

**LSU**

**Manship School of  
Mass Communication**



**2022-2023  
ANNUAL  
REPORT**



JOURNALISM

LSU

144





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Cover: Brie Andras, August 2023 Graduate, Broadcast (Sports) Journalism | Photographer: T+T Natural Elegance, Tory Plus Treva.

Pages 1 & 2: Cobi Smith, MMC Graduate, August 2023.



## ACEJMC FULLY REACCREDITS UNDERGRADUATE, GRADUATE PROGRAMS

*Spring 2023 Manship School graduates.*

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) voted in May 2023 for the Manship School’s undergraduate and graduate programs to receive full reaccreditation. ACEJMC concurred with the recommendations for reaccreditation made by the Accrediting Committee and the site team in November 2022.

ACEJMC site team members described the Manship School as a “caring, resilient community dedicated to student success.” They called the school’s student advising excellent; the curriculum responsive, focused and clear; the commitment to DEI demonstrable; the public service profile outstanding; and Student Media “vibrant and well supported.”

Hyojung Park, who served as the Manship School’s associate dean for research and strategic initiatives from 2019 to 2022, led the school’s reaccreditation efforts, which began in October 2021. Park steered the self-study, what ACEJMC calls “the heart of the accrediting process,” and oversaw the site team visit in November 2022.

A core component of the self-study report is the degree to which the school complies with ACEJMC’s eight standards: mission, governance, administration; curriculum and instruction; assessment of learning outcomes; diversity and inclusiveness; faculty; student services; resources, facilities and equipment; and professional and public service. In its report, the site team described the Manship School’s self-study as “terrific.”

**“This acknowledgment is confirmation of what our faculty, staff and students practice every day to make the Manship School truly special,” said Josh Grimm, interim dean of the Manship School. “Seeing their hard work and dedication formally recognized in this way is an exceptional moment for all of us here.”**

The Manship School was previously reaccredited in fall 2015. Currently, it is one of 119 ACEJMC-accredited programs in journalism and mass communication at colleges and universities in the United States, Puerto Rico and outside the country.



The Manship School is a special place. Guests love to comment on the beauty of the building, its classrooms, and its stunning view of Tiger Stadium. However, and I realize this is a bit of a cliché, but it truly is the people that make Manship what it is. It's the compassionate, resilient, brilliant students, staff and faculty that resonate with us long after walking away from the terrace.

The passion of our faculty is unmatched, and it shows in their teaching, service and research. Dr. Katie Searles is co-leading a \$5 million project, funded by NSF, to support journalists facing online harassment. Dr. Tina Harris was named an NCA Distinguished Scholar, the first Black woman to earn this award. Dr. Jack Hamilton was honored with awards from AEJMC and AJHA for his lifetime achievements in journalism history. And Dr. Asha Winfield won NCA's Outstanding Dissertation Award.

Our staff knows our students by name and takes pride in their success. They advocate for students in and out of the classroom, exceeding the call of duty because they care. It's great to be there with the students to celebrate their wins, but it's the patience, empathy and encouragement when they temporarily stumble that truly set our staff and faculty apart. We're there to help and watch them take on the world once again.

And they rise to that challenge. Manship School students continue to shine on the national stage, blazing trails carved by our exceptional alumni. Our public relations students placed third in the national Bateman Case Study Competition for their "Plug in LSU" media literacy campaign. Our Cold Case Project students won a national investigative reporting prize for stories re-examining the shooting deaths of two Southern University students by a sheriff's deputy in 1972. And our political communication students launched LSU's first-ever creative crosswalk.

It has been one of the true honors of my lifetime to have served as dean, alongside the compassionate, resilient, brilliant students, faculty and staff of the Manship School. They are what make this place special, and I cannot wait to witness the next chapter of their success under Dean Bissell's leadership.

**JOSH GRIMM, PH.D.**

Interim Dean,  
2022-2023



I am thrilled to start this next chapter as dean of the Manship School. LSU is an outstanding university, and the Manship School's commitment to preparing creative thinkers and leaders in mass communication is exceptional.

Under Dean Grimm's leadership, the Manship School has soared for the past three years. I've had the privilege of witnessing his unyielding support of our students, faculty and staff, as I've transitioned into this role at the end of the academic year. It's been an honor to be part of Dean Grimm's team, and I am eager to continue building on that momentum.

Reading through the pages of this annual report, I am inspired by the accomplishments of our community. Manship students are innovative storytellers, nationally recognized communicators and talented researchers. Our students are LSU's student leaders in Campus Life, Student Government and Student Media. Manship faculty are award-winning scholars and teachers, and

Manship alumni are blazing trails in civic engagement, public relations, broadcast media and entrepreneurship. I am honored to stand with this brilliant community.

It is your support that enables us to create opportunities, open doors and cultivate the next generation of leaders. We are grateful that you've trusted us to champion our students, programs, research initiatives, and faculty and staff. We are leading and advising in every area of LSU's Scholarship First Agenda. Together, we will elevate the Manship School's vital role in LSU's ambitious vision.

Know that I am grateful for your passion, generosity, resilience and dedication to this incredible community. My door is always open. I value your input and am eager to write the next chapter in our school's history together.

Geaux Tigers and Geaux Manship!

**KIM BISSELL, PH.D.**

Incoming Dean,  
2023-Present

# UNDERGRADUATE CURRICULUM

*Mass communication is about storytelling with passion and purpose.*



The Manship School offers four areas of concentration: public relations, political communication, journalism and digital advertising.

Students in any concentration may choose to pursue our 3+3 pre-law program, which combines your first year of law school with your senior year of undergraduate studies.

**681** Majors

**36** 3+3  
PRE-LAW\*

**119** DIGITAL  
ADVERTISING

**119** POLITICAL  
COMMUNICATION

**165** JOURNALISM

**242** PUBLIC  
RELATIONS

\* 2 Digital Advertising, 6 Journalism, 17 Political Communication, 11 Public Relations

**76% female; 24% male**

**32% historically underrepresented\* students**

*\*Includes American Indian or Alaska Native; Asian Only; Black/African American; Hispanic/Latino and any race; Native Hawaiian/Pacific Islander; race and ethnicity unknown; two+ Races (non-Hispanic/Latino); international*

Undergraduate students are classified as pre-majors until they are formally admitted to the Manship School. Pre-majors comprise primarily freshmen and sophomore students.

**512** Pre-Majors

Includes **332** freshmen

**69** Mass Communication Minors

**282** Graduates (Summer 2022, Fall 2022, Spring 2023)



***“Strategic communication creation, planning and relationship-building in a digital world.”***

## **LSU Bateman Team Wins Third Place in National Public Relations Case Study Competition**

The Public Relations Student Society of America (PRSSA) Bateman Case Study Competition asks teams of undergraduate public relations students across the nation to apply their classroom education to create and implement a full public relations campaign. The 2023 LSU Bateman Team’s campaign, “Plug In LSU,” competed against 48 universities to place third in the nation.

Team members, consisting of six Manship School public relations seniors, created a campaign on behalf of the News Literacy Project (NLP) to encourage news literacy among millennials and Gen Z in the LSU community and Greater Baton Rouge Area. They focused on inspiring students to take an active approach when consuming news by learning how to recognize and combat misinformation practices.

By using fun and engaging events and social media content, Plug In LSU empowered LSU community members to challenge themselves and take a skeptical approach to news consumption. This empowerment ignited students’ interest to learn how to be more proactive when consuming news and build a better democracy.

*(Above) LSU Bateman Team (left to right): Sebastian Canales; Carley Oakley; Sasha Bourne; Emmie Ravain (team captain); Hannah Leger; Keegan Coon.*



# WHERE YOU CAN **GEAUX**:

Col. Christian Patterson | Public Relations, 1999

**Col. Christian Patterson** is a talking, walking example of how you need storytelling, not just engineering expertise, to have successful engineering projects.

Patterson is the 12th commander of the U.S. Army Engineer Research and Development Center, the science and technology wing of the U.S. Army Corps of Engineers. He is ERDC's first Black commander, as well as its first non-engineer and reservist commander. Patterson is a communicator surrounded by hundreds of scientists and engineers. ERDC includes seven laboratories, including the Coastal & Hydraulics Lab. This "OG," as Patterson calls it, traces its roots to the aftermath of the Great Flood of 1927, which ravaged the lower Mississippi River valley and raised national awareness of the need for modern research to solve large-scale civil engineering problems. Since then, every project ERDC has engaged in has required a good amount of storytelling since the Army Corps of Engineers can't dredge a canal, build a wall, design a dam or construct a flood protection levee without coordination and communication with multiple partners.

**"If we did not communicate, we couldn't get anything done, and we could very well have someone else working on the exact same problem we are and have that duplication of effort," Patterson said. "If you can't communicate, you can't build effectively, and that's why communication is so important."**

Patterson graduated from the Manship School with a bachelor's degree in mass communication (public relations concentration) in 1999. He then spent 20 years

as a public affairs officer in the Army National Guard, including deployments to Bosnia-Herzegovina, Kosovo and Afghanistan and special assignments in France, Honduras, the Dominican Republic and St. Kitts and Nevis. He joined ERDC as its communications director five years ago and was promoted to commander in July 2022. As an organization, ERDC has approximately 2,500 employees and manages a \$2.34 billion research portfolio. In September 2022, Patterson was inducted into the Southern Public Relations Federation's Hall of Fame.

Patterson bases his leadership style and personal philosophy on biblical principles. He takes the Old Testament's "thou shalt love thy neighbor as thyself" one step further—see others as more important than yourself.

"As a leader, you have to care about your people and position them for success," Patterson said. "I work to back our people 100 percent because the work they're doing protects our nation and our war fighters. Sometimes I do have to say 'No,' but I always try to do something to help them."

**"That's something I learned at LSU," Patterson continued. "In everything you do, do the absolute very best that you can and to the highest standard possible. But also, be humble. Learn early how to develop expertise. Don't only work to get to the next step or to graduate. Learn excellence. Those are lessons I learned at LSU and try to pass on to others."**

*A longer version of this story, written by Elsa Hahne, appeared in LSU's "Working for Louisiana" in April 2023.*



*(Above) Col. Christian Patterson accepted the unit colors from Maj. Gen. Richard Heitkamp, deputy commanding general of the U.S. Army Corps of Engineers, as he assumed command as ERDC's twelfth commander. (Photographer: Jared Eastman)*

*(Left) Col. Christian Patterson is joined by his family at ERDC's Change of Command ceremony in July 2022. Here, he was promoted to the rank of colonel.*



***“More than just politics ... Think critically and quickly to understand the importance of effective communication in shaping the policies of the world.”***

## Students Launch LSU’s First-Ever Creative Crosswalk

In May 2023, a group of political communication seniors in Prof. Bob Mann’s capstone class made history at LSU by launching the first — and only — “creative crosswalk” on campus. Their goal? Improve pedestrian safety for students. The students, part of a collaborative project across two semesters, called themselves “Tigercross.”

Prof. Mann’s political communication capstone course challenges students to find an LSU-related issue, then address it and solve it within a semester. The students worked with LSU Campus Planning and local artist Marc Fresh to create ideas for what they wanted to represent LSU. The historic creative crosswalk is located between LSU’s Student Union and Memorial Tower on Tower Drive.

One of the students from the first semester’s Tigercross team, LSU alumna Amelia Gabor, said that this project was “no small task,” and it was a proud moment for her.

**“We wanted to do something big to communicate to people that this is a walkable campus,” Gabor said. “This is one of the only walkable communities people in Louisiana will ever live in for a lot of us, and pedestrians should be prioritized. They should be safe.”**

Gabor also mentioned that the team wanted the crosswalk to be visible and easily communicated to the public.

To determine the location of the newly updated crosswalk, Tigercross analyzed pedestrian infrastructure on LSU’s campus to find the strongest and weakest spots the campus had with accidents involving pedestrians.

After working with campus planning and getting the correct funds, Tigercross was able to collaborate with local Baton Rouge artist Marc Fresh to create ideas for the image they wanted to represent LSU.



*(Top) Political communication seniors create first and only “creative crosswalk” on campus. (Bottom) Ribbon cutting.*

# WHERE YOU CAN **GEAUX:**

D'Seanté Parks | Political Communication, 2012



*D'Seanté Parks, Founder and CEO, 1000 More.*

**D'Seanté Parks** is the founder and CEO of civic empowerment app 1000 MORE. Her passion for civic engagement started young, growing up in a low-income, underserved community. Her family is from Shreveport, Louisiana, and she was born and raised in Fort Worth, Texas. After graduating from LSU's Manship School with a degree in mass communication with a concentration in political communication, she started a decade-long career in communication and political strategy for public, private and non-profit organizations. She has worked on federal, state and local elections, including on U.S. Senate campaigns for former Senator Mary Landrieu and Vice President Kamala Harris. She completed a Master of Public Policy degree at the Harvard Kennedy School and has contributed to several published works about the roots of propaganda in America and combating misinformation.

**“The education and work ethic that the Manship School instilled in me has propelled my career into one I couldn’t have imagined when I first set foot on LSU’s campus,”** said Parks. **“I hold enormous gratitude for the professors and staff who poured into me, held me to the highest standard, and served as mentors and confidants. Many of them remain an important part of my life, offering guidance and resources whenever I call.”**



**“Tell the world’s most compelling stories.”**

## Cold Case Students Win National Investigative Reporting Award for Re-Examining 1972 Southern University Shootings, Prompts Louisiana Governor to Issue Apology on State’s Behalf

Nine students from the Manship School and Southern University Law Center won a national investigative reporting prize for stories re-examining the shooting deaths of two Southern students, Leonard Brown and Denver Smith, by a sheriff’s deputy in 1972. The prize—for the best investigative work in 2022 by students at large universities—was awarded by Investigative Reporters & Editors, the largest organization of professional investigative reporters and editors.

The students—part of the LSU Cold Case Project, the unsolved civil rights murders project at the Manship School—worked on the project for 10 months, with funding provided by the Data-Driven Reporting Project created by Google News and Northwestern University’s Medill School. The four-part series was based on dozens of interviews and nearly 2,700 pages of previously undisclosed FBI documents.

The Cold Case Project team presented its findings at the 50th commemoration of the deaths of Smith and Brown at the Old State Capitol on Nov. 16, 2022.

At the commemoration, Gov. John Bel Edwards signed a formal apology letter on behalf of Louisiana to the victims’ families.

The series examined the protests that led to the confrontation on Southern’s campus, re-created the day of the shooting and showed how the FBI narrowed its search to several sheriff’s deputies but could not prove which one fired the fatal shot. It also looked at how the deaths still haunt the families, the former protest leaders and the Black community as a whole.



*(Top) Cold Case students accept IRE award for best investigative work in 2022 by students at large universities. (Bottom) Cold Case student Drew Hawkins interviews Josephine Smith and Denver Terrance at Southern University.*

## WHERE YOU CAN **GEAUX**:

Wendy McMahon | Broadcast Journalism, 1996



*McMahon graduated summa cum laude from the Manship School with a degree in mass communication (broadcast journalism). In 2019, she was named LSU's Young Alumna of the Year.*

In August 2023, **Wendy McMahon** was named president and chief executive officer of CBS News, Stations and Media Ventures. This new division includes all CBS News broadcast and streaming operations, 27 local television stations in major U.S. markets, 14 local news streaming channels and CBS Media Ventures' industry-leading first-run syndication business.

Since assuming this newly created and expanded role that makes her the first executive to lead three CBS businesses, McMahon has reshaped and unified the organization to serve evolving audiences 24/7 across multiple screens, platforms and touchpoints. New initiatives include a national movement of community journalism that will place multi-skilled journalists in several key cities in the South and Midwest, where the population is moving; expanding CBS News' commitment to live, streaming news with a renamed national channel, CBS News 24/7; creating CBS News Confirmed, a unit that identifies and informs viewers of misinformation; and launching a new game show for national syndication, Flip Side, starring Jaleel White.

**“Sig Mickelson was a professor at what is now the Manship School in the late 1930s and went on to become the first president of CBS's TV news division in the 1950s and '60s. During those formative years for network news, Mr. Mickelson said, 'Innovation and imagination were watchwords in the newsroom.' Once again, we have the opportunity to be pioneers to innovate and meet the audience expectations of tomorrow.”**

McMahon previously served as president and co-head of CBS News and Stations from 2021-23. This role marked a return to CBS, where she had previously worked at the network's owned-and-operated stations in Minneapolis and Boston. Prior to coming back to CBS, she spent 12 years with The Walt Disney Company, where she rose through the ranks to become president of the ABC Owned Television Stations in 2018.



*“Where creativity and business collide.”*

## Digital Advertising Students Place Third in Regional AAF Competition

Digital advertising capstone course students placed third in the American Advertising Federation (AAF) District 7 competition of the National Student Advertising Competition (NSAC). NSAC is the premier college advertising competition that provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client. In this year’s competition, students developed a campaign for Indeed, an employment search and recruitment company.

Team members each played different roles on the campaign: account planning (research), media (budget and press); creative and graphic design, and events. Their first step was conducting research on nationwide sentiments toward Indeed, competitors, and the overall

job search process among 18-24 year-olds via interviews, focus groups and surveys. Next, the team examined platforms used primarily by its target audience in order to maximize the campaign’s reach. Then, team members began working on creative outputs based on concept testing. They landed on “my journey x indeed,” as a result of positive feedback from their research participants, who reported enjoying a platform that could assist their job hunt without being reliant upon individual websites. Finally, the team developed fun events and sponsorships to help boost brand loyalty and encourage more people to use Indeed’s services.

Judges chose digital advertising senior Hailey Darnielle for the Creative Strategy award.

AAF District 7 represents 18 affiliate professional advertising federations in Alabama, Georgia, Louisiana, Mississippi and Tennessee.

*(Above) AdFed District 7 Student Winners (left to right): Ashley Krummel; Hailey Darnielle; Jacob LeBlanc; Aydin Martinez Holmes.*



*Lindsey Duga, author and executive with Gatorworks.*

**Lindsey Duga** is a young adult and middle grade author, as well as an executive at Gatorworks, a digital marketing agency in Baton Rouge.

After graduating from the Manship School with a concentration in advertising, Duga first found a position at Gatorworks specializing in websites. As the company grew with new services and new clientele, Duga moved from Project Manager to Account Manager to Director of Accounts and, now, to her current position as Vice President of Operations.

As VP of Operations, Duga leads the accounts and production team. She works closely with clients to formulate unique strategies to achieve their goals, as well as manages the accounts and production team. Additionally, she leads internal creative meetings, creative kickoff sessions and content marketing discussions.

While Duga grew in her role at Gatorworks, she spent every spare minute writing novels for middle grade and young adult readers, until she got her first book deal in 2016. Since her debut novel, "KISS OF THE ROYAL with Entangled Teen," Duga has been consistently publishing books, taking on new genres with various publishers. Her teen novels include "GLOW OF THE FIREFLIES," "ROARING," "STORM CHASER" and a new novel, "THE ACADEMY," is slated for January 2025. She is also published with Scholastic, and her spooky ghost stories are featured at Scholastic Clubs & Fairs. Whenever she can, Duga visits local schools to meet her readers and encourage their love for writing and storytelling.

**"My time at the Manship School, without a doubt, shaped my future. Since that fateful day walking into the head of Advertising's office where Dr. [Lance] Porter pitched to me the creative world of advertising, I was hooked. I have fond memories of sitting in the Holliday Forum before a class and writing my first novel, as well as the excitement of pitching our team's campaign for the advertising competition. At Manship, I learned immensely important writing and presentation skills that help me in my career to this day."**

# Featured Award Winners

## Students Recognized for Manship Awards, Honored as Newest Kappa Tau Alpha Honor Society Inductees

Students, faculty, staff, family and friends celebrated our student award winners and newest members of Kappa Tau Alpha (KTA) Honor Society at the Manship School's annual spring awards ceremony. KTA is a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication.



Senior Award Winners (left to right) Bayleigh Jefferson; Hannah Michel Hanks; Bridget Cotten; Joshua Archote.

Charles Manship Outstanding Graduate Student Award

**Keely Diebold**

Public Relations Outstanding Senior

**Hannah Michel Hanks**

Political Communication Outstanding Senior

**Bayleigh Jefferson**

Digital Advertising Outstanding Senior

**Melanna Sam**

Journalism Outstanding Senior

**Joshua Archote**

Hugh Mercer Blaine Service Award

**Bridget Cotten**

Bart Swanson Memorial Award in Sports Reporting

**Brie Andras**

Errol Savoie Manship Student Writing Award

**Bella Dardano**

Manship Ambassador of the Year Award

**Sebastian Canales**

## Kappa Tau Alpha Inductees

### MASTER'S STUDENTS

**Caroline Cantrelle**

**Keely Diebold**

(KTA Top Graduate Scholar)

**Douglas Groat**

**Hannah Catherine Ross**

### SENIORS

**Ryan Castellón**

(KTA Top Undergraduate Scholar)

**Jillian Blair Elliott**

**Ruby Jarvis**

**Birdie O'Connell**

**Lizzie Shaw**

### JUNIORS

**Malia Ann Cazalot**

**Matthew Delatte**

**Madelyn Frentress**

**Savannah-Leigh Schultes**



2023 KTA Inductees (left to right) Savannah-Leigh Schultes; Jillian Blair Elliott; Malia Ann Cazalot; Keely Diebold; Caroline Cantrelle; Hannah Catherine Ross; Douglas Groat; Birdie O'Connell.



## Broadcast Journalism Senior Birdie O’Connell Awarded LAB Broadcast Scholarship

The Louisiana Association of Broadcasters (LAB) recognized senior **Birdie O’Connell**, a Tiger TV sports journalist and Manship Ambassador, with the LAB Broadcast Scholarship at the 2023 LAB Prestige Awards. O’Connell was one of two students in the state to earn the \$4,000 scholarship.

O’Connell, a Charlotte, North Carolina native studying mass communication with a concentration in broadcast journalism, started off as a sports reporter for the campus newspaper, The Reveille, in her freshman year. In that role, she covered swimming, diving and beach volleyball. She was also the secretary/treasurer and proactive co-chair for the LSU Public Relations Student Society of America during her sophomore year. She most recently worked as a sports reporter at Tiger TV.

**“It is an incredible honor to be a recipient of this particular scholarship,” O’Connell said. “It has been my dream since freshman year to get it. It is extremely competitive, and only two students are chosen each year out of all the Louisiana colleges and universities. I was so excited and quite frankly, speechless. It felt like a dream come true, seeing in the email the word ‘congratulations.’ ”**



Senior Birdie O’Connell received the 2023 LAB Scholarship.

## Digital Advertising Senior Kamryn Huggins Wins Third Place in LSU Entrepreneur Competition

Digital advertising senior **Kamryn Huggins** won third place in the J Terrell Brown Venture Challenge, hosted by the Stephenson Entrepreneurship Institute at the LSU E. J. Ourso College of Business in April 2023. The contest is a live pitch competition for LSU student businesses competing for a share of \$35,000. Huggins won \$5,000 for her business, PuzzLove.

PuzzLove seeks to support the autism community through innovative products, including the Shoe Sleeve, a device designed to make shoes more comfortable for children with autism. The business emerged in 2021 after Huggins’ first entrepreneurship class. Her mother, a special needs teacher, works with children with autism. She and her co-workers often struggled with trying to keep their students’ shoes on, and eventually, they figured out that if they slipped on a pair of trampoline socks over the children’s shoes, then their problem was solved. Huggins used this to develop her business PuzzLove, which features a sock-like device to help children with autism keep their shoes on and make their shoes more comfortable.



Senior Kamryn Huggins won third place in LSU College of Business’ live pitch competition.

# Featured Award Winners

## Three Students Win Big from National Scholarship Program Recognizing Students Pursuing Mass Communication Careers



Jessica Jefferson      Kyle Stanley      Mea Morrell

Jessica Jefferson, Kyle Stanley and Mea Morrell were among the 88 recipients of The LAGRANT Foundation's (TLF) 2023 Scholarship Program, which recognizes ethnically diverse students from colleges and universities across the nation for their academic achievement, mass communication career goals and community involvement.

Jefferson and Morrell, both public relations students, each won a \$2,500 undergraduate scholarship. Stanley, a Ph.D. student in media and public affairs, won a graduate scholarship of \$3,250.

For Jefferson, a freshman from Dallas, the award helped her continue working toward achieving her career goals by helping her make new connections and cover funding for internship necessities, such as housing and transportation.

**"It is very special to me to have been a recipient of this award because it could've gone to anybody else, but they chose me among others," Jefferson said. "It also just lets you know that your hard work is paying off."**

Morrell, a junior from New Orleans, was honored to be a recipient of the award. She was eager to connect with other like-minded students and network with professionals during TLF's career-building activities. She believes being around successful professionals will give her further motivation to strive for excellence in everything she does.

**"I have worked very hard throughout my collegiate career to set myself up for success in the future," Morrell said. "I am happy that I was chosen for this opportunity that recognizes my hard work."**

The award helped Stanley, a two-time Manship School alumnus and second-year media and public affairs doctoral student, fund research for his dissertation. The Monroe, Louisiana native said he was most excited about the possibility of traveling to do fieldwork for his dissertation about influencers on an international scale. It would be an amazing experience, he said, to immerse himself in different cultures and gain a new perspective on the mass communication landscape.

**"I feel incredibly grateful to have been selected as a recipient of The LAGRANT Foundation award," Stanley said. "The recognition of my accomplishments and potential as a future scholar and mass communication professional is truly humbling. This award is not only a personal achievement, but also a testament to the encouragement and support I have received from my mentors, peers and academic community."**

## Students Win Three Love Purple, Live Gold Awards for 'Tigercast'



Tigercast students in the Tiger TV Studio following their 24-hour fundraiser.

A collaboration between Tiger TV, Student Government and Student Philanthropy Council, Tigercast is a 24-hour student-run fundraiser with the goal to raise money for LSU's Student Emergency Support Fund. Manship School students represented Tigercast's leadership team. In spring 2023, students raised \$4,420 to directly support students affected by stressful situations like fires, floods and medical emergencies. LSU Campus Life awarded Tigercast three Love Purple, Live Gold Awards in 2023: Outstanding Service Program, Outstanding Advocacy Program and Outstanding Collaborative Program.

# GRADUATE CURRICULUM



The Graduate Program offers students a doctorate (Ph.D.) in media and public affairs, a Master of Mass Communication (MMC), a dual MMC/ law degree and a graduate certificate in strategic communication. MMC students may choose from three distinct areas of study: journalism, strategic communication (public relations and advertising) or political communication.

This year, five students earned doctorates; 19 earned MMCs; 11 earned MMCs and graduate certificates; and one student earned a certificate.

*Doctoral graduate Jessica Wyers is hooded by her advisor, Michael Henderson, Ph.D.*

## Fall 2022 Doctoral Student Cohort



### Hayley Booth

Hayley Booth earned a bachelor's degree in political science in 2007 from Texas A&M University. Following graduation, she spent 14 years working as a high school journalism teacher. During that time, Booth earned a master's degree in digital media studies from the University of Houston-Clear Lake. Her research interests include political communication (specifically digital communication), public opinion and the effects of social media on elections.



### Uyen Diep

Uyen Diep previously worked as a Saigon-based reporter for seven years. She has a master's degree in journalism and mass communication from Kansas State University. Diep's research interests include journalism studies, media literacy and political communication. Diep currently works as an ASEAN correspondent for Reporting ASEAN project and a U.S.-based correspondent for Thanh Nien (Vietnam) newspaper, where she has covered international affairs since 2016.



### Caley Hewitt

Caley Hewitt earned a B.A. in international relations and development studies from the University of Windsor and a Master of Mass Communication from the Manship School. Her current research explores the use of social media in political campaigns. Hewitt's master's thesis examined female candidates and their use of stereotypical issues in Twitter campaigns when running for Congress in a mixed-gender race, compared to an all-female race.



### Nabila Mushtarin

Nabila Mushtarin earned a Master of Arts in communication (2022) from the University of South Alabama, a Master of Arts in literatures in English and cultural studies (2017), and a Bachelor of Arts in English (2016) from Jahangirnagar University in Bangladesh. Her research interests include health communication, communication for development, social media and critical/cultural studies.

## Research Round-Up

### INTERNAL RESEARCH GRANTS

The Patricia Kay Benoit Graduate Research Award for Media and Public Affairs Research and the Len Sanderson Graduate Research Award provide research support for any graduate student working on a thesis, professional project, dissertation, independent project or collaborative research project.

### PATRICIA KAY BENOIT RESEARCH AWARD RECIPIENTS

**H. Dat Tran**, 'I Know I Know Nothing': Examining the Relationship Between Media Consumers' News Literacy and News Skepticism in a Government-Owned Media System

**Uyen Diep**, 'I Am (Not) Myself': Self-Esteem, Motivations, and Self-Representation Across Social Media Platforms

### LEN SANDERSON GRADUATE RESEARCH AWARD RECIPIENTS

**H. Dat Tran** and **Uyen Diep**, The More the Merrier: How Single vs. Multiple Statement(s) Fact-Checking and Partisan Identity Influence Individuals' Trust in Fact-Checks

### THE JOHN MAXWELL HAMILTON FELLOWSHIP FOR MEDIA AND PUBLIC AFFAIRS RESEARCH

supports doctoral student research related to the dissertation, the doctoral externship or an independent research project. This year's recipients were:

**Hope Hickerson**, Post-Pandemic Life of Black Mothers in the U.S. South – A Mixed Method Approach

**Soheil Kafilivejyueh**, Emotional Diplomacy from Tel Aviv to Baghdad: Analyzing the Impact of Emotional Appeals on Social Media Engagement



*Jessica Wyers (left) and Qinqin Wang (right) earned their doctorates in media and public affairs in spring 2023.*

**THE DIVERSITY, EQUITY AND MEDIA GRANTS** fund projects aimed at advancing important conversations in the fields of journalism and mass communication as they pertain to issues of media representation, racial equity, diversity and inclusion, and social justice. This year's recipients were:

**GRADUATE STUDENTS:**

**Caley Hewitt**, Evaluations of Female Politicians in All-Women Races

**Mohammed Delwar Hosen**, Motivations and Challenges to Bangladeshi Diaspora Journalists in the U.S.

**Joshua Jordan**, America Never was America to Me: Situating COVID-19 in the Context of Historic Health Inequality in Cancer Alley

**Tiffany Smith**, Queens of Carnival: Celebrating and Centering the Black Women of New Orleans Indian Culture

**Dat Tran** and **Uyen Diep**, 'What in the World!': Examining International News Diversity and Its Impacts on Public Knowledge and Perceptions of Foreign Nations And Nationals

**FACULTY AND FACULTY/STUDENT COLLABORATIONS**

**Kathleen Searles, Ph.D.**, Substantive Representation in Voting Process Coverage: How Does the News Cover Election Administration Issues that Affect Communities of Color?

**Hyojung Park, Ph.D.**, Overcoming Double Jeopardy: The Effects of Recovery Narratives and Intersectional Stigma on Public Support for Opioid Policy Interventions

**Fanny Ramirez, Ph.D., Lance Porter, Ph.D., Kyle Stanley, Lyric Mandell, Ashlyn Barclay** and **Gabriella Jensen**, Cybersecurity Threat or Xenophobia? Public Attitudes Toward the TikTok Ban and Data Privacy



*Brielle Garner graduated with an MMC (area of emphasis: strategic communication) in spring 2023.*

**LSU Graduate Research Conference Winners**



*LSU President William F. Tate IV with Manship School graduate students and Meghan Sanders, Ph.D., the Manship School's associate dean for graduate studies and research, at the LSU Graduate Research Conference in April 2023.*

In April 2023, the LSU Pinkie Gordon Lane Graduate School hosted its inaugural Graduate Research Conference, where 18 Manship School graduate students participated. Students shared their research and projects with the broader LSU community. Awards for first, second and third place were given to students from the College of Business and the Manship School in two presentation formats: poster presentation/visual display/art exhibit and oral presentation/performance and reading. Manship students earned five of these six awards.

**Poster Presentation/Visual Display/Art Exhibit**

1st place: **H. Dat Tran**, "To Swipe, or Not to Swipe": Exploring the Uses and Gratifications of Dating Applications Among Young Adults of the LGBTIQ+ Community

2nd place: **Kyle Stanley, Caley Hewitt, Lyric Mandell, Caroline Cantrelle, Ashlyn Barclay** and **Gabriella Jensen**, "We Demand Answers, Solutions, and Results": A Comparative Discourse Analysis of Institutional Versus Student Responses to a Local Sexual Violence Crisis

3rd place: **Keely Diebold**, Exploring the Effects of Individuals' Perceived Prototypicality Within a Fandom

**Oral Presentation/Performance and Reading**

1st place: **Jordan Dove**, Watching Sports Online: Evaluating the Viewing Motivations of Sports Streaming Service Users

3rd place: **Qinqin Wang**, Is There a Balance Between the U.S. Government Secrecy Regime and Free Speech Rights of Government Employees? The Legal Landscape of the U.S. Government Control of Information

## Featured National, Regional Research Conference Wins, 38 Total Presentations

Several graduate students presented their work at the **National Communication Association's (NCA) 2022 Conference**:

Doctoral student **Hayley Booth**: *Inflaming Popular Passions: Stylization and Framing in President Donald Trump's Tweets.*

Doctoral student **Rockia Harris**: *Real World and Supernatural Hauntings: Analyzing Blackness and Monstrosity in 'Them' from a Black Feminist New Materialist Perspective.*

Master's students **Olivia Nuss** and **Hannah Ross**, along with **Assistant Professor Fanny Ramirez, Ph.D.**: *#Narcissistic Abuse: Sharing Personal and Educational Narratives during Domestic Violence Awareness Month.*

Graduate students were well represented at the **Association for Education in Journalism and Mass Communication's (AEJMC) 2023 Conference**. Award-winning projects included:

Doctoral student **Ayla Oden** won first place in the Student Paper category of the Political Communication Division for her project, *Stereotypic Spaces and Hate Speech: How Female Members of Congress Navigate Threats on Twitter.*

Doctoral students **H. Dat Tran**, **Uyen Diep** and **Nabila Mushtarin** won Top Student Extended Abstract in the Scholastic Journalism Division for their project, *Witty Catch-Phrase: Examine the Influence of Title Elements on Mass Communication Scientific Publications' Reach.*

**Assistant Professor Asha Winfield, Ph.D.**, along with Ph.D. students **Hope Hickerson** and **Joshua Jordan**, won first place in the Faculty Paper category of the Entertainment Studies Interest Group for their project, *Our Stories in Queen Sugar: Black Health Storytelling in Primetime Media During the COVID-19 Pandemic.*

Doctoral student **Joshua Jordan** presented two projects at the **International Communication Association's (ICA) 2023 Conference**: *COVID-19 Experiences and Representations: An Intersectional Analysis and Cultivating Copaganda: Black Audiences' Consumption of Black Law Enforcement TV Characters and Attitudes Toward Law Enforcement* (co-authored with David Stamps, Ph.D., and Deja Rollins; presented by Stamps).

First-year master's student **Tu Truong**'s two research projects were accepted to conferences. His project, *We Are All in This Together: Multinational Companies' Local SCR Initiatives Approach for Corporate Advocacy in Vietnam*, was accepted to the **26th annual International Public Relations Research Conference (IPRRC)**. His project, *Corporate Social Responsibility (CSR) Communication Patterns of Multinational Corporations (MNCs) in the Fastest-Growing Economy in the Southeast Asia Region*, was accepted to the **2023 AEJMC Midwinter Conference**.

Doctoral students **Uyen Diep**, **Dat Tran** and **Soheil Kafiliveyjuh** were awarded Top Paper Abstract in the **2023 AEJMC Midwinter Conference**, Political Communication Division, for their project, *The More the Merrier: How Single vs. Multiple Statement(s) Fact-Checking and Partisan Identity Influence Individuals' Trust in Fact-Checks.*



(Above) Caley Hewitt presents her research at the AEJMC 2023 Conference.

(Below) Spring 2023 MMC graduates.



# BEYOND THE CLASSROOM



## Six Students Represent Manship School on LSU Homecoming Court

**Micaiah McZeal**, political communication sophomore

**Ryan Castellón**, public relations junior

**Juliette LeRay**, public relations junior

**Sebastian Canales**, public relations senior

**Lyric Mandell**, Ph.D. student

**Kyle Stanley**, Ph.D. student



Micaiah McZeal, Lyric Mandell, Sebastian Canales.



Kyle Stanley with Mike the Tiger.



Broadcast journalism senior Chris Langley won big on "Wheel of Fortune" during the show's College Week in November 2022. Photo Credit: Carol Kaelson/Wheel of Fortune®/© 2022 Califon Productions, Inc. ARR.

## Senior Wins Big on 'Wheel of Fortune,' A Childhood Dream Come True

**Christopher Langley**, a senior from Gretna, Louisiana studying broadcast journalism, won big on the television game show "Wheel of Fortune" during College Week on Nov. 21, 2022. He took home more than \$19,500 in cash and prizes.

Growing up, Langley and his dad always watched "Jeopardy!" and "Wheel of Fortune" after dinner. The two would have a friendly competition during each episode, and by the time Langley was in high school, his dad encouraged him to apply to be a contestant. In May 2021, Langley decided to apply on a whim. The former Tiger TV sports reporter and producer was shocked when he was chosen.

**"The experience was a memory I will never forget," said Langley. "It was a childhood dream finally accomplished. My favorite part was just being there and taking it all in. I never thought in a million years I would be on the set of my favorite game show, let alone playing America's Game at just the age of 21."**

◀ Previous page: Ryan Castellón and Juliette LeRay, both public relations juniors, represented the Manship School on LSU's 2023 Homecoming Court.



## MMC Student Moumita Roy is a Voice for International Students on Campus



*Moumita Roy.*

First-year MMC student **Moumita Roy** has been named the inaugural director of the International Student Affairs branch of LSU Student Government. Roy, who is also a graduate assistant for the Manship School's Reilly Center for Media & Public Affairs, said her mission is clear: advocating for equal health care, mental health awareness, transportation and other essential facilities for international students at LSU. Through collaboration with international student organizations and the International Cultural Center, she aims to create a truly inclusive space for the international community on campus.

## MMC Student Kourtney Janeau Works as PR Escort at 2023 NAACP Image Awards, Wins LSU Student Award

**Kourtney Janeau** was a public relations escort at the 2023 NAACP Image Awards in March 2023. At the awards ceremony, she escorted and secured press interviews for the president of the NAACP Wisconsin Chapter. Janeau also earned LSU's Black Women Empowerment Initiative Pearl Henry Payne Award at its annual Phenomenal Woman Awards. The award recognizes an LSU student who is leaving an impact on Black women in the Baton Rouge community and beyond.



*MMC student Kourtney Janeau, a public relations escort at the NAACP Image Awards, poses with celebrity Tabitha Brown on the red carpet.*



*Journalism and broadcast teams from Saint Paul's School in Covington, Louisiana took home first place in Best Overall Media Sweepstakes at the 2023 LSPA Conference.*

## Manship School Hosts Statewide High School Student Media Conference, Competitions

More than 100 high school students and teachers convened at the Manship School on March 10, 2023 for the Louisiana Scholastic Press Association (LSPA) Conference, a day of workshops and an awards ceremony celebrating the state's best scholastic media. Manship School alumna and Louisiana Association of Broadcasters' 2021 Multimedia Journalist of the Year Kennedy Walker was the LSPA keynote speaker. In addition to tours of the Manship School and Student Media, high school students engaged in workshops about sports and media; storytelling; LSU trivia and the application/admissions process; getting involved in LSU Student Media; ChatGPT and AI; and how to be LSU's Mike the Tiger's spokesperson.

### FEATURED STUDENT INTERNSHIPS

225 Magazine  
 Adam McCarty Insurance Agency  
 Alchemy Agency  
 America, My Oyster Association  
 Baton Rouge Area Foundation  
 Baton Rouge Bar Association  
 Baton Rouge Rougarou  
 Big Buddy Program  
 Blue Cross and Blue Shield of Louisiana  
 Cardinal Group Management  
 Cazayoux Creative  
 Center for Planning Excellence  
 City of Delray Beach  
 Downs, Saffiotti & Boudreaux, LLP  
 Echo Tango  
 ExxonMobil  
 Fig & Dove

Harris, DeVille and Associates  
 Intralox, LLC  
 Jones Walker LLP  
 Keogh, Cox & Wilson, Ltd.  
 Kevin Harris Architect  
 KPRC-TV Graham Media  
 KSAT 12 TV ABC  
 Lamar Advertising  
 Louisiana Department of Justice  
 Louisiana Division of Administration  
 Louisiana Internet & Television Association  
 Louisiana State Office of Broadband Development  
 LSU Football  
 LSU Innovation & Ecosystem Development  
 MESH Advertising

Nexstar  
 Otey White & Associates  
 Owlsh Agency  
 Pearson  
 Penn National Gaming  
 Public Affairs Research Council of Louisiana  
 Raising Cane's River Center  
 SC Commission for the Blind  
 Spears Group  
 The Shobe Financial Group  
 Three Six Zero Industries, LLC  
 Ultimate Fighting Championship  
 WAFB TV  
 Weiler Plastic Surgery  
 WGNO-TV  
 Zehnder Communications

# ON THE *GEAUX*



**CANNES FILM FESTIVAL IN FRANCE:** Sixteen students, led by **Dr. Lance Porter**, traveled to the French Riviera for the annual Cannes Lions International Festival of Creativity this summer. Students joined over 11,000 communication professionals from 90 countries and attended workshops, seminars, screenings and events hosted by companies such as Google, Meta, Spotify and TikTok.

**POLITICS, MEDIA IN THE NATION'S CAPITAL:** This summer, 10 students, led by **Dr. Jack Hamilton**, participated in the LSU in D.C. program, which merges academic coursework with hands-on experiences in media and politics. They visited iconic landmarks, such as the White House and Supreme Court, and interacted with prominent media professionals, including Bradley Beychok, president of Media Matters for America, and Mike McCurry, former White House press secretary.



**MEDIA LITERACY ACADEMY IN AUSTRIA:** Five students, led by **Prof. Len Aparc**, traveled to Salzburg, Austria, where they participated in the Salzburg Academy on Media Literacy and Global Change. Students and faculty from four continents gather to envision how to improve media trust, accessibility and education issues. Students reside at an 18th century restored rococo palace, the grounds of which were used in the filming of "The Sound of Music" 60 years ago.



**NABJ CONVENTION IN ALABAMA:** LSU NABJ students attended the 2023 National Association of Black Journalists (NABJ) Convention and Career Fair in Birmingham, Alabama. The group, steered by **Prof. Lisa Page**, also toured civil rights landmarks in Selma, Alabama and had the opportunity to meet George Sallie, who was one of the original foot soldiers who marched on Bloody Sunday.



**COLLEGE MEDIA ASSOCIATION MEDIA FEST IN WASHINGTON, D.C.:** Students from Tiger TV, The Reveille and the Society of Professional Journalists traveled to Washington, D.C. for Media Fest, a journalism convention that brings together professional journalists, college media advisers and student journalists for workshops, networking and more. **Profs. Cindy Carter, Jeff Gauger** and **Freda Yarbrough-Dunne** led this trip.



**SXSW IN AUSTIN, TEXAS:** Five students and two faculty, **Profs. Cindy Carter** and **Sadie Wilks**, road tripped to Austin, Texas to experience South by Southwest, a mega convergence of tech, film, music, education and culture. SXSW features sessions, music and comedy showcases, film screenings, exhibitions, professional development and networking opportunities.

# STUDENT MEDIA

TIGER TV | REVELLE | KLSU | GUMBO | THE MAG



*The Mag, a quarterly lifestyle magazine catering to LSU students' interests, is the newest addition to LSU Student Media. It launched in 2019.*



*(Above) Reville reporters working in the newsroom.*

*(Below) Tiger TV anchors in the studio.*



The past year in Student Media has been one of constant motion, opportunities and great success.

The Reveille started the fall semester at a temporary location while we waited for the renovation of the newsroom to be finished. We wrapped up over winter break, and we're excited to be in our new space. Stop in and see!

Last fall, students had the chance to attend professional development conferences. A total of 13 students traveled to the College Media Association's Media Fest in Washington D.C. and College Broadcasters, Inc. in Baltimore. With the ever-changing media landscape, these opportunities really help shape how students cover the world around them.

At the end of the fall, another opportunity for our students came in the form of the SEC championship game. Reporters from all three outlets traveled to Atlanta to cover the Tigers. The outcome of the game wasn't what Tiger fans had hoped for, but the experience was invaluable for our reporters. We would never have guessed that things were just getting started.

In the spring, LSU Women's Basketball and Men's Baseball championship wins brought along more great opportunities for our students. KLSU sports reporters had the chance to call live SEC baseball games this spring, offering more invaluable experience.

Student Media continued to excel, with 52 contest wins last year in news, sports and design competitions, including 6th place by Tiger TV's Aria Pons in the coveted Hearst television news category.

Once again, fundraising for KSLU, Tiger TV and Reveille was successful, even in the current economic climate. These funds help provide opportunities for our students to travel to conferences, cover events or invest in equipment and technology updates.

By now, you can see the theme I'm going for: opportunities. Opportunities to learn skills that will prepare them well for their future. Opportunities to cover national events. Opportunities to win local and national awards. This year was about opportunities and making the most of them. Our students did just that. I'm excited to see what future opportunities hold for them!



**JOHN FRISCIA**  
Director, LSU Student Media



## Senior Aria Pons Wins 6th Place in National Hearst Journalism Awards Competition

Broadcast journalism senior Aria Pons placed sixth in the Television Features News Competition of the 2022 — 2023 Hearst Journalism Awards Program. The competition received 77 entries from 47 schools.

The Florence, Alabama native earned recognition for two broadcast news packages she created as the station manager and a sports reporter for Tiger TV, LSU's official student-run media organization. Pons' news package, "Sports Betting is Trending Up," focused on how sports betting is becoming popular in states such as Louisiana. In the senior's other news package, "Alcohol 101: What to Know Before You Go Drinking in College," she reported on the misconceptions college students have about alcohol consumption.

**"My goal in creating these pieces and any piece that I do is to inform the masses through journalism in any way that I can," Pons said. "These ideas led to stories that I thought the public should know about."**

Pons' win ties for the highest Manship School student's placement in the competition since 2013.



*Tiger TV Students, Spring 2023.*

**Louisiana Press Association 2022 Better Newspaper Competition, Division 6, College Division**

**BEST FEATURE STORY**

FIRST PLACE: **Josh Archote**; Reveille; "Sons of KKK member"

SECOND PLACE: **Maddie Scott**; Reveille; "LSU Professor aims to be national champion swimmer"

**BEST SINGLE EDITORIAL**

FIRST PLACE: Reveille; "Sorry, President Tate. We work for the public, not for you."

SECOND PLACE, Reveille; "Texas A&M censorship unacceptable"

THIRD PLACE: Reveille; "The Reveille is dedicated to investigating Title IX abuses. Is LSU?"

**BEST SPORTS COLUMN**

FIRST PLACE: **Henry Huber**; Reveille; Henry Huber Columns

**BEST INVESTIGATIVE REPORTING GIBBS ADAMS AWARD**

FIRST PLACE: Staff; Reveille; "Southern University Students shot on campus, 50 Years later"

**BEST REGULAR COLUMN SAM HANNA AWARD**

FIRST PLACE: **Brandon Poulter**; Reveille; Brandon Poulter Columns

**Society of Professional Journalists (SPJ) Region 12 Mark of Excellence Awards**

**TELEVISION FEATURE REPORTING**

WINNER: **Aria Pons**; Tiger TV; "More than meets the eye"

FINALIST: **Brie Andras**; Tiger TV; "The upside of Downs"

**TELEVISION GENERAL NEWS REPORTING**

WINNER: **Ally Kadlubar**; Tiger TV; "Legislating care in crisis"

**TELEVISION IN-DEPTH REPORTING**

WINNER: **Oscar Tickle, Birdie O'Connell, Chloe Gehman**; Tiger TV; "Cancer alley"

**TELEVISION SPORTS REPORTING**

WINNER: **Aria Pons, Chris Langley, Logan Puissegur, Eddie Lewis**; Tiger TV; "Sports betting"

FINALIST: **Brie Andras**; Tiger TV; "Tiger Girls for the win"

**RADIO NEWS REPORTING**

FINALIST: **Lucia Restrepo Bralley**; KLSU; "Campus safety"



## IN-DEPTH REPORTING (LARGE, 10K+ STUDENTS)

WINNER: **Lara Nicholson, Zane Piontek, Brea Rougeau, Jada Hemsley**; Shreveport Times/LSU Manship School News Service; “As murders surge in Louisiana, the number of cases being solved is dropping”

FINALIST: **Josh Archote**; Reveille, “An LSU Greek Life mystery: fake names and potential entrapment?”

## FEATURE WRITING (LARGE, 10K+ STUDENTS)

WINNER: **Josh Archote**; LSU Manship News Service; “A Klansman’s sons seek to understand and redress his wrongs”

## GENERAL COLUMN WRITING (LARGE, 10K STUDENTS)

WINNER: **Claire Sullivan**; Reveille; Columns

FINALIST: **Brandon Poulter**; Reveille; Columns

## GENERAL NEWS REPORTING (LARGE, 10K STUDENTS)

FINALIST: **Piper Hutchinson**; Houma Today/LSU Manship News Service; “Reanimation of Greene tragedy, and timing, could have far-reaching consequences”

## EDITORIAL/OPINION WRITING

FINALIST: Reveille Editorial Board; Reveille; Editorials

## SPORTS COLUMN WRITING

FINALIST: **Henry Huber**; Reveille; Columns

## Arkansas Pro Chapter of the Society of Professional Journalists Diamond Student Awards

### GENERAL NEWS

WINNER: **Josh Archote**; Reveille and Isureveille.com; “An LSU Greek Life mystery: fake names and potential entrapment?”

### FEATURES

WINNER: **Ava Borskey**; Tiger TV; “Azaleas and Buddy Lee”

FINALIST: **Aria Pons**; Tiger TV; “More Than Meets The Eye”

FINALIST: **Will Nickel**; Reveille and Isureveille.com; “How much do LSU football players eat? I ate an offensive lineman’s diet to find out”

### SPORTS

WINNER: **Patricia Caputo, Liam Haley**; KLSU; “LSU swimmer Spencer Adrian interview”

FINALIST: **Connor Barney**; Reveille and Isureveille.com; “Wonder Women: LSU female athletes”

FINALIST: **Patricia Caputo**; KLSU 91.1 FM; “LSU tennis player Safiya Carrington interview”

### EDITORIALS

WINNER: Reveille Editorial Board; Reveille and Isureveille.com

## JUDGE’S COMMENT:

*The Reveille Editorial Board took bold stands in their editorials. Their well-written and well-researched editorials showed they are not afraid to call out university officials when necessary. They are a shining example of student journalists unafraid to speak on issues of concern to their communities.*

## COMMENTARY

WINNER: **Claire Sullivan**; Reveille and Isureveille.com; Columns

FINALIST: **Henry Huber**; Reveille and Isureveille.com; Sports Columns

FINALIST: **Brandon Poulter**; Reveille and Isureveille.com; Columns

## A&E COVERAGE

WINNER: **Katy-Ann McDonald**; Reveille and Isureveille.com; “Valuable African American Poetry collection finds new home in Hill Memorial Library Special Collections”

## BUSINESS

FINALIST: **Ally Kadlubar**; Tiger TV; “Lip Smackin”

## EDUCATION

FINALIST: **Piper Hutchinson**; Reveille and Isureveille.com; “The Reveille digs into maintenance problems on the LSU campus”

*Trinitee Johnson, Tiger TV Reporter.*



From the Men and Women's NCAA Final Four to the SEC Championship football game, Manship School students experienced working as journalists covering championship-level sports more than ever before this year.



(Above) Sophomore **Andre Champagne**, a KLSU sports reporter, covers the 2023 NCAA Women's Final Four in Dallas.

(Above) Freshman **Jaida Farris**, a Tiger TV sports reporter, worked as a CBS Sports production support intern at the 2023 NCAA Men's Final Four.

(Below) KLSU and Tiger TV students work the 2023 NCAA Women's Final Four.





(Above) Sophomore **Patricia Caputo**, KLSU Sports Director, covers LSU Football.



(Below) Broadcast journalism senior and Tiger TV reporter **Brie Andras** covers LSU Football in the SEC Championship Game in Atlanta in December 2022.



(Above) Broadcast journalism freshman and Tiger TV reporter **Maddie Erickson** covers LSU Football in the SEC Championship Game in December 2022.

(Below) Tiger TV sports reporter **Pamela Branz** covers LSU Football Championship.



# FACULTY & STAFF



*(Above) Faculty members (left to right) Dr. Josh Darr, Dr. Michael Henderson, Prof. Roxanne Dill, Dr. Meghan Sanders and Dr. Will Mari on stage with Ph.D. graduates Jessica Wyers and Qinqin Wang at the spring 2023 commencement. (Below) Dr. Yongick Jeong, digital advertising associate professor, at spring 2023 commencement.*



## New Staff, Faculty & Administrators

### ADMINISTRATION



**Kim Bissell, Ph.D.**, Dean

Kim Bissell was named dean of the Manship School, effective July 24, 2023. Prior to this role, she served as the Southern Progress Endowed Professor in Magazine Journalism and Associate Dean for Research in the College of Communication and Information Sciences at

the University of Alabama. Additionally, she served as the Executive Director of the college's research institute, the Institute for Communication and Information Research, and was a full professor in the Department of Journalism & Creative Media. Bissell has studied the social effects of media specific to health outcomes for more than 20 years and has an active research program in the area of sports communication.



**Joshua Darr, Ph.D.**, Associate Dean for Research and Strategic Initiatives

Josh Darr holds a joint appointment as an associate professor in the Manship School and the Department of Political Science. In April 2022, Darr was one of 28 scholars nationwide to be selected for the 2022 Class of Andrew Carnegie

Fellows. His research focuses on American government and political communication, with an emphasis on political behavior, campaign strategy and local media.



**Meghan Sanders, Ph.D.**, Associate Dean for Graduate Studies and Research

Meghan Sanders, an associate professor, previously served as the School's associate dean for research and planning from 2012 to 2016. She also served from 2010 to 2022 as director of the School's

Media Effects Lab. Sanders' research specializes in media psychology, focusing on the psychological effects of mass media, as they pertain to psychological and subjective well-being.



**Nathan Kalmoe, Ph.D.**, Interim Associate Dean for Undergraduate Studies and Administration

Nathan Kalmoe holds a joint appointment as an associate professor in the Manship School and the Department of Political Science. From 2017 to 2022, he served as the political communication area

head. Kalmoe's research hinges on communication, political science, psychology and history. In February 2022, he received the LSU Emergent Scholar Rainmaker Award.

### STAFF & FACULTY



**Angela Fleming**, Retired

Angela Fleming, the Manship School's assistant dean of administration, retired after 40 years at LSU, in January 2023. Fleming worked at the Manship School for 20 years. She worked for 10 years at LSU Athletics and another 10 years in the Department of Electrical and Computer Engineering. Fleming received the "LSU Chronos Award for The Person of the Hour" at her retirement celebration.



**Kanick (Kyrin) J. Lewis, III**, Student Engagement Coordinator

Kyrin Lewis is a Manship School alumnus ('21) with a concentration in journalism and an African and African American Studies minor. He worked as a Manship Ambassador, resident assistant, Tiger TV reporter and KLSU DJ.



**Jax Jeffries**, Academic Counselor

Jax Jeffries previously worked as an academic counselor for LSU's College of Humanities and Social Sciences. Prior to LSU, Jeffries worked as an assistant coach and recruiting coordinator for the Women's Acrobatics & Tumbling team at the University of Oregon.



**Renee Lucas**, Academic Counselor

Renee Lucas is a two-time Manship School alumna who received her B.A. with a concentration in public relations ('20) and a minor in business administration. She earned an MMC in strategic communication ('22).



**Tristyn Meche**, Academic Office Coordinator

Tristyn Meche holds a bachelor's degree in business administration and management from Southeastern Louisiana University. She is currently pursuing a Master of Business Administration from LSU.



**Becca Robison**, Human Resources (HR) Specialist

Becca Robison transitioned from assistant to the dean to HR specialist in April 2023. In her new role, Robison will serve as the School's human resources liaison to LSU, providing administrative support, as well as office and policy

management. She is a two-time LSU alumna, having earned a bachelor's degree in sports administration and a master's degree in leadership and human resource development.



**Becky Sadler**, Career Coach

Becky Sadler is the Manship School's career coach, a joint position with the LSU Olinde Career Center. Sadler's background is in graphic design, advertising and marketing, and account management. She served on the American Advertising Federation of

Baton Rouge Board of Directors for 10 years.



**Chad Sabadie**, Professional-In-Residence in Sports Broadcasting

Chad Sabadie's career in south Louisiana sports broadcasting has allowed him to cover several Super Bowls, Saints and LSU games, College Football National Championship games and the College World Series, among many

others. A Manship School alumnus, Sabadie most recently worked as a morning news anchor for WDSU in New Orleans.



**Willow Sauermilch, Ph.D.**, Lamar Family Postdoctoral Fellow

Willow Sauermilch earned a Ph.D. in media and communication from Texas Tech University. Her interdisciplinary research focuses on media processing and effects at the intersection of children/adolescent and disability media use.

*Political communication associate professor Michael Henderson, Ph.D., (left) with his advisee, Ph.D. graduate Jessica Wyers (center), and Interim Dean Grimm at the spring 2023 commencement ceremony.*



## Celebrating Nationally Recognized Faculty

### Tina Harris Named National Communication Association Distinguished Scholar



**Tina Harris, Ph.D.**, Manship-Maynard Race, Media, and Cultural Literacy Endowed Chair, was selected as a recipient of the prestigious National Communication Association (NCA)'s Distinguished Scholar Award. Harris was the first Black woman to receive this award for her lifetime of scholarly achievement in the study of human communication.

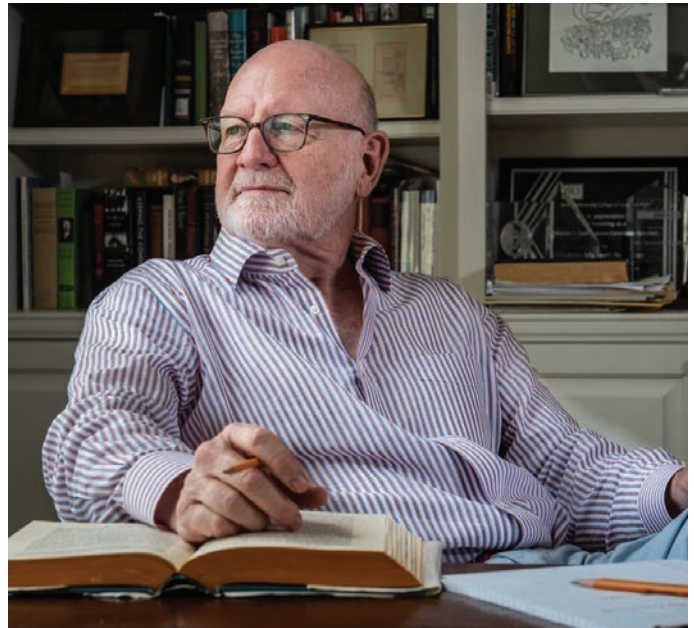
**“It means a lot to receive this prestigious award because I can be an encouragement to other people from historically underrepresented racial or ethnic groups,” Tina Harris, Ph.D., said. “When they see me and hear my story, they can say, ‘If she can do it, I can do it too.’ ”**

Beyond academia, Harris has received high accolades for her impactful mentorship. The Organization for the Study of Communication, Language and Gender (OSCLG) selected her as its 2022 Feminist Teacher-Mentor Awardee for inspiring students and colleagues by modeling feminist ideals of caring, community power-sharing and commitment, while also earning individual and collaborative records of achievement.

Through her work, Harris hopes to advance discourse surrounding the importance of different races forming long-lasting and vigorous relationships with each other in academia and the greater society. This is the spirit of her forthcoming solo-authored book “Dismantling Racism, One Relationship at a Time.”

In spring 2023, Harris received LSU’s Faculty Diversity, Equity & Inclusion Mentoring Award. The award highlights the quality and dimension of the nominee’s active work in the promotion of diversity and inclusion in the LSU community.

### John Hamilton Honored with AJHA’s Lifetime Achievement Award, AEJMC’s Media History Award



**John Maxwell Hamilton, Ph.D.**, was honored in 2023 with two prestigious national awards. In June, he received the Donald L. Shaw Senior Scholar Award by the Association for Education in Journalism and Mass Communication’s (AEJMC) History Division. This award honors a scholar who has a demonstrated record of excellence in media history that has spanned at least 15 years, including division membership.

In August 2023, Hamilton was named the 2023 recipient of the Sidney Kobre Award for Lifetime Achievement, the American Journalism Historians Association’s (AJHA) highest honor. AJHA’s Kobre Award honors individuals with an exemplary record of sustained achievement in journalism history through teaching, research, professional activities or other contributions to the field of journalism history.

Hamilton’s bestowal of AJHA’s highest honor follows the release of his nationally acclaimed 2020 book, “Manipulating the Masses: Woodrow Wilson and the Birth of American Propaganda,” which tells the story of the enduring threat to American democracy that arose out of World War I: the establishment of pervasive, systematic propaganda as an instrument of the state.

**“It has been a privilege to think and write about journalism history, for the roots of our profession provide warnings and inspiration for contemporary reporters and editors,” said John Hamilton, Ph.D. “I have been doubly fortunate to have done this work with both professional and academic colleagues from whom I learned much. This award would never have come without them.”**

## Asha Winfield Selected as Recipient of National Dissertation of the Year Award



Critical and cultural media scholar **Asha Winfield, Ph.D.**, was selected to receive the 2022 National Communication Association's (NCA) Gerald R. Miller Outstanding Dissertation Award. Her dissertation explored Black women's silhouetted representation in Hollywood's version of history and frames new concepts like "intersectional call and response" and the "Black living room pedagogy," where learning Black history is shaped by Black memories and storytellers.

As a qualitative scholar, Winfield uses film and narrative to co-construct a reality that is visual, rigorous and scholarly. As a Black scholar who studies Black communities in the South, she appreciates that she can harness these methods to research and create media.

**"Research is a learning tool, and methods should be empowering to those who've been historically excluded and silenced," Asha Winfield, Ph.D., said. "... Art has always been a method that speaks to multiple cultures, disciplines and exists throughout time."**

Winfield is the founder of The Storytellers Lab (TSL), a dedicated space where academia and creativity can coexist. The digital research lab gives scholars the opportunity to use interpretive and art-based methods for storytelling that focuses on identity, culture and society. In March 2023, TSL hosted a screening of the documentary "Katrina Babies," followed by a conversation with the director/creator Edward Buckles, Jr.

In spring 2023, Winfield received the LSU Alumni Association Rising Faculty Research Award. The award recognizes faculty at the rank of assistant professor who have outstanding records of scholarship and published research.

## Kathleen Searles' Research Team Awarded \$5 Million NSF Grant to Study Online Harassment of Experts



Experts are increasingly reliant on platforms such as X to publicly communicate their work. At the same time, cyber abuse and harassment are growing—malicious actors troll online spaces, often creating hostile environments.

**"How do we find ways to change the norms in these spaces that ultimately can shift the likelihood that someone will be abusive?" asked Kathleen Searles, Ph.D., associate professor of political communication.**

**Kathleen Searles, Ph.D.**, is co-leading research, funded by the National Science Foundation (NSF), to expand work on supporting experts facing online harassment campaigns. The project, totaling \$5 million over two years, will fund the creation of a comprehensive system of care that merges social and technical resources for expert communities in need. The NSF cooperative agreement is housed at the George Washington University's Institute for Data, Democracy & Politics, where the study's principal investigator, Rebekah Tromble, is director.

Through her work to develop a comprehensive system of care for experts who have experienced online abuse and harassment, Searles identified another factor at play: bystanders. As a 2022 Anti-Defamation League (ADL) Center for Technology and Society Belfer Fellow, Searles will explore the role of bystanders in mitigating online harassment and abuse.

Building on this line of research, Searles hopes these dual projects will help decrease cyber abuse and harassment, starting with journalists and, eventually, scaling to all experts.



## Featured Accolades and Research Highlights



**Hyojung Park, Ph.D.**,’s proposal, “Strategic Climate Change Communication: An Integrated Approach to Public Segmentation for Improving Acceptance and Action on Climate Change,” was selected as the winner of the Manship School Pilot Grant Competition. The proposal focuses on identifying diverse publics and understanding their characteristics in the context of climate change. It is the first step within a larger, three-fold research program aiming to develop a theoretical foundation for improving the practice of climate change communication. Park was offered a professorship and total research funding of \$25,000.

**Joshua Darr, Ph.D.**, presented “The Roles Journalists Might Play in Political Polarization Through Quantitative-Qualitative Study” at the 2023 International Communication Association conference.

**Ruth Moon Mari, Ph.D.**, presented “ ‘Everything Else is Public Relations’: How Rural Journalists Draw the Boundary Between Journalism and Public Relations in Rural Communities” at the 2023 International Communication Association conference.

*(Top photo) Dr. Hyojung Park, public relations associate professor.*

*(Bottom photo) Dr. Soojin Kim and Dr. Sue Kim on the first day of classes.*

**Will Mari, Ph.D.**, earned an honorable mention from the American Journalism Historians Association for Book of the Year for his book, “The American Newsroom: A History, 1920-1960.” He also received a travel grant to visit McGill University and its Osler Library of the History of Medicine in Montreal. He was selected for the Dr. Dimitrije Pivnicki Award. The grant will help fund research for one of his upcoming projects doing archival work. During his travel, he will be looking for coverage of repetitive stress injuries with news workers during the computerization of the newsroom in North America during the 1970s and 1980s.

**Hyojung Park, Ph.D.**, Ruobing Li, Ph.D. (Stony Brook University), **Chun Yang, Ph.D.**, **Josh Grimm, Ph.D.**, and **Lance Porter, Ph.D.**, won second place in the Faculty Paper category of the Communicating Science, Health, Environment and Risk Division of the Association for Education in Journalism and Mass Communication 2023 conference. Their project was titled, “The Role of Media in Addressing Opioid Use Disorder.”

**Sujin Kim, Ph.D.**, presented “What the Green Consumers Really Want: The Moderating Role of Self-Benefit and Other-Benefit Appeals” at the 2023 International Communication Association conference.

**Meghan Sanders, Ph.D.**, presented “Enjoying the Greater Social Good: Entertainment Media and Social Consciousness” and “Centering the Black Woman: Exploring the Emergency of Identity Politics in HBO’s ‘Watchmen’ ” at the 2023 International Communication Association conference.

**Asha Winfield, Ph.D.**, along with Ph.D. students **Hope Hickerson** and **Joshua Jordan**, won first place in the Faculty Paper category of the Entertainment Studies Interest Group of the Association for Education in Journalism and Mass Communication 2023 conference. Their project was titled, “Our Stories in Queen Sugar: Black Health Storytelling in Primetime Media During the COVID-19 Pandemic.”



# REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS



Each academic year brings new opportunities to connect the people and work of Manship School students and researchers with the communities we serve in Louisiana and beyond. We have much to celebrate from the 2022-23 academic year, including new faces, great events, important research and successful community engagement projects. There was much to reflect on from the Reilly Center's year. Here are some of the Reilly Center's exciting highlights:

- The continuation of the Racism: Dismantling the System event series, focused on the institutional underpinnings of racial discrimination.
- The third year of the Community Collaborative: By the Community, For the Community project—our most robust civic engagement project.
- New research initiatives led by Manship School faculty.
- The 2023 John Breaux Symposium, looking at the changing labor of global journalism.
- The 21st iteration of the Louisiana Survey addressing public opinion on important state issues.
- The LSU Multidisciplinary Coastal Policy Summit with scholars from diverse fields, leading to robust research and grant proposals on coastal policy.
- And the addition of partners and interviews to the Louisiana Women in Politics Oral History Project.

As always, we strive to develop compelling programs and research contributing to good government and public policy. And it's friends like you who make this work possible. Thank you for your continued participation and support.



**Jenée Slocum, Ph.D.**  
Director, LSU Reilly Center for Media & Public Affairs

*(Photo at left) Reilly Center interns check in guests at the 2023 Breaux Symposium.*

## Welcoming New Team Members



**Giovanni Tairov** became the newest leader of the Public Policy Research Lab. He came to us with nearly two decades of library administration experience and a background in public policy.



In February, **Mariana Fontaiña** made the transition from graduate assistant at the Reilly Center to program coordinator, responsible for event planning and communications. She makes the work look easy!



**Alyson Neel** joined us this past year as the Lamar Family Professional-in-Residence. She is pursuing a deep canvassing research project, which aims to reduce polarization around potential controversial issues.



## Welcoming New Advisory Board Members

There are even more new contributors to Reilly Center success. We recently welcomed two more professionals to the Reilly Center Advisory Board: **Glenn Coleman**, President and General Manager of Univision Houston Inc., and **Alicia Ray**, Senior Director of Product Marketing for North America at CBRE. We cannot thank our advisory board members enough for their continued counsel and assistance on programming, speakers, events, research and fundraising. They are integral to building a more robust and enduring presence across Louisiana and beyond.

The Reilly Center Advisory Board is a collective of thought leaders in media, public affairs, business and academia who support and counsel the Reilly Center in its mission to make positive change in the world. Established in 2020-21, the board continued to grow during the 2022-23 academic year.

**Terri Broussard Williams** (chair) - Head of State and Local Government Relations, Edward Jones

**Jessica Breaux** - Economic Development Manager, Amazon

**Glenn Coleman** - President, General Manager of Univision Houston, Inc.

**Johanna Dunaway, Ph.D.** - Research Director, Institute for Democracy, Journalism and Citizenship, Syracuse University

**Edmund Geiring IV** - General Counsel, Baton Rouge Area Foundation

**Stewart Jeffries** - Founder and President of Jeffries Strategies LLC

**Sara Judson** - President & CEO, Community Foundation of Southwest Louisiana

**Jared Llorens, Ph.D.** - Dean, LSU E.J. Ourso College of Business

**Pasha Moore** - Founder and Principal, Holland Taucher Consulting

**Saul Reinaldo Newsome, J.D.** - Attorney, Newsome International Law LLC

**Markey W. Pierré, DBA, MBA** - Vice Chancellor of External Affairs & Chief of Staff, LSU Health Sciences - Shreveport

**Alicia Ray** - Senior Director of Product Marketing, CBRE

**Mendi Robinson** - Vice President of Creative, Lamar Advertising

**John Snow** - Partner, Emergent Method

**Laura Vinsant** - Executive Director, Teach For America South Louisiana

**Allie Young** - Founder, Protect the Sacred

*(Photo at right) Student checks in to the 2023 Breaux Symposium.*

## Hosting Important Conversations

The Reilly Center hosted a variety of community events that highlighted conversations about Black women in public relations, privacy in digital advertising, the BASF Silverberg Sustainability Initiative, diversity in publishing and building inclusive newsrooms, to name a few. The inspiration for our events comes from our constituents, including students, faculty, community members, advisory board members and more. It is the diversity of input that makes Reilly Center programming reflective of the current media and policy environment.

## Highlighted Events

### 2023 John Breaux Symposium - The Changing Labor of Global Journalism: Relationships, Tools and Power

The 2023 John Breaux Symposium focused on the sweeping changes that have taken place in global journalism—coverage that crosses national borders—affecting everything from who reports it and how it is reported to who publishes and how audiences consume it. **Assistant Professor Ruth Moon Mari, Ph.D.**, led the effort to organize thought leaders from all over the world in global journalism to generate new empirical and theoretical insights, which will aid practitioners and scholars in their future work.



*(Above photo) 2023 Breaux Symposium keynote speakers Anjan Sundraam (third from right) and Jesse W. Lewis Jr. (far left) with Reilly Center Director Jenée Slocum (second from left), Assistant Professor Ruth Moon (third from left), Interim Dean Josh Grimm (second from right) and Ph.D. student Uyen Yiep (far right).*



## Racism: Dismantling the System

The Reilly Center continued its third year with the Racism: Dismantling the System series, in partnership with Southern University's Nelson Mandela College of Government and Social Sciences, Loyola University New Orleans College of Music and Media, the Louisiana Budget Project, the NAACP Louisiana State Conference and the LSU Office of Diversity & Inclusion. The series features conversations about structural racism and solution-oriented action toward equal opportunity and justice in our communities. The series also amplifies the voices of community advocates, academics, journalists and more working for social justice in our nation and beyond.

The following topics were covered this year: Narrative Shifting: Centering the Humanity of the Enslaved on Plantations; and Looking in a Mirror: How Black Horror Film Pathology Supports Racist Tropes. Two events were proposed and planned by Manship School students: Sickle Cell Disease: Looking at the Medical Distrust & Health Disparities Facing Black and Brown Communities (Quenton Buckhalter) and History and Cultural Impacts of Cinco de Mayo: How Celebration Supports Harmful Stereotypes (Adamaris Chavez).

## Multidisciplinary Coastal Policy Summit

The LSU Multidisciplinary Coastal Policy Summit, hosted by the College of the Coast & Environment, the Reilly Center for Media & Public Affairs and the Department of Public Administration at the E.J. Ourso College of Business, was an opportunity for scholars in diverse fields to start conversations and build relationships leading to robust research and grant proposals on coastal policy.

The two-day summit aided in the Reilly Center's purpose to develop pathways for introductions, shared resources and collaborative relationships across LSU's many policy-related faculty, staff and graduate students. Attendees participated in workshop discussion groups, where they had the opportunity to share their work, resources and future research pathways.



(First photo above) Assistant Professor Christopher Cottrell, Department of Political Science and Geography, Southern University, at "Narrative Shifting: Centering the Humanity of the Enslaved on Plantations," an event in the Center's Racism: Dismantling the System series, held at Whitney Plantation.

(Second photo above) Panelists at "Black Women in PR" event (from left to right): Rebecca Roussel, Senior VP, DEI Communications, Current Global; Kristen Dufauchard, founder and CEO, aKrewe NOLA; Vanessa Abron, founder, Agency Abron; Professor Jinx Broussard; Kourtney Janeau, Manship School graduate student and moderator.



(Photo at left) Guests at "Diversity in Publishing" event (from left to right): Farrah Rochon, author; Assistant Professor Jacinta Saffold, University of New Orleans; Jina DuVernay, Program Manager, Clark Atlanta University; Krishan Trotman, vice president and publisher, Legacy Lit; Trinity Green, Manship School senior and event moderator.

## Leading and Supporting Research

### Louisiana Survey

The Louisiana Survey has been conducted since 2003, establishing rich longitudinal measures of public opinion in Louisiana. The mission of the Louisiana Survey is to establish benchmarks, as well as to capture change in residents' assessments of state government services. The 2023 Louisiana Survey addressed public opinion on important state issues, including the direction of the state, top policy concerns, insurance challenges, abortion and more. **Michael Henderson, Ph.D.**, was the lead researcher, along with **Jenée Slocum, Ph.D.**, as researcher and editor.

### Ruth Moon Mari, Ph.D., Research Affiliate

Assistant Professor Ruth Moon Mari, Ph.D., studies journalists and the constraints and incentives that shape their work, particularly in countries with restrictive governments and limited technology infrastructure. She is particularly interested in the intersection of media policy and journalism practice. The Reilly Center supported her fieldwork to Martinique this past year and will fund her ongoing research on how journalists in small Caribbean states adapt to infrastructural instability in their work. Her first book, "Authoritarian Journalism: Controlling the News in Post-Conflict Rwanda," was published in September by Oxford University Press.

### Joshua Darr, Ph.D., Research Affiliate

Utilizing a Reilly Center mini grant, Associate Professor Joshua Darr, Ph.D., continued an exploration with partner Trusting News, a journalism training organization with many affiliated newsrooms across the country. The project looks at strengthening trust across the political spectrum. To that end, Darr has begun to lead a study with five newsrooms that log and edit the headlines of wire stories to reduce polarizing content. The grant enabled access to specialized software and services contributing to an analysis where several factors about a survey item are varied simultaneously. This allows for an understanding of how much each individual factor contributes to respondents' willingness to choose a particular headline. These survey experiments test how American news consumers respond to the original headlines compared to the edited headlines, with the goal of providing guidance to newsrooms on wire story editing strategies.

*Ph.D. student Uyen Diep moderates the 2023 Breaux Symposium.*

## Leading in Louisiana Communities

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

The Community Collaborative is a community capacity-building project designed to enhance Louisiana residents' ability to engage in community planning and decision making for the betterment of local well-being. Greater capacity ensures community members are able to assess needs, identify solutions and utilize resources to address local challenges. Selected grantees are provided with \$5,000 and partnered with advisors to help them further develop and implement their projects. **Katie Knobloch, Ph.D.**, the Reilly Center's Public Policy Fellow and a Manship School alumna, supported The Community Collaborative by developing training materials for grantees. Learn more about the 2023 projects:

**Anna Cattar, ELL Resource Fair:** The ELL Resource Fair is a one-stop-shop to help immigrant families with students at Tara High School gain access to needed services. Anna Cattar, a 20-year-old Louisiana native and LSU student, led this project.

**Charles Champagne, Q+UMBO:** Q+UMBO is a healing workshop for the LGBTQIA+ community. This workshop is intended to create a safe space for local queer people to come together for community building through art-making. The project lead, Charlie Champagne, is not only a local photographer, graphic designer, publisher and event producer, but also a Manship School graduate.

**Jordyn Martin, Plan P Baton Rouge:** Jordyn Martin, a Manship School MMC alumna, developed Plan P Baton Rouge to provide reusable period packs to those experiencing poverty and homelessness as a reliable, long-term solution for regular menstruation.

**Reatha Wright, Youth Domestic Violence and Awareness:** The Youth Domestic Violence and Awareness project provided youth with education about abuse to combat current and potential mental health issues. Reatha Wright, the project developer, is passionate about advocating for social justice surrounding education and work opportunities.



# ALUMNI UPDATES



**Jennie Armstrong ('11)** was elected as a member of the Alaska House of Representatives. Armstrong is the founder of Wild Awake Creative, which helps launch and grow socially responsible companies and social good initiatives.

**John Stephen Bosarge ('63)** passed away at the age of 84 years old. While a student at LSU, Bosarge was editor of LSU student newspaper The Daily Reveille. During his 40-year communication career, he worked in public relations, public affairs, consultancy and crisis communication.



**Alannie Broussard ('21)** was honored as the Public Relations Association of Louisiana Baton Rouge Chapter's 2023 member of the year.

**Bill Bush ('87)** released his book, "The Runway Decade: Building a Pre-Retirement Flight Plan in Your Fifties." The book, co-written with his brother, provides an insider's look at how to simplify the complex process of planning for retirement. Bush is a chartered retirement plan specialist, certified plan fiduciary advisor and Horizon Financial Group's media manager.



**Kimberlin Butler, Ph.D., ('02)** was recognized as one of the top 50 women leaders of Washington, D.C. for 2023 by Women We Admire. She is the senior director of foundation engagement for Mathematica.



**Adam Causey ('05)** was recently named assistant news director for Texas and Oklahoma at The Associated Press. He will oversee video, photo and text coverage. Prior to this role, Causey was administrative correspondent in Oklahoma City and West Desk editor in Phoenix.



**Glenn Coleman ('00)** was promoted to president and general manager for the media company Univision Houston. Coleman previously served as the vice president and station manager for the company.



**Al Comeaux's ('87)** book, "Change (the) Management: Why We As Leaders Must Change for the Change to Last," has been ranked among the best change management books to read in 2023.



**Jodi Conachen ('98)** was promoted to chief operating officer for the Mary Bird Perkins Cancer Center. Conachen previously worked as the vice president of marketing and communications for the Center.

**Kristen Dufauchard ('10)** was appointed as global co-chair of the 2023-2024 ADCOLOR Advisory Board! ADCOLOR is a not-for-profit organization dedicated to celebrating and championing diversity in the creative industries.



**Ginger Gibson ('08)** started a new role at NBC News as senior Washington editor. She will oversee the White House, Capitol Hill, Supreme Court and Washington political coverage. She previously served as deputy Washington digital editor.



**John Grubb ('88, '90)** was elected Vice Chair of the Campus Federal Credit Union Board of Directors in March 2023 for a two-year term. In January, he joined the Board of Directors for the Louisiana Travel Association. He is serving his second year as a board member for the Louisiana Sports Hall of Fame and was re-elected to the board for the Baton Rouge Lodging Association.



**Dylan Hoffpauir ('14)** was on NBC's "Dancing with Myself," a show in which dancers compete each week in a series of high-energy dance challenges. Hoffpauir is the head coach of competitive cheer and dance at Loyola University New Orleans. He is also a New Orleans Saints cheerleader.

**Josh Howard ('09)** was named one of two 2023 Community Leadership Alumni of the Year by the Leadership Baton Rouge Alumni Association. He was also honored as the A.P. Tureaud Sr. LSU Black Alumni Chapter's 2023 Distinguished Young Alumni Recipient.



**Stephanie Haydel Kleehammer ('92)** was named chief administrative officer and associate director for administration for the LSU-LCMC Health Cancer Center. She will serve as an executive leadership team member and will lead and oversee research administration, finance and operations.

**Elizabeth Kuebel ('16)** began a new position as the weekend anchor at WDSU in New Orleans, after working as the weekend anchor at WATE-TV in Knoxville, Tennessee.

**Sharika Mahdi ('95, '98)** is a New Orleans-based artist who was recently commissioned by Disney to help design a new ride, "Tiana's Bayou Adventure," at Disney Parks in honor of the movie, "The Princess and The Frog."



**Wendy McMahon ('96)** was named president and chief executive officer of CBS News and Stations and CBS Media Ventures. In this newly created position, McMahon leads all CBS News broadcast and streaming operations, 27 local television stations in major U.S. markets, 14 local news streaming channels and CBS Media Ventures' top-rated first-run syndication programming, as well as its content licensing to television stations and the division's national advertising sales business.



**Andrea Clesi McMakin ('78, '10)** was honored with the Buddy "D" Media Award by the 2023 Louisiana American Italian Sports Hall of Fame, hosted by the American Italian Cultural Center.

**Kim Hunter Reed ('87)**, broadcast journalism alumna and Louisiana Commissioner of Higher Education, is among the Black presidents and executives of higher education on Forbes' "10 Top Black Higher Ed CEOs to Watch in 2023" list.

**Brandon Rouzan ('18)** was promoted to district sales manager at Mondelēz International, a multinational confectionery, food, holding, beverage and snack food company. Rouzan previously served as retail merchandising supervisor.



**Sydnie Rowland ('19)** was promoted from digital coordinator to agent within the Alternative Programming, Digital Media, Licensing & Branding division of A3 Artists Agency, a talent and literary focused agency.

**Chad Sabadie ('03)** earned a 2022 Suncoast Emmy Award for his coverage of Hurricane Ida at WDSU News, where he previously served as an anchor for the New Orleans-based station.



**Samuel Spitale ('96, '98)**, a media studies expert, has released his first book, "How to Win the War on Truth: An Illustrated Guide to How Mistruths are Sold, Why They Stick, and How to Reclaim Reality." The book centers on the history and pervasiveness of propaganda and how to debunk misinformation.



**Terri Broussard Williams ('99)** has been appointed as Head of State and Local Government Relations at Edward Jones. She will oversee Edward Jones' lobbying strategy nationwide, becoming the first person to hold this position. Additionally, the National Hispanic Caucus of State Legislators presented Williams with the Board of Business Advisors Member of the Year Award. Williams also received the Corporate Roundtable Member of the Year Award from the National Black Caucus of State Legislators (NBCSL).



*Laura Stockdale ('84) (far left, bottom row) with faculty and students on their trip to Austin, Texas for SXSW 2023.*

# THANK YOU

Your passion, generosity, resilience and commitment to the Manship School mean so much. Because of your invaluable support, we continue to provide dynamic opportunities to our students.

Thank you for trusting us and choosing to make an impact at the Manship School.

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**Kelly Anne Beile**

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**Sara Bongiorno**

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Distinguished Professor; Senior Fellow  
in the Reilly Center for Media & Public  
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Professor

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Business and Ethics; Professional-in-  
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**Jun Heo**

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Adjunct Instructor

**Paige Jarreau**

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Broadcasting

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#### Joshua Darr

Associate Dean, Research and Strategic Initiatives

#### Nathan Kalmoe

Interim Associate Dean, Undergraduate Studies and Administration

#### Meghan Sanders

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*Brie Andras, August 2023 Graduate, Photographer: T + T Natural Elegance, Tory Plus Treva.*

Page 58:

*(Top photo) Manship Ambassadors, 2022-2023.*

*(Bottom photo) MMC Graduates at Spring 2023 Commencement.*

Page 59:

*(Top photo) Spring 2023 Communication across the Curriculum Manship School graduates and their advisers.*

*(Center photo) Mass Communication Residential College students.*

*(Bottom photo) LSU Reilly Center student interns and graduate assistants at BASF Silverberg Sustainability Initiative in fall 2022.*





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## **Manship School of Mass Communication**

**Educating creative thinkers and leaders  
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