-in-Residence Christopher Drew runs the Manship Statehouse Bureau. Elisabeth Fondren, who recently received her Ph.D. from the Manship School, helped during the spring 2019 session.

**BRINGING ATTENTION TO A COLD CASE:** The LSU Cold Case Project is the unsolved civil rights murders project at the Manship School and is part of the school's Field Experience capstone class. The project's goal is to help bring closure to unsolved Ku Klux Klan murders of African Americans in Louisiana and Mississippi during the 1950s and 1960s. This year, the group used old FBI files again on Klan violence during the 1960s to publish a multimedia package -- written story, video and photos -- on a daughter's effort to create a museum out of her house, which was a gathering spot for black resistance in Bogalusa, Louisiana.

The package ran on news sites across the state, including NOLA.com and FOX 8 in New Orleans, KALB in Alexandria and the Gannett newspaper sites in Shreveport, Lafayette, Monroe, Alexandria and Opelousas. It also ran in the Gonzales Citizen and the Donaldsonville Chief.

Print journalism seniors Jace Mallory and Brennen Normand wrote the story, broadcast seniors Caroline Fenton and Payton Ibos created the video, and junior Alyssa Berry, a co-photo editor of The Reveille, took the photos.



Tiger TV students prepare for newscast.



Hunter Lovell interviews an elected official for a Statehouse Bureau news story.



Tiger TV production students check settings before a newscast.

# ADVENTURES IN EVENT PLANNING



Manship School alumna Elizabeth Lagarde has had a whirlwind career since graduating with a degree in public relations in 2010: she has worked on producing events for ESPN, Turner Sports, Essence Festival, Sports Illustrated, the New Orleans Saints and even College Football Playoffs.

As a freshman at LSU, Lagarde didn't envision herself as a rock star event planner. She just knew that a career involving communications might be up her alley after a successful high school theater career. What sealed the deal on her journey to event planning was an opportunity at KLSU, the student-run radio station at LSU.

"While I was at KLSU, we would host on-air giveaways of promotional items or event tickets for things around New Orleans and Baton Rouge," Lagarde said. "I was able to attend a few music festivals like Jazz Fest and Voodoo Experience, and other similar events. I became excited about the behind-the-scenes stuff

and what it takes to make these events happen. It kind of started as a fascination with event management."

Today, Lagarde works as an account manager at See-Hear Productions in Covington, Louisiana, on aspects of event planning and management, from the initial conversation between clients who are sharing their vision for a future event, to sponsorship activations, consumer engagement, branding opportunities and more. The company lists McDonald's, Cox Communications, Raising Cane's and L'Auberge Casinos and Resorts among its clients.

Her proudest moment was working on with the College Football Playoffs National Championship game in Atlanta, Georgia, in 2018.

"ESPN debuted an inaugural halftime performance during the game's telecast with Kendrick Lamar, and our company produced the concert, all while also doing a large watch party for thousands

of college football fans in Centennial Olympic Park," Lagarde said. "We pulled off this huge event along with a separate, three-day concert series and other supplemental events for sports fans, all in freezing temperatures! I was getting texts from my parents saying, 'Oh my gosh, I'm watching this on television and it's amazing.' To see moments like that become a successful reality – that's essentially what I'm doing."

Lagarde credits experiential opportunities like working at KLSU among the reasons she is successful today, along with mentors at the Manship School like Dr. Jinx Broussard (who teaches public relations and was recently named national Teacher of the Year) and John Friscia, who directs student media at LSU.

"Manship helped launch my career, and it's been fascinating to see how event management has become such a sought-after career," Lagarde said. "There's plenty of skilled communications required to be successful."

# Manship Alumna Wins Two Sports Emmys

2013 Manship School alumna Leigh Fairey recently won two Emmys for her work: one for her role as an associate producer on TNT's "Inside the NBA" weekly studio show and another as an associate director for "Inside the NBA" coverage of the 2018 Playoffs. The 40th annual Sports Emmy Awards were held in March in New York City.

Fairey's career in sports television began when she was a freshman at LSU in 2009. That's when she became a runner for CBS Sports during a football game between LSU and Auburn. She filled coolers, passed out refreshments and did lighting checks before coverage began.

Fairey told Florida's Herald Tribune that it was her experience with CBS Sports at LSU that made her realize she wanted to pursue a career in television.

Through her career in sports entertainment, Fairey has worked on countless NBA and NFL games, eight Final Four playoffs and two Super Bowls.



Leigh Fairey walks the red carpet at TNT's NBA Awards.



Former Chicago mayor **Rahm Emanuel** with Manship School alum, **Roderick Hawkins**.

# From Manship to Chicago to Work in Community Advocacy

1997 Manship School graduate Roderick Hawkins is a lesson in the winding road that some must occasionally travel to reach their dreams. From music artist to government spokesman, politics defined his twisting path through the Manship School and beyond.

“I like to write, and tell compelling stories, so I thought journalism could, perhaps, be a good space for me,” he said. “In my second year as a vocal music major, I made my way over to the Manship School and signed up for my first journalism class. I took to it like a fish to water.”

Hawkins’ life took its first turn toward success during one of his initial writing classes. At the time, the Manship School’s student radio station KLSU announced a new public affairs radio program for which it sought a host.

“One day in class my professor, Dr. Jules d’Hemecourt, came over and told me about the radio host opportunity, and that he thought I was the one for it,” Hawkins said. “He saw something in me that I didn’t see in myself at the time. But sure enough, I got the job. That’s when I was bit by the journalism bug and other things began to happen.”

In his quest to be competitive after graduation, Hawkins completed several

journalism internships while still a student, including one for The Advocate newspaper and two local TV stations. He landed a gig as a weekend reporter for WAFB-TV soon after he graduated, but surprisingly the first full-time job he held simultaneously shifted his focus to public relations.

“I kind of fell into a public relations position with the Arts Council of Greater Baton Rouge,” he said. “My goal was to be a news reporter, but my public relations job began to take off, and I realized that this was a track that could work for me.”

In his three years at the Arts Council, Hawkins rose from program assistant to public relations director for the organization. Wanting to spread his wings, Hawkins left Baton Rouge and took a job working for a major foundation in Chicago. Then, three years later, the lure of politics called him home to south Louisiana. Professor Bob Mann helped Hawkins land a job as deputy secretary for Louisiana Governor Kathleen Blanco.

“I wouldn’t trade anything for that experience of being on the team,” he said.

A year and a half after Katrina, Hawkins accepted another job in Chicago doing communications work for the

Chicago Urban League, a major civil rights organization, where he stayed for more than eight years and became vice president of external affairs. But then, the pull of politics took hold again and Hawkins transitioned to a position serving a deputy chief of staff for former Chicago Mayor Rahm Emanuel, where he kept his love of both communication and politics alive by coordinating opportunities for Chicagoans to meet with and express their concerns to the city and mayor—especially people from neighborhoods that have been historically underserved. He now works for Advance Illinois, a policy and advocacy organization that works toward improving the public education system to ensure a quality education for all children in the state.

Hawkins credits the Manship School for helping launch his career.

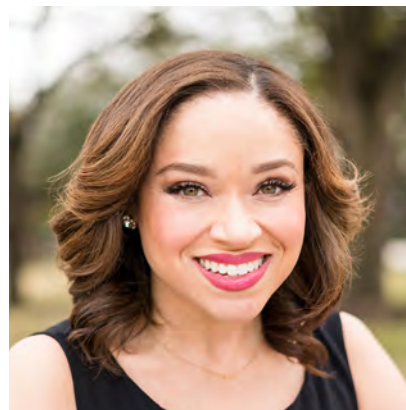
“I learned the importance of writing, the importance of being not just a good, but a great storyteller, the importance of getting your facts straight,” he said. “The Manship School provided a safe space for me to have conversations with others, even professors, who were totally on the opposite end of the spectrum from my own perspective. It laid a firm foundation for me, and there are things I call upon to this day that I learned at the Manship School.”

Manship School alumni around the globe are driving business and impacting their communities. These highlights are just a few of the countless accomplishments from our alumni. For more updates, subscribe to the Manship School's bi-monthly e-newsletter, The Manship Forum, by e-mailing [masscomm@lsu.edu](mailto:masscomm@lsu.edu) and requesting to subscribe.

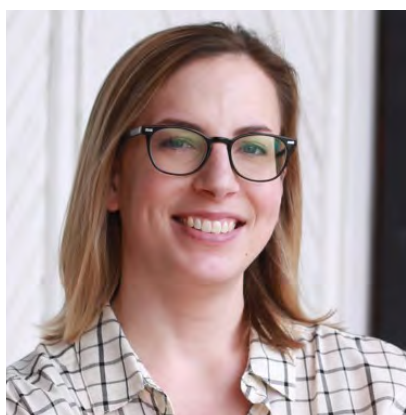
- **Herb Vincent** ('83) will serve as the 65th president for the College Sports Information Directors of America for the 2019-2020 term. CoSIDA is a national organization comprising sports public relations, media and communications professionals throughout the U.S. and Canada. Vincent currently serves as the associate commissioner for communications of the Southeastern Conference.
- **Terri Broussard Williams** ('99) was named one of five extraordinary community leaders by Seedling, an Austin non-profit organization whose mission is to support children challenged by parental incarceration with innovative, research-driven school mentoring. Williams also recently became the national director of Strategic Partnerships and Alliances, Government Relations for the American Heart Association.
- In November, **Sevetri Wilson** ('08) was featured in Essence for the creation of ExemptMeNow, an online platform that provides a framework for entrepreneurs who want to create successful non-profits. Wilson is the creator of Solid Ground Innovations and Resilia, and is the author of "Solid Ground: How I Built a 7-Figure Company at 22 With Zero Capital."
- Editor and Publisher Journal has named three Manship alumni to its annual "25 Under 35" list. They are **Tyler Batiste**, **Josh Bergeron** and **Lauren Walck**.
- **Christopher Handy** ('16) was named senior editor of the LSU Law Review. After graduating, Handy will clerk for a federal court judge in Lafayette and then move to a law firm in New Orleans.
- **Kylie Shae Keyser** ('16) became press secretary for U.S. Sen. John Kennedy, R-La.
- Baton Rouge Business Report named three Manship alumni to its "40 under 40" list. They are **Ben Ross**, **Courtney de la Bretonne Hart** and **Kelly Bienn**.
- Alumna **Aly Neel** ('10) was featured in Columbia University's Women Creating Change Panel for her children's book, "Girl Power in Myanmar."
- **Wendy McMahon** ('96) was named LSU Young Alumna of the Year for her work as president of ABC-owned Television Stations Group.
- **Mark Grant** ('81) received the Pioneering Journalist Award from the Baton Rouge Association of Black Journalists for his work as a director at CBS News.
- **Sara Whittaker** ('04) began a new position as assistant vice president of communications and marketing for the LSU Foundation.
- **Stephanie Cargile** ('92) was named one of Baton Rouge Business Report's Most Influential Women in Business.
- **Lance Frank** ('11) has been named vice president of communications for CBS News.



**Herb Vincent**



**Terri Broussard Williams**



**Lauren Walck**



**Mark Grant**

# GUEST SPEAKERS



Advocate reporter **Lea Skene** (top middle) spoke to Elisabeth Fondren's Media Ethics class.



Climatologist **Jay Grimes** speaks with Professional-in-Residence Len Apcar's Advanced Reporting class.



Gov. **John Bel Edwards** addresses Elisabeth Fondren's Introduction to Political Communication class.

Each semester the Manship School brings in guest speakers from around the globe to share about their professional experience with students and to lend advice and share their networks. The following are a sampling of guest speakers who visited the Manship School during the 2018-19 academic year.

**Jim Dao**, op-ed editor of the New York Times, spoke to students in fall 2018 in the class of Manship Fellow and Professional-in-Residence James Carville about the publication of an anonymous op-ed in The New York Times critical of President Donald J. Trump.

Former White House Press Secretary **Mike McCurry** FaceTimed with Elisabeth Fondren's MC 4090 Media Ethics class to talk about media and politics in a polarized political climate. Other guest speakers in Fondren's media ethics class included The Advocate crime reporter **Lea Skene**.

2012 Manship alumna and author **Lindsey Duga** spoke with Public Relations Instructor Doug Draper's Public Relations Writing class about writing, publishing novels and her work as an account manager at a website development firm. Other guest speakers in Draper's class included WAFB Digital Communications Manager **Samantha Morgan** and actress and author **Laura Cayouette**.

WAFB climatologist **Jay Grimes** spoke with Professional-in-Residence Len Apcar's Advanced Reporting class on weather reporting.

**Matt Moscona**, host of ESPN show "After Further Review," visited Adjunct Instructor Chad Sabadie's Sports Writing and Production class. Other guest speakers in Sabadie's class included LSU gymnasts **Sarah Finnegan** and **Ashleigh Gnat**, WDSU sports reporter **Carley McCord** and freelance sports reporter **Ashley Liotus**.

Louisiana Gov. **John Bel Edwards** spoke to Elisabeth Fondren's Introduction to Political Communication class in March. Gubernatorial candidates Ralph Abraham and Eddie Rispone were also invited. Other guest speakers in Fondren's Introduction to Political Communication class included Louisiana Sen. **Gerald Long** in April.

Manship hosted CNN military and diplomatic analyst retired Rear Adm. **John Kirby**, U.S. Navy, and **Gordon Johndroe**, vice president of Government Operations Communications at The Boeing Company, for "Classified Communications: Messaging for National Security and Foreign Affairs" on April 8.

The Manship School of Mass Communication's Reilly Center for Media & Public Affairs hosted **Mike Wagner, Ph.D.**, of the University of Madison-Wisconsin, who is a democracy researcher, professor and author, for "Beyond the Left-Right Divide: Conditional Mass Polarization in American Politics" on Sept. 25.



# UNDERGRAD AWARDS & RECOGNITION

## NATIONAL & REGIONAL:

- LSU's student advertising team won second place in the American Advertising Federation's (AAF) National Student Advertising Competition's (NSAC) district 7 contest. This year students across the nation created comprehensive advertising campaigns on behalf of national client Wienerschnitzel, a fast food franchise focusing on hot dogs. Campaigns included paid advertising collateral and placement tactics, wide-reaching social media strategies and an overall approach to expanding name recognition and growth of the brand.

LSU's Manship School student team is composed of 28 senior-level advertising students who developed the award-winning campaign, including four students who presented their campaign at the district 7 competition: **Tiffany Landry, Destinie Stovall, Audra Luke** and **Samuel Willson**.

Since 2008, Manship School students have ranked in the top three universities in the region 10 times, including five first-place wins and four second-place wins.

- **Sarah Catherine LaBorde** received two Awards of Excellence from the Public Relations Association of Louisiana – Central Chapter for both her Publications & Writing and her Campaigns & Strategic Program.
- **Bailey Tinsley** was named one of 15 American Advertising Federation students in the U.S. and received an internship at an ad agency through the Stickell Internship Program.
- **Caroline Fenton** used the Scripps Howard Award to travel to and intern at ESPN in summer 2019.
- 2018 alumna **Katie Gagliano** was part of the News21 team that won both the Edward R. Murrow Award and the Robert F. Kennedy Journalism Award for its reporting, "Hate in America."

- **Justin Franklin** was awarded All-Regional Witness at the American Mock Trial Association Regional Tournament in Houston.
- **Grace Bordelon** and **Sarah Procopio** were selected in June for the Governor's Fellows Program in Louisiana Government.
- **Tiffany Landry** and **Kelly McDuff** won a silver student Addy at the American Advertising Federation of Baton Rouge ADDY Awards for their integrated consumer campaign for their class
- **Natalie Anderson** was one of 35 students chosen from 18 universities around the world to participate in the prestigious Carnegie-Knight News21 multimedia reporting initiative.
- **Nicole Jones** was awarded the Jack Sanders Memorial Scholarship from the Public Relations Association of Louisiana-Baton Rouge.



Students show off their silver student ADDY at the Baton Rouge ADDY awards.

# UNDERGRAD AWARDS & RECOGNITION

## LSU AWARDS:

- **Lauren Roach** received the Martin Luther King Jr. Humanitarian Award from LSU's Black Faculty and Staff Caucus.
- **Rachel Campbell** received the Tom W. Dutton award, presented to a female undergraduate or graduate student for outstanding service to the university community while attending LSU.
- **Sydni Prather** is the 2019 winner of the Espirit de Femme award from the LSU Women's Center. The award acknowledges a person who has made exceptional efforts toward the advancement of women in Louisiana.
- **Taylor Scott** was elected LSU Student Government vice president in March.
- May 2019 CxC Distinguished Communicator: **Grady Stewart**

## DECEMBER 2018 UNIVERSITY MEDALISTS:

- **Cameron Anderson**
- **Kaylee Poche**

## MAY 2019 UNIVERSITY MEDALISTS:

- **Rachel Campbell**
- **Lily Fontenot**
- **Schlea Thomas**

## MANSHIP SCHOOL AWARDS:

- Bart Swanson Memorial Award in Sports Reporting: **Caroline Fenton**
- Charles Manship Outstanding Graduate Student Award: **Devonie Miguez**
- David Yates Award for Outstanding Senior: **Hunter Lovell**
- Margaret Dixon Award for Outstanding Senior: **Zoë Williamson**
- Manship School Ambassador of the Year: **Elizabeth Veale**
- John Maxwell Hamilton Fellowship: **Meghan McCune**
- Hugh Mercer Blain Service Award: **Olivia Nuss**
- John Maginnis Memorial Scholar: **Sheridan Wall**
- Errol Savoie Student Writing Award: **Trey Couvillion**

## KAPPA TAU ALPHA:

New members were inducted in April 2019 into Kappa Tau Alpha, which recognizes academic excellence and promotes scholarship in journalism and mass communication. New members include **Stephanie Whitenack, Ashley Selzer, Avery Bracken, Caroline Knowles, Catherine Hunt, Charlotte Bellotte, Codi Setters, Devyn McDonald, Don Webber, Elizabeth Ferrier, Emily Millet, Tayler Pierre, Tiffany Landry, Kelly McDuff** and **Kelsey Curry**.

## INAUGURAL STEPHEN BUTTRY MEMORIAL SCHOLARSHIP:

Senior broadcast journalism major and Madisonville, Louisiana native **Trey Couvillion** was awarded the inaugural Stephen Buttry Memorial Scholarship. It honors the legacy of late Manship School director of student media and journalism professor Steve Buttry, who was known to many as a "teacher of journalists." Buttry passed away in Feb. 2017.

"Steve truly enjoyed mentoring young journalists. He would be thrilled to know that he is still helping Manship School students through the scholarship that bears his name. Congratulations to Trey," Mimi Buttry said.



**Stephen Buttry**, late Manship School director of student media and journalism professor



**Trey Couvillion**, recipient of the inaugural Stephen Buttry Memorial Scholarship

# MANSHIP SCHOOL FACULTY MEMBER HONORED WITH PRESTIGIOUS RAINMAKER AWARD

BY BETH CARTER



The Manship School's Kathleen Searles, Ph.D., is the newest recipient of the LSU Rainmaker Emerging Scholar Award, which recognizes faculty members for their research, productivity and scholarship within nine years of completing their highest degree.

Searles focuses most of her research on political news and campaign advertising, along with what kinds of messages people pay attention to when they consume political media and how those messages affect their political decisions.

"The media is the predominant way through which the American people learn about politics," Searles said. "To understand political attitudes and actions, we need to also understand what information people consume and how they consume it."

Most recently, Searles has been studying the ways the proliferation of mobile technology shapes how individuals consume news. She and her colleagues recently published research showing that people who consume political news on mobile devices usually spend less time reading information and are less likely to accurately recall that information than individuals who access political news on a desktop computer. This research is part of a larger project supported by the LSU Board of Regents that will culminate in a book with Oxford University Press in spring 2020.

Searles is also analyzing the ways in which people are able to detect fake news on Facebook. She used eye-tracking technology to discover that those who use Facebook through a mobile device have to work harder to recognize false information and are still less likely to spot harmful news compared to people who use a computer.

In addition to her scholarly research, Searles is also one of the founding editorial board members for "Women Also Know Stuff," which promotes the expertise of woman political scientists. The organization began in 2016 as a way for conference organizers and journalists to access a more diverse range of experts who are able to share their knowledge and now has nearly 25,000 Twitter followers.

Searles serves as the organization's social media and promotion chair, so she monitors the Twitter account, develops marketing plans, generates relationships with similar causes and actively promotes woman-led research to journalists and media outlets.

"I am particularly proud of the 2019 promotion we did for International Women's Day, during which we recruited 24 scholars to film video testimonials of women political scientists that inspired them," Searles said. "The campaign reached nearly 400,000 people on Twitter in the span of one week, generating more than 2,000 likes, 1,400 mentions and 1,200 hashtag uses. These metrics outperform many professional organizations with professional, full-time social media managers."

Since joining the faculty in 2014, Searles has tackled new and exciting research endeavors thanks to the resources available in the Manship School.

"The Manship School has influenced my career and research in innumerable ways," Searles said. "Without the Media Effects Lab, I would not be able to do the research I do, and the support of our donors, our leadership team and outlets like the Reilly Center has allowed me to take on bold projects that address daunting tasks."

*\*Searles is a joint appointment with the Department of Political Science*

# FACULTY & STAFF & AWARDS

**Jinx Broussard, Ph.D.**, was the recipient of the 2018 Journalism & Mass Communication Teacher of the Year Award (Sponsored by the Scripps Howard Foundation and Association for Education in Journalism and Mass Communication). Broussard was also the recipient of the Guido H. Stempel III Award from the E.W. Scripps School of Journalism and Ohio University. Additionally, she was the recipient of the Public Relations Association of Louisiana (PRAL) First Circle Award for lifetime achievement in the field of public relations, the 2018 LSU African American Cultural Center Distinction in Diversity Award, and was recognized by the St. James Parish NAACP for outstanding national, state, local and educational accomplishments during Black History Month.

**Jinx Broussard, Ph.D.**, and **Sadie Wilks** were both awarded Happy Awards from the LSU Center for Community Engagement, Learning and Leadership.

**Melvin DeFleur, Ph.D.**, was posthumously awarded the 2019 Association for Education in Journalism and Mass Communication's Eleanor Blum Distinguished Service to Research Award.

**Roxanne Dill** was the recipient of the LSU Phi Kappa Phi Outstanding Instructor Award. Dill was also the recipient of the 2019 LSU Tiger Athletic Foundation Teaching Award (through University College).

**Christopher Drew** and **Sadie Wilks** were honored as recipients of the LSU Tiger Athletic Foundation Undergraduate Teaching Award.

**Elisabeth Fondren** received honorable mention for the Nafziger-White-Salwen Dissertation Award for her dissertation from the Association for Education in Journalism and Mass Communication. She was also awarded honorable mention for the American Journalist Historians Association's Margaret A. Blanchard Dissertation Prize.

**Josh Grimm, Ph.D.**, was the recipient of the 2019 Tiger Athletic Foundation President's Award, which recognizes faculty members for outstanding contributions to undergraduate education.

**Jack Hamilton, Ph.D.**, was named senior associate at the Center for Strategic and International Studies. Over the summer, Hamilton moderated a panel at Versailles for the WWI Centennial Commission.

**Jun Heo, Ph.D.**, and former Manship doctoral student **A-Reum Jung's** paper, "An Eye-Tracking Approach to Evaluate Personalized Advertising Effectiveness on Social Media: From Attention to Click," was selected as the top paper for the Advertising Division of the Association for Education in Journalism and Mass Communication 2019 Conference.

**Nathan Kalmoe, Ph.D.**, was awarded the Phi Kappa Phi Non-Tenured Outstanding Faculty Award.

**Lance Porter, Ph.D.**, was the recipient of the LSU Class of 1941 Alumni Professorship, which recognizes faculty members who have a reputation of excellence in teaching and demonstrate dedication to their respective academic fields.

**Sadie Wilks** was named Public Relations Association of Louisiana-Baton Rouge Practitioner of the Year.



**Lance Porter, Roxanne Dill** and **Chris Drew** show off their teaching award.



## First-of-its-Kind Study Finds Loss of Local Media Worsens Political Polarization

By Mary Chiappetta

It's no secret that political polarization is creating an ever-widening and divisive gap in American politics. Partisan cable news outlets get the majority of the blame for increasingly isolating people into echo chambers that confirm their own political and ideological ideas, but as these outlets grow in popularity, some local newspapers have begun to silently vanish from the media landscape. According to research by Joshua Darr, Ph.D., assistant professor at the Manship School, this loss itself has potent effects on political polarization.

"It's easy to put the blame for increasing polarization on partisan national news, and a lot of really good studies have found that the internet and cable news are behind some of that polarization," Darr said. "But we need to look at what's disappearing, too."

In his groundbreaking research, Darr and his coauthors, Matthew Hitt of Colorado State University and Johanna Dunaway of Texas A&M University, compared split ticket voting, which happens when voters cast their ballots for candidates in one party for one office and for a candidate hailing from a different party for another office, in statistically similar counties that had and had not experienced the closure of their local newspaper. The authors found that split ticket voting in counties that lost their local newspaper dropped by 1.9 percent, a hefty figure in elections research where a difference of even 1 percent is substantial.

"Where there's less local media, there's going to either be less information on the candidates for office, or people are going to use a different kind of media when the local source goes away, and that tends to be more loaded with partisan messaging," Darr said.

When local media disappears, many voters naturally turn to national media to get their voting information. This poses a problem, Darr said, because even neutral sources feature political voices that are well-known for their partisan rhetoric. This makes voters in local elections more likely to vote strictly on party rather than on the actual platforms of the candidates.

"Voters are forced to fall back on something easy, which is party, rather than something hard, which is knowing lots of facts about the candidates they're voting on," Darr said.

Darr notes that these results are not dependent upon the type of content featured in local newspapers.

"Consuming local news and supporting local news really does matter, and that's what the research shows," Darr said. "The very existence of local papers is what shields people from turning to more partisan sources that they might otherwise read."

*\*Darr is a joint appointment with the Department of Political Science.*



Doctoral student **Nicole Jiang** looks at a computer screen with an eye tracker in the Media Effects Lab.

## Faculty and students study “Avengers,” “Black Panther”

**BY BETH CARTER**

Meghan Sanders, Ph.D., works in a job that combines her love for media entertainment with her fascination with human behavior. Sanders is an associate professor with the Manship School and is also the director of the school's Media Effects Lab, a research and teaching facility where faculty and student researchers can study how the media affect consumers emotionally and cognitively.

MEL researchers use advanced experimental and survey methodologies and technologies (like reaction time monitors, facial expression analysis, heart rate, eye tracking and more) to investigate theoretical and applied problems, explore innovations and uncover trends in mass communication. Manship graduate and undergraduate students participate in a variety of MEL studies each semester.

Sanders has been interested in the media since childhood but discovered her true passion for researching media during college.

“I found that the questions about media that intrigued me most revolved around how, when and why different forms of media, specifically entertainment, seem to have such a strong influence on how we think and feel,” Sanders said.

Sanders' most current research focuses on Marvel's Cinematic Universe. She looked at audience sentiments toward the “Avengers” and another Marvel hit, “Black Panther,” to see how entertainment media can serve as a force for positive social change by tapping into viewers' emotions.

“With ‘Black Panther,’ I'm examining the role that racial identity may play in weakening the internalization of stereotypes traditionally perpetuated by entertainment,” Sanders said. “With ‘The Avengers,’ I was able to explore how emotions help draw people to a cause and feel connected to one another.”

Sanders said that while media entertainment's main role is to provide fun and joy to viewers, it is important to study entertainment because our media consumption is associated with society's values.

“Entertainment can reflect and advance culture and society – connecting us, highlighting both our flaws and our potential for greatness,” Sanders said. “Understanding the ‘how,’ ‘when’ and ‘why’ of these influences allows us to better understand the significance of stories in our ability to grow, form relationships and broaden our perspectives.”



**Meghan Sanders** talks with students **Anthony Ciamarella** and **Stephanie Whitenack**.

# STUDENT EXPLORES SOCIAL MEDIA ADVERTISING TRENDS

BY BETH CARTER



Loreal Johnson graduated from the Manship School in May 2019 with a bachelor's degree in digital advertising but not before pursuing unique communication research on social media.

In her last semester at LSU, Johnson was selected as an LSU Discover Scholar and awarded an LSU Discover Undergraduate Research Project Grant for her project, "Sharing more than expected: Exploring whether and how young people have privacy concerns related to social media advertising."

Johnson explored the ways in which ads on Instagram and Snapchat target young African Americans, as well as the potential privacy concerns that may arise when young people give those brands too much power. Under the guidance of her mentor, Erin Coyle, Ph.D., Johnson used qualitative research techniques

and conducted one-on-one interviews with students as part of her project. While her research hasn't yet concluded, it's already provided her with the opportunity to explore topics she finds interesting while putting her communication skills to work.

Johnson is pursuing her master's degree at the Manship School, where she will continue her research on targeted ads on African Americans. Choosing the Manship School for her master's degree was an easy decision for Johnson, given the strength of its programs and mentoring opportunities.

"The Manship School's small class sizes made me feel at home, but my favorite thing about Manship is definitely the faculty," Johnson said. "They are so encouraging and always willing to lend a hand."

# SHIFTING ADVERTISING STANDARDS TO CAPTURE MILLENNIAL ATTENTION



Dr. Jun Heo teaches an advertising class.

**BY MARY CHIAPETTA**

In a world where the planet's health is an increasingly visible concern, consumer preferences and priorities are indeed shifting toward sustainability and environmentally friendly products. With this shift, you might think that millennials would be purchasing more sustainable products and focusing on the environment, but that's not the case, according to Jun Heo, Ph.D., assistant professor of digital advertising.

"Although millennials are the most educated age group on environmental impact issues, many are not active in environmentally-friendly behavior," Heo said.

According to a 2015 report by Nielsen, a global information and data management company known for its reliable reports on consumer behavior and media consumption, roughly 75 percent of millennial consumers are willing not only to replace products with sustainable alternatives, but also to pay more for these products. Why, then, are so few millennials actively doing so?

Heo's recent research shows advertising strategies that worked in appeals to older generations might not be working on savvy millennial consumers.

"Millennial consumers don't respond to happy environmental claims, the kind that say you can change the world," Heo said. "Instead, showing them how the environment is harmed highlights the need for action and motivates millennials to purchase products that will help the environment."

This works by cuing millennials' high level of knowledge about the environment and bringing it

to the top of their consumer priorities, a concept called salience. So, to activate millennials' superior knowledge about the environment, advertisers should rouse their concern, Heo said.

"Young folks will not buy unless they have a concern in it," Heo said. "Those with higher concern, rather than higher perceived efficacy, expressed more willingness to buy eco-friendly products."

He got this insight by asking the quintessential millennial consumers – college students—to tell him whether they would buy sustainable products they learned about through different advertising strategies. The result? Knowledge about the environment and concern cued by the advertisements increased their willingness to buy these products.

In short, seeing an animal covered in oil or heaps of garbage floating in the ocean is a more effective advertising strategy than stale messaging that suggests they have the power to change the world, Heo said.

These results are key for both advertisers and manufacturers because they show the level of demand that exists in the millennial consumer age group for eco-friendly products. By incorporating these insights into their advertising strategies, companies who produce these products can get the attention of those who want to buy them.

"Advertisers should avoid unsubstantiated green claims, known as greenwashing, to improve the credibility of environmental advertising," Heo said.



**Manship School faculty publish numerous research publications each year that are featured in national and international media outlets. You can find additional highlighted research on the Manship School's blog and in its bi-monthly e-newsletter.**

**Erin Coyle, Ph.D.**, received a travel grant to do a guest lecture at the American Heritage Center in December. Coyle also had the following research published:

- “Turning Point: Balancing Free Press and Fair Trial Rights after Sheppard v. Maxwell” was published in the fall 2018 edition of *Journalism History*. The article takes a look at the 1966 U.S. Supreme Court case that focused on when the First Amendment’s right of a free press infringes on an individual’s Fifth Amendment right to a fair trial.
- “Access to 911 Recordings: Balancing Privacy Interests and the Public’s Right to Know about Deaths” was published in *Communication Law and Policy*.

**Ray Pingree, Ph.D.; Kathleen Searles, Ph.D.; Nathan Kalmoe, Ph.D.; and Joshua Darr, Ph.D.**, recently had their paper, “Checking facts and fighting back: Why journalists should defend their profession” published in the journal *PLOS ONE*. Their research focuses on the effects that fact-checking and journalists’ defenses of the field of journalism as a whole has on public trust in the media. Manship doctoral candidates **Brian Watson, Martina Santia** and **Kirill Bryanov** also assisted in research for this paper.

**Nathan Kalmoe, Ph.D.**, received a \$100,000 Facebook Integrity Research Grant to expand his research alongside Lilliana Mason from the University of Maryland on extreme partisan hostility on the social media platform for their book project “Radical American Partisanship.” He will use the grant to run surveys and experiments in the United States, Canada, the

United Kingdom and India.

**Lance Porter, Ph.D.**, was part of a team of researchers who discovered that scientists who post selfies generally garner more trust and are viewed more warmly by the public. Their research, “Using selfies to challenge public stereotypes of scientists” was published in *PLOS ONE* in May.

**Josh Grimm, Ph.D.**, published “It Follows,” a book about how the film of the same name helped reinvent the rules of the horror movie genre, particularly along the lines of style, sex and gender. He also co-edited, “How Public Policy Impacts Racial Inequality” with Jaime Loke from Texas Christian University. This book provides in-depth analysis of race in the United States through the lens of public policy.

**Jinx Broussard, Ph.D.** and **Andrea Miller, Ph.D.** published “Public Relations and Journalism in Times of Crisis: A Symbiotic Partnership,” which dissects crisis case studies from both the journalists’ and public relations professionals’ perspectives.



**Dr. Chun Yang** connects a student to a sensor in the Media Effects Lab.

# the REILLY CENTER

The 2018-2019 school year marks another successful and active year at the Reilly Center for Media & Public Affairs. Known for addressing timely, pertinent issues relevant to our community and nation, the Center continued successful programming reflecting the ever-evolving media, political and policy environment. This year's activities focused on emerging issues inspired by the 2018 election cycle and the 2020 presidential election ahead, as well as deepening the Center's outreach and engagement footprint both locally and nationally.



Student **Abbigale Nguyen**, congresswoman **Nan Hayworth** and former Louisiana State House Representative and New Orleans city councilwoman **Jackie Clarkson** at the John Breaux Symposium.

## 2019 JOHN BREAUX SYMPOSIUM – “Politicking While Female: The Political Life of Women”

A stark disparity of representation remains between men and women in elected positions. The 2019 John Breaux Symposium, “Politicking While Female: The Political Life of Women,” traced the barriers facing women in political leadership starting from the socialization of young children through the experiences of women while winning and serving in elected office. This day-long event in collaboration with the LSU Women’s Center both furthered scholarly work on women in politics and provided tools for those interested in running for office.



**Dr. Nichole Bauer** at the John Breaux Symposium.

Speakers included top scholars on women in politics led by Dr. Nichole Bauer, an assistant professor of political communication with a joint appointment between the Manship School of Mass Communication and the Department of Political Science. Panels of accomplished political strategists, campaign operatives and elected officials shared the basics of running and raising campaign funds, as well as working in politics without running. The keynote event featured an inspiring video from former Gov. Kathleen Babineaux Blanco and a conversation moderated by Manship School political communication student Abbigale Nguyen between former New York Congresswoman Dr. Nan Hayworth and former New Orleans Councilwoman Jackie Clarkson.



Manship alumna **Kelly Bingel** speaks at the John Breaux Symposium.

An edited volume is expected in fall 2020 through the LSU Press Media & Public Affairs Book Series based on the work of distinguished scholars attending the 2019 Breaux Symposium.

## Youth Civic Engagement Symposium & the LA Youth Platform

“Re-envisioning Louisiana: The State We Want to Be In,” an undergraduate-driven event originating with a political communication freshman, centered around the pivotal question: “Should I stay or should I go?” – the question many young Louisianans headed to college or careers ask themselves. This day-long event gathered leaders from across the state to address issues driving these decisions and what young adults are looking for in the place they choose to call home.

The event inspired student organizers to develop a more influential and long-lasting impact by creating the LA Youth Platform, which addresses issues of education, environment, economic development, criminal justice and quality of life. The students involved are learning advocacy skills through the development of the platform and by meeting with candidates and elected officials.

## 2018 LOUISIANA SECRETARY OF STATE CANDIDATE FORUM

The 2018 Louisiana Secretary of State Candidate Forum was part of LSU President F. King Alexander’s multiple-day “Behind the Ballot Symposium” and explored factors influencing voter behavior and included questions on election integrity, college-aged voters and voting rights.

### “Democracy, Media and History: Louisiana Politics vs. the Press”

In collaboration with Louisiana Endowment for the Humanities and public radio stations 89.3 WRKF in Baton Rouge and 89.9 WWNO in New Orleans, the Reilly Center hosted a panel exploring the sometimes strained, love-hate relationship between the press and politicians in the Pelican State, and featured stories on former officials in Louisiana.

## SECOND ANNUAL ACADEMY OF APPLIED POLITICS – “Classified Communications: Messaging for National Security & Foreign Affairs”

“Classified Communications: Messaging for National Security & Foreign Affairs,” featured U.S. Navy retired Rear Adm. John Kirby and Gordon Johndroe, vice president of Government Operations Communications at The Boeing Company. Sponsored by Cornerstone Government Affairs and Taylor Porter, the speakers shared their experiences communicating with the public during historical events, including the 9/11 attacks and the death of al-Qaeda leader Osama bin Laden. Kirby and Johndroe discussed their strategies for keeping the public informed without compromising national security.



James Carville talks with SGA President **Stuart Lockett** & Manship student and SGA member **Sarah Procopio**.



Collis Temple III talks at the Youth Civic Engagement Forum.



Ann Duplessis, Kim Hunter Reed, Breanna Guidry, Erin Bendily and Sarah Broome at Youth Civic Engagement Forum.



The Manship School hosts the Secretary of State Forum.



Student **Laryssa Bonacquisti** moderates the Secretary of State Forum.



**Gordon Johndroe** of Boeing discusses public relations with student **Adrienna Payton** (center) and **Rear Adm. John Kirby**.



Left to right: **Camp Kaufman**, **Rear Adm. John Kirby**, **Adrienna Payton**, **Gordon Johndroe**, **Jenée Slocum**



Students listen in on discussion.

## LUNCH & LEARN

The Lunch & Learn Program provides regular opportunities for students to hear directly from Manship School alumni and friends about their careers.

- Camille Ivy-O'Donnell – communications manager, Louisiana Association of Business and Industry
- Otey White – president, Otey White & Associates Advertising and Public Relations
- Emilia Gilbert – senior vice president of Investor Development, Baton Rouge Area Chamber
- Stephanie Cargile – Baton Rouge Public and Government Affairs manager, ExxonMobil
- Paul Dietzel – fundraising technology entrepreneur, Anedot
- David Carter – director of special projects and external relations, Louisiana Economic Development
- Julie Laperouse – expert trainer, facilitator, & motivational speaker, Emergent Method
- Sevetri Wilson – entrepreneur, consultant and social change influencer, Resilia

## PUBLIC POLICY RESEARCH LAB

The PPRL is a research center dedicated to high quality, state-of-the-art data collection and analytics. The Lab provides a variety of services including public opinion survey research, “big data” analytics, social media tracking and focus group interviews. Two notable projects include:

### 2019 Louisiana Survey

In its 18th year, the Louisiana Survey continues to be a recognized resource for policy decision makers and Louisiana residents. The 2019 Survey shows that the highest percentage of respondents since 2012 believe the state is moving in the right direction (47%), yet residents’ confidence in state government to solve problems, along with expectations for political compromise, remains low. The Survey looked at a variety of issues important to residents, including healthcare, transportation and more.

### Cook Political Report--LSU Manship School Midterm Poll

In partnership with the Cook Political Report, the PPRL launched the first of a biennial national midterm election poll in October 2018. This midterm poll is the most in-depth poll of its type and fills a gap in the American political polling terrain, going deeper to analyze voter decision-making and to elaborate on voter thinking during the 2018 congressional election. Given the level of national media attention, including 599 media citations and \$3.4 million in earned media value, this is by far the Reilly Center and PPRL’s most nationally recognized endeavor.

# GRADUATE NEWS

## Tryfon Boukouvidis

- Two conference presentations:
  - One International Environmental Communication Association (IECA, June 2019)
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



Tryfon Boukouvidis

## Kirill Bryanov

- Two journal publications:
  - One conference presentation
  - One International Communication Association (ICA, May 2019)



Kirill Bryanov

## Anthony Ciaramella

- Three conference presentations:
  - Two International Communication Association (ICA, May 2019)
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



Anthony Ciaramella

## Rachel Italiano

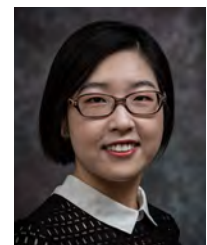
- Five conference presentations:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2018) (\*top paper award)
  - Three International Communication Association (ICA, May 2019)
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



Rachel Italiano

## Yangzhi (Nicole) Jiang

- Four conference presentations:
  - One International Communication Association (ICA, May 2018)
  - One National Communication Association (NCA, November 2018)
  - Two Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



Nicole Jiang

### **Gawon Kim**



**Gawon Kim**

- Five conference presentations:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2018) (\*top paper award)
  - One American Academy of Advertising (AAA, March 2019)
  - One American Academy of Advertising Global Conference (AAA Global, July 2019)
  - Two Association for Education in Journalism & Mass Communication (AEJMC, August 2019)

### **Tim Klein**



**Tim Klein**

- Fellowship (2019 Fulbright Award Recipient)
- Two conference presentations:
  - One Southern Political Science Association (SPSA, January 2019)
  - One American Journalism Historians Association (AJHA, October 2018)
- One book chapter
- Encyclopedia entry

### **Nia Mason**



**Nia Mason**

- One journal publication
- One conference presentation:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2018)

### **Meghan Menard McCune**



**Meghan Menard McCune**

- Four journal publications
- One conference presentation:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)

### **Jacqueline Oquendo**



**Jacqueline Oquendo**

- Two conference presentations:
  - One Association of Internet Researchers (AIR, October 2019)
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2018)
- One grant and one award
- Dr. Carolyn Stroman Award – 2018 AEJMC
- Benoit Graduate Research Grant | Field Research in Havana, Cuba (2019)

## **Martina Santia**

- Two journal publications
- Seven conference presentations:
  - One Southern Political Science Association (SPSA, January 2019)
  - One Association for Education in Journalism & Mass Communication (AEJMC) Southeast Colloquium (March 2019)
  - Two Midwest Political Science Association (MPSA, April 2019)
  - One International Communication Association (ICA, May 2019)
  - Two Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



**Martina Santia**

## **Rui Wang**

- Two journal publications
- One book chapter
- Four conference presentations:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2018)
  - One European Public Relations Education and Research Association (EUPRERA, September 2018)
  - One International Studies Association (ISA, March 2019)
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



**Rui Wang**

## **Qinqin Wang**

- One conference presentation:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



**Qinqin Wang**

## **Stephanie Whitenack**

- Two conference presentations:
  - Two Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



**Stephanie Whitenack**

## **Jessica Wyers**

- Fellow (2019 D.C. Legislative Fellow)
- One conference presentation:
  - One Association for Education in Journalism & Mass Communication (AEJMC, August 2019)



**Jessica Wyers**

# FACULTY & STAFF NEWS

## NEW ASSOCIATE DEAN

The Manship School named **Josh Grimm, Ph.D.**, new associate dean of undergraduate studies and administration in June. Grimm has been with the Manship School since 2012 and previously served as associate dean of research and strategic initiatives.

In his new role, Grimm will oversee the recruiting, curriculum and course development, experiential learning opportunities and administration for all undergraduate activities.

## NEW STAFF

**Chelsea Rainwater** joined the Manship School as the student engagement coordinator and the point of contact for prospective and current students. She is a Manship School graduate and is a recipient of the Public Relations Association of Louisiana's William Michelet Award for proficiency in public relations and commitment to community.

**Kaitlin Richard** is the school's new administrative coordinator for the Manship School's academic office. She earned her bachelor's degree from LSU's School of Social Work in 2015.

**Becca Robison** is the new assistant to the dean. She earned her bachelor's degree in 2017 in sports administration and previously worked as a ticket sales representative in the LSU Athletic Ticket Office for three years. She continued her work there while earning her master's degree in leadership and human resource development.

**Kelci Sibley** is the new Reilly Center program coordinator. A 2014 Manship School graduate, she plans Reilly Center events and initiatives. She previously worked as the marketing coordinator for Breazeale, Sachse & Wilson, L.L.P.

## ADVISER OF THE YEAR

**Courtني Guidry** was the recipient of both the National Academic Advising Association Outstanding Advising Award and the LSU Advisor of the Year award.

Both the LSU Advisor of the Year Award and the NACADA Outstanding Advising Award are presented to individuals who have demonstrated qualities associated with outstanding academic advising of students.

"Being selected to receive this award is an incredible honor," Guidry said. "I am extremely fortunate to have had the opportunity to work with outstanding students and colleagues. I love what I do and I'm excited to continue helping students achieve their academic goals."

## Student Quotes:

"Courtني is without a doubt the best advisor LSU has to offer. You will not find someone more knowledgeable, helpful and understanding about what it takes to succeed as a Manship student. We're all incredibly lucky to have her." – **Zach Roubain**, rising political communication senior

"Courtني is such a helpful presence for Manship students. As a freshman last year, she did a great job helping me not only schedule classes, but making me feel welcome in the Manship School." – **Lara Nicholson**, rising political communication sophomore



**JOSH GRIMM**



**COURTNI GUIDRY**



## NEW MANSHIP SCHOOL FACULTY

### JEFF GAUGER

**Professional-in-Residence, Content Adviser in the Office of Student Media**

Jeff Gauger is a long-time print and digital journalist. Before LSU, he spent 35 years working as a news reporter, editor and publisher in the Pacific Northwest, Midwest and South and as a top editor at three newspapers. His specialties are writing, editing, news leadership and guiding news teams from a print to digital first focus.



Gauger

### TINA M. HARRIS

**Douglas L. Manship Sr.-Dori Maynard Race, Media & Cultural Literacy Endowed Chair**

Tina M. Harris, Ph.D., is an internationally renowned scholar with particular interests in race, media representations and racial social justice. Harris' pedagogy, research and service at LSU are driven by her desire to empower others with the communication and critical thinking skills necessary for becoming global citizens.



Harris

### SHERYL KENNEDY HAYDEL

**Assistant Professor, Public Relations**

Sheryl Kennedy Haydel, Ph.D., is a scholar of race relations and social movements in the media and has previously taught communications courses at Xavier University of Louisiana, University of Southern Mississippi and Tulane University. Haydel has 15 years of field experience as a journalist and public relations practitioner. She has earned her Accreditation in Public Relations.



Haydel

### RUTH MOON MARI

**Assistant Professor, Media & Public Affairs**

Ruth Moon Mari, Ph.D., studies journalists and the constraints and incentives that shape their work, particularly in countries with



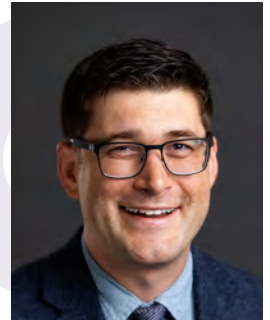
R. M. Mari

authoritarian governments and limited technology infrastructure. She has published research in "Journalism," "Information, Communication, & Society" and other journals, and she also has a background in journalism and publishing.

### WILLIAM MARI

**Assistant Professor, Media Law**

As a media historian, Will Mari, Ph.D., studies how First Amendment law changes for journalists with the transition from analog to digital technologies. Before joining LSU, he was an assistant professor at Northwest University in Kirkland, Washington.



W. Mari

### FANNY RAMIREZ

**Assistant Professor, Media Law**

Fanny A. Ramirez is an assistant professor of media law. She earned her Ph.D. from Rutgers University. She holds a joint appointment with the Manship School of Mass Communication and LSU's interdisciplinary Center for Computation and Technology. Her research examines the use of information communication technologies in the criminal justice system with an eye toward issues of discrimination, privacy and surveillance.



Ramirez

### DAVID STAMPS

**Assistant Professor, Public Relations**

David Stamps is an assistant professor in strategic communication and mass media. His background includes over a decade of public relations work in entertainment, including working in Publicity and Promotions for NBCUNIVERSAL. David earned his Ph.D. from the University of California, Santa Barbara, and his M.A. from California State University, Northridge. His research focuses on representations of marginalized groups in mass media and the impact of mass media imagery on audiences.



Stamps

# MANSHIP HALL OF FAME 2019



**Frank Donze**



**Dr. Kim Hunter Reed**



**Lyn Rollins**



**Victoria, Elizabeth and Caroline Donze** accept Frank Donze's Hall of Fame Award.

LSU's Manship School of Mass Communication honored the accomplishments of three distinguished mass communication professionals and inducted them to the Manship School Hall of Fame at its annual gala in April. In its 45th year, the Manship School Hall of Fame gala honored alumni and supporters who have achieved outstanding accomplishments in their careers. From Pulitzer Prize winners to political analysts to writers to producers, the Hall of Fame includes some of the most accomplished journalists and communication experts of our time.

The 2019 inductees are Frank Donze, Kim Hunter Reed, Ph.D., and Lyn Rollins.

The late **Frank Donze**, a 1977 graduate of the Manship School, served as the "dean" of New Orleans political reporters and was with the Audubon Nature Institute at the time of his passing. He learned the ropes at The Daily Reveille as a sports editor before graduating from LSU and beginning his career at The Times-Picayune as New Orleans City Hall reporter. With historical depth and keen social insight, he chronicled his hometown for decades. He covered five mayoral administrations and along the way some of the city's most challenging chapters. Donze was a member of The Times-Picayune team that won two Pulitzer Prizes, a George Polk Award, a National Headliner Award and the Medill Award for Courage in Journalism for coverage of Hurricane Katrina and its aftermath.

**Kim Hunter Reed, Ph.D.**, received a bachelor's degree in broadcast journalism from LSU in 1987. She is Louisiana's Commissioner of Higher Education. Her appointment in April 2018 made Reed the only female in the country currently serving as a state higher education leader who has led higher ed in more than one state. Reed has extensive higher education and government experience. Prior to being named commissioner, Reed served as executive director of the Colorado Department of Higher Education. A Lake Charles native, she served in President Barack Obama's administration as deputy undersecretary at the U.S. Department of Education, leading postsecondary diversity and inclusion work, supporting strong student and outcomes-focused policies, and coordinating aggressive national outreach efforts. In 2015, Reed chaired Louisiana's higher education transition team and served as the state's policy director. Reed also served as chief of staff and deputy commissioner for public affairs for the Louisiana Board of Regents and executive vice president of the University of Louisiana System.

**Lyn Rollins**, who received a master's in journalism from LSU in 1988, is believed to have called more televised college baseball games than any other announcer in the country. He has been the lead play-by-play broadcaster for SEC and ESPN coverage of LSU Sports since its inception. In addition, Rollins has been a Cox Sports Television play-by-play voice since 2003. He was the primary play-by-play broadcaster for Jumbo Sports' groundbreaking telecasts of LSU baseball and other state schools, beginning with LSU coverage in 1994, continuing spot duty today. He has completed state high school game of the week telecasts and hundreds of high school football radio broadcasts, and has called a range of sports including soccer, gymnastics, softball, and volleyball collegiately, primarily for LSU coverage on various networks. He is a four-time Louisiana Sportscaster of the Year and is a 2018 inductee in the Louisiana Sports Hall of Fame as a recipient of the Louisiana Sports Writers Association Distinguished Service Award in Sports Journalism.

# COURAGE & JUSTICE AWARD



LSU's Manship School of Mass Communication presented its Courage & Justice Award to The Advocate in April for its Pulitzer-prize winning work 'Tilting the Scales,' a series that shed light on Louisiana's 120-year-old use of non-unanimous jury verdicts to convict defendants in felony trials. The award recognizes the management, news and editorial staffs of The Advocate for their dedication to investigating and publishing the series. The Courage & Justice Award is presented by Hans & Donna Sternberg.

The Advocate's reporting explored the 19th century Jim Crow roots of the split jury conviction policy and its contemporary judicial effects. The series utilized a database of about 1,000 cases to show that conviction by a split jury verdict was substantially more frequent for African American defendants compared to white defendants.

In November 2018, after the series was published, Louisiana voters approved a constitutional amendment to require unanimous agreement of jurors for felony convictions, making Louisiana criminal court procedure consistent with nearly every other state in the U.S. and federal courts.



Advocate staff accepting the Courage & Justice Award: (L to R): Editor **Peter Kovacs**; Editorial Writer **Lanny Keller**; **Gordon Russell**, Managing Editor, Investigations; and Manship School Dean **Martin Johnson**.



# Manship Grad Now Living His Dream Working for Nike

**BY PAUL BRAUN**

For Nike Running Brand Director Jimmy Mouton, there's no such thing as a typical day at the office.

In his nearly 12 years at the company, the 2007 Manship School digital advertising graduate's duties have taken him to Shanghai in the lead up to the 2008 Olympics and to South Africa for the 2010 FIFA World Cup. He has shared his workspace with world class athletes like professional basketball player LeBron James and celebrities like actor-comedian Kevin Hart.

When Mouton worked for Nike's football division, he shadowed now-NFL Arizona Cardinals quarterback Kyler Murray during Murray's junior year of high school so Mouton could better understand what top-tier high school athletes wanted from their products.

As brand director for Nike Running, the names of those superstars have changed, but Mouton's enthusiasm for working with them has not. Mouton worked on Nike's Breaking2 campaign, in which star runners attempted to run a marathon – and reach one of the last great milestones in athletic achievement – in less than two hours with the help of a team of sports scientists and carefully controlled running environment.

The runners fell short, but the attempt was filmed by a docu-

mentary crew from National Geographic and broadcast live worldwide. It generated a level of excitement and a wider audience than marathon running typically attains.

In his current role, a large portion of his duties revolve around Nike's sponsorship of the Chicago Marathon. The race is one of six World Marathon Majors and its Columbus Day weekend race day is a fixture on the distance running calendar.

"Even before we got to this past year's race, we already finalized what our apparel was going to look like for next year and were working on getting it approved by the marathon. We're working on it 365 days a year." Mouton quickly corrected himself: "Well, actually 364. We enjoy it on race day."

Before his work with marathons, Mouton started the Instagram, Twitter and Facebook accounts for some of Nike's specialized product categories. Now 6.8 million people follow the Nike Sportswear Instagram account he started for more release dates and sneak peaks of limited-edition sneakers and their latest streetwear trends.

Mouton credits Professor Lance Porter, the founder of the Manship School's Social Media Analysis and Creation Lab, for his opportunity at Nike: "I always, always give credit to Lance for seeing something in me and making that connection."

## SPOTLIGHT ON STEWARDSHIP:

# JUSTIN FRANKLIN

**“I FEEL SO BLESSED to have the opportunity to be traveling with such an amazing and intelligent group of people.”**

Junior Justin Franklin from Memphis, Tennessee, is the current recipient of the Luke S. Bashore Scholarship. Through the scholarship, Franklin has excelled at the Manship School. He’s an award-winning member of the LSU Mock Trial team and recently participated in Manship’s LSU Media & Politics in Europe study abroad trip, and he shared a dispatch from his travels:

*“This past week, we visited Brussels and Amsterdam, continuing our studies on media ethics and media and politics in Europe.*

*Brussels is honestly my favorite city that we have visited so far. I immediately noticed that Brussels seemed to be a bit more peaceful than other cities like London and Paris. I am a big fan of architecture, and the city’s blend of old and new was a delight. We got the chance to go inside such landmarks as the Atomium, which now stands as a museum and exhibition site.*

*In Brussels we visited EU Parliament Headquarters and the European Federation of Journalists. We were also honored to have one of the global team members from Amnesty International come address our Media Ethics class.*

*Unfortunately, I must report that the waffles and chocolate are in fact better in Belgium.*

*One key thread of our journey through Europe is gaining an understanding of the enduring impact of humanity’s greatest conflict: war. This past week we visited Brussels and Amsterdam. These two vibrant cities have very different cultures but are forever connected through in a story post war revival.*

*In Amsterdam, we had the incredible opportunity to visit the*



*Anne Frank House and the Dutch Resistance Museum, both sobering reminders of how life in Europe was so different not that long ago.*

*My grandmother lives in upstate New York, and when we got off the train in the Netherlands, I honestly thought that was where we were. I remembered that New York was originally colonized by the Dutch, and then it all made sense!*

*Jokes aside, Amsterdam is truly a beautiful city. A boat tour of the canal system showed us how these waterways truly are the veins of city, connecting the vital parts by one intrinsic maze of water.*

*As we continue on our path to our last two cities Berlin and Prague, I feel so blessed to have the opportunity to be traveling with such an amazing and intelligent group of people. I am having so much fun!”*

**Thanks to the generosity of Gail and Randall Bashore—who endowed the Luke S. Bashore Traveling Scholar Award in loving memory of their son—junior political communication student Justin Franklin was able to travel to Europe on the Manship School’s Media & Politics in Europe study abroad trip during the summer of 2019.**

**The Luke S. Bashore Scholarship was endowed by Randy and Gail Bashore in memory of their son, Luke, who was a rising senior majoring in mass communication and sociology when his life was cut short. The four-year scholarship is for out-of-state students interested in broadcast journalism or digital media communication.**

# THANK YOU DONORS



**Chelsea Fontenot**

I want to take a moment to acknowledge you – the friends, donors and alumni of the Manship School – for the unwavering support that you provide to the School. Each year we are humbled by your passion and dedication to expanding student opportunities, advancing our scholarly research and growing our community outreach initiatives.

Your support is vital to the continued success of all we do here at the Manship School. Each and every gift, large and small, carries with it an enduring impact for which we are forever grateful. Your generosity is truly transformative in the lives of our students and in developing the next generation of communicators who will work to drive business for global companies, community nonprofits, policymakers and more.

The pages of this annual report are filled with stories of the success of our students and faculty. We are thankful that you have been a part of that story, and we hope that as we embark on the ambitious Fierce for the Future capital campaign in partnership with the LSU Foundation, you'll join us in that endeavor. Perhaps you've been inspired as you've read this report, and we want to hear from you: what is your vision for impacting our students? With your support our students will lead Louisiana and change the world.

**Chelsea Fontenot**

Director of Development, LSU's Manship School

**LEARN MORE ABOUT GIVING TO THE MANSHIP SCHOOL**  
[www.lsu.edu/manship](http://www.lsu.edu/manship)

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**Between July 2018 and June 2019, the individuals and corporations below shared their generosity with the Manship School.**

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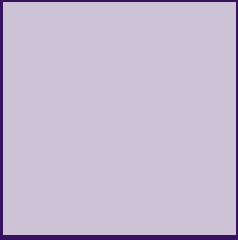
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