The moment a U.S. father hears his dead daughter’s heartbeat.

PHOTO BY MANSHP STUDENT MARY KLEMENOK

Public relations students at LSU's Manship School of Mass Communication typically get hands-on experience in one of their capstone courses, in which they adopt a non-profit and develop a campaign around the organization's mission. But recently, one group of students took over international headlines by creating an opportunity for the father of an organ donor to meet the recipient of his daughter’s heart — and hear it beating.

The donor’s father, Bill Conner, heard his daughter Abbey’s heartbeat after cycling hundreds of miles from his home in Wisconsin to Baton Rouge. He shed tears while using a stethoscope to hear the heart of his organ-donor daughter beating inside the chest of Loumonth Jack, who received his heart after Abbey’s death.

Jack learned he had just days to live after suffering a heart attack.

“Knowing he’s alive because my daughter’s heart is alive inside him,” Connor told CBS News. “It’s her heart having him stand up straight.”

The story resulted from the work of public relations students in instructor Sadie Wilks’ class working with the Louisiana Organ Procurement Association as a community outreach project.

Under the guidance of Wilks, Mary Klemenok and five other students formed a group assigned to work with LOPA's community educator, Lori Steele. Almost immediately, the group set to work pumping out a press release for the event to send to local media.

Multiple outlets, including WAFB and The Advocate, showed up to capture the moment of Conner listening to his daughter’s heart in Jack’s chest. Since then, an estimated 90 million people have viewed the footage from CBS and NowThis Politics.

The impact that the video is having on the Organ Donor Registry is even more impressive.

“The national registry more than doubled the average registration rates in the days following that post,” Steele said. “And our biggest spike was on June 20, when we had 18,000-plus registering. That's more than three times the daily rate of folks saying 'yes' to donation.”

For Klemenok, working with LOPA has been an eye-opening and fulfilling experience. She’s been able to get real-world work skills while serving her community.
John Breaux, who served 33 years in the U.S. House and Senate, will teach a class in the Manship School this fall. His class, part of the school’s political communication concentration, will focus on how Washington works.

“I can’t think of a more knowledgeable person to teach such a course,” Manship Dean Jerry Ceppos said. “Sen. Breaux reinforces Manship’s reputation as the best school in the country for the study of media and politics.”

Breaux is senior counsel at Squire Patton Boggs, a global law firm, based in Washington. He will lead a seminar in the fall semester and mentor students, including those in the school’s new program that allows students to complete an undergraduate degree in mass communication and a law degree in six years. He will also lecture in other classes and give presentations open to the public.
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The mission of the Manship School is to produce highly competent communicators with broad knowledge and training in liberal arts and media. The school promotes effective communication, critical thinking and ethical responsibility. Through its teaching, research, and public service, the school is committed to leading the study and practice of media and public affairs. Believing that media should reflect and provide leadership to society, the school seeks diversity in its outlook, student body, faculty and staff.
Dear alumni and other friends of the Manship School,

We know that our graduates take an amazing array of jobs. But we’ve never advertised that. It took our graduate strategic communication campaigns class, assigned to come up with the first-ever ad campaign for the Manship School, to realize that this is a selling point. That’s why they developed the logo on the cover.

Why advertise? More universities are doing that as the number of high-school graduates declines. But we’re one of the first schools at LSU to create our own campaign. It’s on social media, on campus buses and elsewhere, often with a picture of one of our interesting grads. Tell us what you think.

The last academic year at the School reflected the tumultuous year around the country, especially the violence in Baton Rouge and the turmoil in Washington. Thanks to our focus on teaching and research at the intersection of media and public affairs, we leveraged the news. For example:

—We acted quickly after the death of Alton Sterling in Baton Rouge last summer and the fatal shooting of three police officers a few days later, creating our “Summer of 2016” project. Our Public Policy Research Laboratory conducted a groundbreaking—and discouraging—study of race relations in Louisiana. Three professors and a graduate student studied which sources of information are trusted by students at LSU and at Southern. Our interdisciplinary CREATE Lab guided the organization Dialogue on Race Louisiana through the digital world. Students reported on a subject outside of their comfort areas. Our Breaux Symposium was based almost completely on studies that came out of the project.

—We expanded the number of students covering the state legislature for news organizations around the state. We now offer video and audio reports as well as text.

—A standing-room-only audience attended our discussion of “fake news.”

—More than 5,000 people played our sophisticated interactive state budget game.

Continuing the theme, we announced that John Breaux, the legendary former senator from Louisiana who served 33 years in Congress, will teach a political communication course in the Manship School this fall. And 14 Manship students attended our timely LSU in Washington program and 19 studied media and public affairs in Europe.

Based on the news, we see no end to our emphasis on media and public affairs—and no end to the importance of the Manship School to students, researchers and the public.

Jerry Ceppos, DEAN | jceppos@lsu.edu | 225-578-9294
In fall 2016, the Manship School welcomed 222 full-time, first-time freshmen planning to major in mass communication. Of the new freshman class, 27.2 percent were minorities and 36.9 percent were from out-of-state. The total of mass communication majors and pre-majors was almost 1,000 (551 admitted to the school) as of fall 2016.

Public relations continues as the largest concentration with 243. Digital advertising is now second with 109 students. Journalism is a close third with 108. Political communication held steady at 90 students.

The Manship School continuously manages enrollment and school admissions and has the highest retention and graduation rates of any school on the LSU campus.

In spring 2017, almost 93.8 percent of mass communication graduates started at LSU as freshmen, with the majority graduating in four years.

To improve our freshman, undergraduate and graduate numbers, the Manship School hired Dylon Hoffpauir to serve as admissions coordinator/recruiter. Hoffpauir, a 2014 Manship graduate, started in mid-fall 2016.
Mario Jerez, a Manship senior and sports director for KLSU radio station, has been broadcasting LSU football for Spanish-language radio for five seasons. This lifelong Tiger fan said calling games from the press box in Death Valley was “a dream come true.”

“I love sports,” Jerez said, “and I love bringing the game to life with my voice.”

Jerez plans to pursue a career in sports announcing after graduation, and believes his experience at LSU will help him reach that goal. “My first job in broadcast has been calling games in front of 100,000 fans, in Tiger Stadium, no less,” Jerez said. “I can keep my cool even when the stakes are high—like the game against Alabama.”

“I don’t want it to be my peak,” Jerez said. “I want it to springboard me into my career.”
Undergraduate Curriculum

This year, continuing the School’s commitment to global and inclusive communication, the faculty voted to include a diversity class in the core course list. MC 3333 Multiculturalism and the Media had been offered as an elective. The course, which is a historical and contemporary exploration of portrayals and representations of global and domestic diverse groups across media, will now be required of all Manship students.

Seniors now have an additional capstone course in which to enroll. Create Lab, an alternative capstone taught by Professor Lance Porter, is an integrated and rigorous experience in new and emerging social media platform production taught in the Social Media Analysis and Creation Lab. Student teams work in the SMAC lab to develop a digital solution for a client. This year, the client was Dialogue on Race Louisiana.

In the summer of 2017, the Manship School offered its first online course, MC 3080 Media Law. Associate Professor Josh Grimm spearheaded the online effort that enrolled 50 students.

The Manship Curriculum Committee will explore additional courses to offer online for summer of 2018.

Field Experience Course

The field experience course, led by Professional-in-Residence Jay Shelledy, covered all three legislative sessions from the state Capitol in 2017. The Statehouse Bureau dispatched 558 stories (including 62 video and audio packages) and 334 photographs from the Legislature to its client list: 15 dailies, 26 weeklies and five radio stations in Louisiana. During the school year, student members of the team are required to devote an entire day and another half-day each week. Three or four students selected at the end of the semester continue in paid, fulltime positions until the Legislature adjourns. Student reporters this year even had their own office in the Capitol.

The Cold Case Project students made one trip to the National Archives in Washington to collect a ’60s-era FBI file on the White Knights of the Ku Klux Klan of Mississippi. They interviewed FBI supervisors on the last active Cold Case Initiative files.

The Wrongful Conviction team engaged the ACLU to sue the Louisiana Department of Corrections over access to individual prisoners at Angola who are in for life with no chance of parole.

Capstone Colloquium

The Manship School hosted its fourth Capstone Colloquium this year, an event held every April in the Holliday Forum to showcase senior projects. This event gives our seniors the opportunity to show their fellow students, alumni, faculty, clients, family and friends the hard work and dedication...
they have put into their final capstone projects. The event goes beyond classroom presentations to celebrate the professional and creative work of our Manship seniors. All four concentrations were represented—digital advertising, journalism, political communication and public relations. This year, the new capstone Create Lab presented its first project. The student team created the campaign “Hear and Be Heard” for Dialogue on Race Louisiana.

Networking Night

Almost two dozen employers and more than 60 students took part in the Manship Networking Night on March 9 in the Holliday Forum. The event, in collaboration with the LSU Olinde Career Center, allowed students to network with employers about internships and jobs. Employers present included WBRZ-TV Baton Rouge (sponsor), the Office of the Governor, MESH Integrated Marketing and Advertising, Raycom Media, LSU Athletics, WGNO-TV New Orleans, Emergent Method, BBR Creative, 225 Magazine and Cintas Corporation.

Manship Ambassadors

The ambassadors are a select group of juniors and seniors who have demonstrated outstanding achievement in academics and student leadership. They give about 100 school tours each year, help with school events, speak to high school classes and mentor freshmen and sophomore students, among many other duties.

The 2016-17 ambassadors were Marissa Adams, Dondalyn Breaux, Amanda Capritto, Kaci Cazenave, Dalita Collins, Ellen Farmer, Brett Houser, Joanie Lyons, Maura Maher, McKenzie McClain, Mary Allison Mitchell, Kaylin Parker, Aneisha Pink, Nicole Plunkett, Samantha Ramey, Kia Sims, Deja Smith, Madison Thomas and Brenna Vial.

“I began last fall semester dreading the idea of reporting at the statehouse. I was intimidated and under-confident, and saw no value in the drudgery of spending every day at the Capitol. Ten months later, I can’t get enough of it. I have never had so much fun reporting as when working under Prof. Shelledy surrounded by suits, documents and fiscal data. That had to be the best decision I ever made for my curriculum and the most rewarding experience I’ve ever had. Because of that class, I have my internship in D.C. and probably my future dream career.”

—Sara Gamard
Graduate Enrollment and Curriculum

During the 2016-2017 academic year, the Manship School welcomed 15 new students to our Master of Mass Communication program and four new doctoral students. Across both graduate programs, 35 percent of students are African American or multiethnic. We also host a variety of international students, with 17 percent of our graduate students hailing from countries outside the U.S., including China, Germany, Greece, Korea and Russia.

Master’s degree student Tryfon Boukouvidis covered the Louisiana legislature as part of the Manship School Statehouse Bureau program, a two-semester sequence of classes including a semester of applied politics coursework and a semester of field experience covering the Louisiana Capitol. Statehouse Bureau alumnus Nick Chrastil continued publishing stories about state government as part of the Manship School News Service.

In spring 2017, the graduate strategic communication campaigns class took on a novel client—the Manship School. Doctoral and master’s students designed a promotional campaign to underscore the portable skills students learn at the Manship School. We have implemented their campaign, A Degree That Can Take You Anywhere, to raise awareness of the quality and value of a Manship School degree.

Graduate Student Accomplishments

Master’s student Elizabeth Macke was selected as the 2017 Charles Manship Outstanding Graduate Student. Her professional project was a strategic communication plan for tommysTV, a digital video advertising agency with past clients such as Raising Cane’s, Louisiana Economic Development and Alzheimer’s Services of the Capital Area. Macke also has the distinction of being the first graduate student to earn the School’s new graduate certificate in strategic communication.

Doctoral student Elisabeth Fondren was awarded the 2017 John Maxwell Hamilton Fellowship for Media and Public Affairs Research. Her proposed dissertation compares American, German, British and French propaganda and censorship efforts during the war years of 1914-1918, exploring government efforts to influence news and shape public affairs during World War I. Fondren also received recognition from the American Journalism Historians Association, earning both the Robert Lance Award for the Outstanding Doctoral Student Research Paper and the Wally Eberhard Award for the Outstanding Paper on Media and War for her paper “Disloyal or Merely Distrusted? Editorial and Political Views of the German-Language Press in 1917.”

Doctoral student Minjie Li earned first place in the Promising Professor award competition, recognizing outstanding teaching, in the Mass Communication and Society Division of AEJMC at its 2017 Chicago convention. He also won a Chafee-McLeod Top Student Paper award for the 2017 AEJMC and the top graduate student paper award from the Lesbian,
Gay, Bisexual, Transgender and Queer Interest Group at the 2016 AEJMC convention in Minneapolis.

Doctoral student Myoung-Gi Chon, who recently graduated and accepted a tenure-track position at Auburn University, earned third place in the Promising Professor award competition, recognizing outstanding teaching, in the Mass Communication and Society Division of AEJMC at its 2017 Chicago convention.

Doctoral student Mingxiao Sui, who recently graduated and accepted a tenure-track position at Ferrum College in Virginia, earned both the Top Theory Paper Award and the Top Faculty Paper Award from the Communication Theory and Methodology Division of AEJMC at its 2016 Minneapolis convention.

Master’s student Wilton Jackson continues to serve as the national student representative on the National Association of Black Journalists Board of Directors.

Master’s student Danielle Kelley Tolbird earned the 2016 Chester Burger Scholarship for Excellence in Public Relations from the Public Relations Student Society of America. She also won an LSU award, the Tom W. Dutton Award recognizing female students for their service to the community.

Master’s student and LSU softball player A.J. Andrews was the first female college player to receive a Gold Glove Award for an outstanding season.

Masters student and LSU softball player Yangzhi Nicole Jiang has a master’s degree in public relations from the University of Florida (2016) and a bachelor’s in radio and television journalism from Zhejiang University of Media and Communication in China. She is interested in corporate social responsibility in public relations, particularly among small and medium-sized enterprises and in China.

Pam Labbe has her master’s degrees from Louisiana State University in sociology (2015) and mass communication (1995) and a bachelor’s in mass communication from the University of Louisiana at Lafayette. She has worked as a communications coordinator for the Baton Rouge Bar Association since 2000 and as an adjunct instructor at the Manship School. Her research interests focus on journalism, including the credibility of contemporary news stories and political bias.

Jacqueline Oquendo has an MBA (2017) and Master of Library and Information Science (2012) from the University of Illinois at Urbana-Champaign and a B.S. in Liberal Arts from Wilmington University. Her research interests include internet access, digital surveillance and civil rights. Jaqueline has been a manager and strategist for USAA, Alliant Credit Union, Capital One Financial and State Farm Insurance. Her doctoral studies will be supported in part by a Huel D. Perkins Fellowship from the LSU Graduate School.

Martina Santia has an M.A. in Global Development and Peace (2017) and a B.A. in Mass Communication and International Political Economy & Diplomacy (2014) from the University of Bridgeport. Her research interests include political communication, especially government propaganda and comparative elections. She has interned with Save the Children and worked at her university’s English Language Institute as a teaching assistant and tutor for international students.

Congratulations to our new 2016-2017 Ph.D. graduates

Myoung-Gi Chon is an assistant professor at Auburn University.

Melissa Sanati recently served as adjunct instructor and acting department chair at College of Saint Elizabeth in New Jersey.

Mingxiao Sui is an assistant professor at Ferrum College in Virginia.

2017-18 Incoming doctoral students
Undergraduate Student Accomplishments and Awards

National Awards

PRSSA Wins National Honors

The Public Relations Student Society of America received first place in the National Organ Donor Awareness Competition at the PRSSA national conference, which took place from Oct. 21-25 in Indianapolis. Student-run public relations firm 225 Communications partnered with Louisiana Organ Procurement Agency to design and execute a semester-long educational campaign for Professor Jinx Broussard’s public relations capstone class. LSU PRSSA also won a Star Chapter Award, which encourages chapter leadership. Instructor Sadie Wilks is adviser.

National Student Advertising Regional Competition

For the third year in a row, digital-advertising students won the regional round of the National Student Advertising Competition, held this year in Baton Rouge. The American Advertising Federation sponsors the contest, the most prestigious student competition in advertising. Members of the presentation team were Drake Boudreaux, Caitlin Demarest, Ashley Monaghan and Warren Travers. Associate Professor Yongick Jeong is faculty adviser.

2017 Carnegie-Knight News21 Fellow

Manship School student William Taylor Potter was named a 2017 Carnegie-Knight News21 Fellow. Potter joins top journalism students from 18 universities across the United States, as well as Canada and Ireland, who will investigate water pollution and its impact on health in the U.S. as part of the News21 national multimedia reporting initiative. He follows in the footsteps of recent Manship graduates Rose Velazquez and Quint Forgey, who participated in the News21 program in 2016 and 2015, respectively.

Investigative Reporters and Editors Award

Investigative Reporters and Editors named the Carnegie-Knight News21 Initiative’s “Voting Wars” project the recipient of the IRE Award for Student Reporting in the large university category. Manship School 2017 graduate Rose Velazquez was among the Carnegie-Knight News21 fellows honored with a top national award for student investigations.
Local, Regional and State Awards

Baton Rouge Area Association of Black Journalists scholars: Tra’Vecia McGee and Nile Johnson

WBRZ-TV externship for graduating senior: Johnston von Springer

Capital Correspondents Association Scholarship: Sam Karlin

Paul Gravel Federal Internships in Washington: Carrie Grace Henderson and Frederick Bell

Louisiana Association of Broadcasters scholarship: Laine Farber

Manship senior Laryssa Bonacquisti was crowned Miss Louisiana 2017 on June 24. Bonacquisti entered the pageant as Miss Shreveport and will represent Louisiana in the Miss America pageant in September.

LSU starting quarterback Danny Etling was named to the College Sports Information Directors of America Academic All-District Football Team for District 6. He graduated in May, 2017.

Frederick Bell received the Law and Civic Education’s Civics in Action Award, which recognizes outstanding civic virtue. He was also the youngest Louisiana delegate at the National Democratic Convention.

LSU Awards

December 2016 Medalists (4.0 GPA)
Mary Ann Johns
Hannah Sue McLain

May 2017 Medalists
Levi James Bankston
Caroline Byrne
Kaelen Christine Delaune
Ruth Louise Juneau
Caroline Virginia McCaffrey
Samantha Elizabeth Ramey

Tiger Athletic Foundation Student Awards
Latrissa Torres
Laryssa Bonacquisti
Bon Wells
Katherine Gagliano
Darla Nguyen
Chelsea Steibing
Cecil Rucker
Brenna Vial

Scripps Howard Foundation summer internship award: Avery Alsandor worked at Bollare Communications in New York.

Tom W. Dutton Service Award: Latrissa Torres, public relations junior

Outstanding Thesis Award in the Honors College: Lauren Guillot (Her thesis adviser is Assistant Professor Josh Darr)

LSU Distinguished Communicators

Students who earned Distinguished Communicator awards were Caroline Byrne, Joan Lyons, Kaelen Delaune, Kaylin Parker, Malori Bezet, Peyton Klemm, Sadie Tanner-Pobocik and Caitlin Demarest.

Leadership LSU

Leadership LSU is a Campus Life program designed to give students the experience of developing and applying their leadership at high levels while in their final semesters.

Twelve of the 44 students selected for the program were Mass Communication majors: Angela Bautista, Jessica Black, Ashley Boudreaux, Drake Boudreaux, Kendra Davis, Lauren Guillot, Brett Houser, Joan Lyons, Kaylin Parker, Jacques Petit, Kennedy Sam and Therese Walker.
LSU 2016-17 Homecoming

Manship senior Jacques Petit was crowned homecoming king on Oct. 1 at the LSU-Missouri game. The LSU senior from Luling, Louisiana is majoring in economics and mass communication with a concentration in political communication, and a minor in political science. He plans to go to law school and is considering a future in public service.

The Manship School was well represented on the 2016 Homecoming Court. Five of 14 court members were Manship students: pre-mass communication majors Frederick Bell and Aime Martinez; junior Marissa Torres and seniors Jacques Petit and Jordan Lange.

Miss Imani 2017: McCaala Olivia Nelson

The Mr. & Miss Imani Scholarship Pageant is one of LSU’s premier pageants showcasing 12 of the top student leaders on campus. The pageant is sponsored by LSU’s African American Cultural Center.

2017 Manship Student Award Winners

David Yates Outstanding Senior Male: Quint Forgey
Margaret Dixon Outstanding Senior Female: Savannah Dickinson
Hugh Mercer Blain Service Awards: Rose Velazquez and Drake Boudreaux
Errol Savoie Student Writing Award: Sam Karlin
John J. Maginnis Memorial Scholarship: Sarah Gamard
Bart Swanson Memorial Award in Sports Reporting: Mario Jerez
Michael Danna TWILA scholarship: Madeline Adams

2017 Kappa Tau Alpha Inductees

KTA is a national college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication.

Membership is only available to students in the top 10 percent of their class. Inductees are: Caroline Byrne, Rachel Campbell, Amanda Capritto, Elizabeth Carter, Caitlin Demarest, Savannah Dickinson, Laine Farber, Lily Fontenot, Lauren Heffker, Carrie Henderson, Abigail Jennings, Allison Kelly, Samantha Kennedy, Mallory Knudsen, Sarah LeBoeuf, Hunter Lovell, Darla Nguyen, Amanda Rabalais, Shea Stahnke, Schlea Thomas, Jennifer Tran, Amy Veale and Brenna Vial. Graduate students are Ian McCusker and Lauren Myers.

Advisers are Associate Professors Yongick Jeong and Erin Coyle.
Scholarships

We value our students at the Manship School. To be a leading school in the field of mass communication, we must attract the best students by creating a scholarship package that provides incentive to come to LSU and is competitive with the premier schools in the country.

If you would like to discuss the possibilities of being a Manship Scholar donor, please contact Manship Development Director Sara Courtney at 225/578-2418/ scourtney@lsu.edu.
Student Media

BY JOHN FRISCIA,
INTERIM DIRECTOR

Student Media has been busy this past year adapting to a new work-flow and a new way of thinking about how we produce and deliver content for the campus. Our students and former director Steve Buttry led the change. Sadly, Steve passed away in February 2017 after a long battle with cancer.

The print frequency of The Daily Reveille shifted from five days to one day per week, Thursday. The transition started this spring, with the focus being to drive more stories and content to the digital product, LSUNow.com. The combined operation of Tiger TV, LSUNow and The Daily Reveille worked diligently during the spring to tackle coverage, budget and workflow issues from this new converged operation. I think it's safe to say it's still a work in progress but it's all hands on deck. At the end of this semester, the professional staff and I made the decision to change the publication day of the paper to Wednesdays. We hope that this decision as well as some changes on our digital platform will help offset ongoing advertising revenue decline.

The Daily Reveille/ LSUNOW

Through new tools, The Daily Reveille staff engaged with a higher level of web analytics this year. The students tracked traffic on their website in real time by working with analytics monitoring provided by Parse.ly, a tool used in newsrooms across the country. Students saw traffic patterns by author, section and keyword. They also tracked real-time social interactions for stories. Through that information, students adjusted how and when they posted stories to social media and which stories they would highlight.

Reveille leaders also spent a day visiting with and learning from digital professionals in The Times-Picayune-NOLA.com newsroom. As students worked to create a digital-first operation, professionals from NOLA.com advised students in digital workflows, content strategies, social media strategies and other digital journalism efforts. The student editors incorporated what they learned in the spring as they changed some of their workflow and practices to maximize their web presence.

KLSU

Three KLSU staff members attended the College Broadcasters Incorporated conference in Philadelphia in the fall. The conference covered all aspects of what students will face when running a radio station and helped to provide them with new ideas and guidance.

The students also held another successful annual fundraiser, managing to secure $32,000 in donations, an increase from last year. KLSU students have been working hard to create content our student base deserves. Their projects included working jointly with Tiger TV to produce a weekly live show from the Student Union during the football season and partnering with The Daily Reveille this spring to create a weekly music spread.

Gumbo Yearbook

Marlie Lynch and Taylor Gonsoulin were co-editors of the Gumbo. They worked hard with their staff and made strides in the social media footprint of the Gumbo, gaining over 3,000 followers on Facebook. “The focus on this year’s Gumbo was diversity,” Lynch said. “LSU is a diverse school, and it’s important to reflect students, faculty and administration accurately and without bias. We chose our theme this year, which put more emphasis on GUMBO than LSU itself since we as an LSU community ARE like a Gumbo—a melting pot. We wanted to capture how we all just mix in and complement one another, especially in times of need such as the Great Flood. This year’s book was dedicated to flood victims, Mike VI, and our former Student Media Director, Steve Buttry.”

Tiger TV

Tiger TV had an award-winning year that included winning “Best College Newscast” by the Louisiana Mississippi Associated Press Broadcasters and Media Editors. Student Taylor Curet won a national sports reporting “Mark of Excellence” award from the Society of Professional Journalists and student Raina LaCaze was a national feature photography finalist. Numerous other student journalists either won or placed in SPJ’s regional competition. The
student-run campus station continued its “digital first” objective and created content for several platforms while also producing three newscasts and two sportscasts on a weekly basis in addition to its live tailgate show.

Legacy
The Legacy remained at one edition per semester this year, with the focus turning toward producing more online-only content on a weekly basis. Along with that was a push to expand its social media presence across Twitter, Facebook and Instagram. Editor Meg Ryan and her staff also used social media strategies to promote distribution of the magazine. The staff worked hard to vary its stories including features and profiles, and graphic-based and photo stories. This spring’s edition focused on the diverse makeup of Baton Rouge and the university at large, reflecting on artists, activists and chefs in the community.

Tiger TV covering protest
Student Media Awards
The Society of Professional Journalists once again recognized the work of Manship School students at Tiger TV as some of the best collegiate journalism of the past year.

Taylor Curet, a 2016 Manship School graduate, won the SPJ's 2016 National Mark of Excellence Award for Television Sports Reporting for “Beckwith With His Horses.” Curet also was a 2016 national finalist in the Television Sports Photography category for the same piece. In 2015, Curet was a National Mark of Excellence Awards finalist in the Television News and Feature Photography category. Curet is now a sports reporter/anchor at WDAM in Hattiesburg, Mississippi.

Raina LaCaze was a National Mark of Excellence Finalist in the Television News and Feature Photography category for “Livestock Show.” LaCaze graduated in May 2016, and is now a communications specialist at the LSU Innovation Park in Baton Rouge.

Rose Velazquez, who graduated in May 2017, was part of a trio of News21 fellows who were National MOE finalists for Online In-Depth Reporting for “School Takeovers Leave Parents Without a Voice in Education.”

National Mark of Excellence Award winners are chosen from the category winners in each of SPJ’s 12 regions, and journalism professionals judge the winners. Judges chose only those entries they considered outstanding work worthy of a national honor.

Best Student Magazine
Finalist: Legacy

Best All-Around Daily Student Newspaper
Finalist: The Daily Reveille

Feature Writing (Large) 10,000+ Students
Winner: Sarah Gamard for “Vast majority of LSUPD rape reports since 2010 fall on gameday weekends”

Sports Writing (Large)
Finalist: Josh Thornton for “Okeke adjusts to cultural differences, battles for a starting spot”

Television General News Reporting
Finalist: Hunter Lovell for “Louisiana Homeowners Rebuild after Flood”
Politics & Media in Europe

Professors Bob Mann and Bob Ritter explored media and politics in Europe with 19 Manship School students during July. The group visited London, Oxford, Paris, Strasbourg, Berlin, Prague and Bayeau, France. Students visited sites like Westminster Abbey, Windsor Castle, Musee d’Orsay, the Brandenburg Gate, and Prague Castle. The group toured the D-Day beaches in Normandy, visited the French Senate, had lunch with former members of the British Parliament, toured a former Nazi concentration camp and received a briefing at Radio Free Europe. Famed political consultant and LSU graduate James Carville joined students for more than a week, traveling with them in Strasbourg and Berlin.
LSU in D.C. offers a glimpse at the political culture of the nation’s capital and a behind-the-scenes look at media and mass communication in D.C. Students take six hours of course credit with Media Ethics & Responsibility and Media & Politics in the Nation’s Capital. The four-week program, led by former Manship Dean Jack Hamilton, features guest speaker presentations from mass communication professionals. The program also includes field trips to Capitol Hill, the Supreme Court, the White House, the Holocaust Museum, the Newseum, Mt. Vernon, and the Smithsonian. Fourteen students participated in the program this year.
Traveling Scholar Awards

Three students received scholarships to travel and study this summer, thanks to generous donors:

The Luke S. Bashore Traveling Scholar Award went to Jeremiah Rogers, a junior public relations major. He attended the Politics & Media in Europe trip abroad. “I am enjoying the ability to connect with people and places that I never imagined I would and realizing that there is a world outside of the familiar.”

The Jay Perkins Scholarship for Study Abroad was awarded to Marissa Torres, a junior public relations major who also traveled with the Politics & Media Europe group. “Every day with the Manship school this summer has been different and exciting. Even when I am feeling a bit homesick, I know that tomorrow is a new day and a new opportunity to view the United States through the lens of a new country.”

The Adrienne Moore Student Award in Media & Politics was awarded to Mallory Knudsen, a sophomore studying political communication with a life-long dream of studying, living and working in Washington, D.C. This award allowed her to attend LSU in Washington, where she was immersed in the political culture of the nation’s capital this summer. “My favorite thing about this trip is probably all of the class speakers. They come from different walks of life and show us the numerous opportunities D.C. has to offer. Making connections with them and hearing their funny stories both have a huge impact on my future. This trip is a once-in-a-lifetime opportunity!”
Other Student Programs

National Campaign for Political and Civic Engagement at Harvard

Manship students again joined hundreds of college students from across the country at the National Campaign for Political and Civic Engagement in February for a weekend of workshops about organizing students to work on voter registration, policy change and “fake” news. LSU students Louis Gremillion, and Rachel Campbell represented the GeauxVote/Vote Everywhere project at Harvard’s Institute of Politics at the John F. Kennedy School of Government. From meetings with activists, historians, media and scholars, students returned to create detectfakenews.com, a website devoted to understanding fake news, and they put on a highly successful evening program in April on the origins and problems related to fake news.

American Mock Trial Association

LSU sponsors a group of about 15 undergraduate students affiliated with the American Mock Trial Association who compete against teams from other schools by arguing legal cases. Manship faculty members have informally sponsored the group by accompanying them on trips and offering guidance on how they organize their presentations. About a third of the students are Manship students, and Manship student Savannah Dickinson is president. Manship Switzer Chair Len Apcar is the faculty adviser.
Internships remain vital for every mass communication student even though the school does not require an internship credit for graduation. However, our students are strongly encouraged to include at least one of these hands-on experiences to ensure they are as competitive as possible upon graduation. Students select internships from a broad range of local, regional, and national opportunities that are available in each curriculum area: advertising (digital), journalism (print/broadcast/digital), political communications and public relations (with digital components). Most students intern in the greater Baton Rouge area during fall and spring semesters; many also take advantage of the freedom of summer to engage in internships elsewhere.

This year the school again received one of the Scripps Howard Foundation’s summer internship awards, competitive stipends that help underwrite unpaid or low-paid multimedia internships. Avery Alsandor worked at Bollare Communications in New York.

We also continue to seek support for students who must take unpaid internships but for whom working without pay is a financial hardship. If you are interested in helping underwrite students in this way, please contact the Internship Coordinator Mary Ann Sternberg or Development Director Sara Courtney.

Listed below are the numerous employers who supervised our students this year in for-credit internships. (A description of faculty requirements for a for-credit internship is listed in the Internship section on the Manship School’s website.) We are always open to establishing new internship relationships with companies and organizations that can offer mass communication-related opportunities. We also post part-time job opportunities related to mass communication that offer relevant experience but do not qualify for internship credit.
2016-17 Internship employers of for-credit internships:

225 Magazine
AC Lewis YMCA
American Red Cross
BASF
Baton Rouge Parents Magazine
BIC Media Solutions
Bite and Booze
Blinkjar Media
BR Area Chamber of Commerce
BR General Hospital
Bread and Butter Public Relations (Dallas)
Capital Area United Way
Catapult Creative Media
Compass Group
Diane Allen & Associates
DIG Magazine
Dudley DeBosier
Emergent Method
Foundation Insurance Group
Fripp Island Resort
Girl Talk Inc.
Governor’s Office
Great Southern Restaurants (Pensacola)
Harris, Deville and Associates
House of Blues (New Orleans)
InRegister Magazine
Louisiana Association of Broadcasters
Louisiana Department of Natural Resources
Louisiana Division of Administration
Louisiana Department of Transportation and Development
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Louisiana State Capitol
Lamar Advertising
Lemonade Day LA
Lewy’s Physical Therapy
Lineage Law
Louisiana Children’s Museum (New Orleans)
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LSU Academic Programs Abroad
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LSU Center for Academic Success
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LSU College of Human Sciences & Education
LSU CxC/TedX
LSU Sports
LSU Sports Information
LSU Strategic Communications
LSU Vet School
Louisiana Travel Promotion Association
M Strategic Communications (Los Angeles)
March of Dimes
Mary Bird Perkins Cancer Center
MESH
Mockler Beverage
Preserve LA
Raising Cane’s
Rockit Science Agency
Rotolo’s Pizzeria
Shobe Financial
Solid Ground Innovations
St. Christopher’s Addiction/Wellness
The West Side Journal
Three Sixty Eight
TILT
Tin Roof Brewing
WAFB
WBRZ TV Whitney Vann show
WKRG TV (Mobile)
Woman’s Hospital
YMCA Capital Area
Zehnder Communications

Kayla Hampton
Faculty Promotions

Associate Professor Lance Porter was promoted to professor and appointed director of the SMAC lab.

Assistant Professor Erin Coyle was promoted to associate professor.

Assistant Professor Josh Grimm was promoted to associate professor and associate dean for research and strategic initiatives.

RIGHT: Lance Porter
PHOTO BY MARK LAGRANGE

FAR RIGHT: IT Manager Renee Pierce, also a photographer, is waiting for the Tigers to take the field
New Faculty

Nicole Bauer, Political Communication
Assistant Professor Bauer earned her doctorate in political science from Indiana University. Her research examines the influence of news media, campaigns and political institutions on voter behavior, as well as gender and politics.

Christopher Drew, Journalism
Fred Jones Greer Jr. Chair Drew was an investigative reporter and projects editor for the New York Times for the past 22 years. Prior to that, he was an investigative reporter for the Chicago Tribune and The Times-Picayune of New Orleans. He will lead the Manship School’s experiential journalism curriculum, including its Statehouse Bureau.

Brooks Fuller, Media Law
Assistant Professor Fuller recently earned his doctorate from the School of Media and Journalism at University of North Carolina at Chapel Hill. He earned his J.D. from the University of South Carolina School of Law. His research interests include free speech protections and digital communication.

Roubing Li, Digital Advertising
Assistant Professor Li recently earned her doctorate from the College of Communications at Pennsylvania State University. Her research interests include media effects, communication technology and health communication.

Chun Yang, Public Relations
Assistant Professor Yang recently earned his doctorate from the College of Communications at Pennsylvania State University. His research interests include strategic communication, the emotional and cognitive effects of media and media stereotypes.

New Staff

Jenee Slocum joined the staff as director of the Reilly Center for Media & Public Affairs in October. Jenee has extensive experience working in and studying Louisiana state government. She previously worked as policy director of the Louisiana Budget Project and was director of the Workforce Investment Council of the Louisiana Workforce Commission. She is a 1999 Manship graduate and was president of Student Government while attending LSU. She earned her master’s and doctoral degrees in education at UCLA.

Dylon Hoffpauir, a 2014 graduate of the Manship School, joined the staff in October 2016 as our admissions coordinator (student recruiter). Dylon has university recruiting experience, including serving as a campus tour guide liaison, student and parent orientation leader, and LSU ambassador. After graduation, Dylon was a social media director for the Disney College Program Outlet and assisted in event organization at Walt Disney World in Orlando.

New Lamar Family Post-Doctoral Researcher

Dr. Ke Jiang will become the second Lamar family post-doctoral researcher on October 1. She received her Ph.D. from the University of California, Davis this summer, with a concentration in communication science and media studies. Her major research interests include computational text analysis, social media analysis and international conflict and peace.
Faculty and Staff Honors/Awards

Professor Lance Porter won an LSU Rainmaker Award, one of the most prestigious campus honors. The Office of Research & Economic Development and the Council on Research present the award for “outstanding research, scholarship and creative activity.” Dr. Porter is the first Manship faculty member to receive this award.

Instructor Roxanne Dill won the University College's George H. Deer Distinguished Teaching Award.

Associate Professor Josh Grimm won the LSU Alumni Association Faculty Excellence Award and the 2017 Outstanding Non-Tenured Professor in Humanities and Social Science award for the LSU Chapter of Phi Kappa Phi.

Assistant Professors Steve Bien-Aime and Diane Francis received the 2017 Tiger Athletic Foundation Teaching Awards.

Professor Andrea Miller, associate dean for undergraduate studies and administration, was a fellow for the SEC Academic Leadership Development Program.

Professor Jinx Broussard was awarded the J. William Snodgrass Memorial Award for the outstanding paper on a minorities topic at the American Journalism Historians Association convention in St. Petersburg, Florida.

Assistant Professor Diane Francis' dissertation won the 2017 UNC Chapel Hill Graduate Education Impact Award, which recognizes graduate student and recent alumni research.

Assistant to the Dean Angela Fleming earned a Master of Arts in Liberal Arts degree.

Professor John Hamilton was co-author of an op-ed piece published in the New York Times on Dec. 12, 2016, “All the President’s Propaganda.”

Nathan Kalmoe’s book (co-authored), “Neither Liberal Nor Conservative—Ideological Innocence in the American Public” was published by the University of Chicago Press.

Associate Professor Erin Coyle will serve on the American Journalism Historians Association board for a three-year term.

Internship Coordinator and Board of Visitors Vice President Mary Ann Sternberg published a children’s illustrated story about a near-sighted retriever, Bloo, who lives with a little boy named Gilly in the Louisiana wetlands.
Retirements

Louis Day, Alumni Professor

Alumni Professor Louis Day retired in December after 35 years on the faculty. He has been recognized by the university and nationally as a dedicated teacher. In 1995, he received one of 10 campus-wide Excellence in Teaching awards and in 2005 he was selected the Scripps Howard Foundation’s National Journalism Teacher of the year. The Scripps Howard Foundation National Journalism Awards honor the best in print, electronic journalism and journalism education.

As he closed out 35 years at LSU, Day said he never lost his passion for teaching. “I felt just as excited the first day of class this semester,” he said, “as I did when I began my teaching career 42 years ago.”

Jay Shelledy, Greer Chair Professional-in Residence

Veteran news media executive James “Jay” Shelledy came to LSU for two years and stayed 12. He was director of Student Media from 2005-2008 and then began teaching full time until his retirement this year.

In 2016, he launched the Manship School News Service Statehouse Bureau, with about 10 students staffing the Capitol during one general and two special sessions. A year later the Bureau grew to dispatching 558 stories (including 62 video and audio packages) and 334 photographs from the Legislature to its client list: 15 dailies, 26 weeklies and five radio stations in Louisiana.

Also in 2016, Jay was named Educator of the Year by the Association for Education in Journalism and Mass Communication.

“Most of all, of course, I remained because of the students – each a unique treasure who provided me an atmosphere in which I could remain young, who each provided a puzzle on how best to challenge and strengthen their self-confidence, who afforded me with constant laughs and an opportunity to tease them about their hometowns. The students I met were smart, funny, talented, accepting and willing to learn.”
Steve Buttry
Student Media Director Steve Buttry died Feb. 19, after his third battle with cancer. Steve was described as “a journalist renowned for his leadership in digital innovation.” He was recognized for his growing role as both a pioneer and scribe of the newspaper industry’s digital transformation and held leadership roles in newspapers all over the country for four decades.

Steve was also an educator who served as a tireless mentor to students. To honor Steve’s memory, some of his friends have set up a scholarship for students majoring in mass communication at the Manship School. If interested, please contact Sara Courtney at scourtney@lsu.edu for more information.

Steve received the Rich Jaroslovsky Founder Award from the Online News Association Sept. 17, 2016, and the Chairman’s Citation from the National Press Foundation the day before he died.

Melvin DeFleur
Melvin DeFleur, renowned mass communication scholar and distinguished professor at the Manship School, passed away in Baton Rouge on February 13, 2017. He was 93. His wife, Margaret DeFleur, is also a professor in the Manship School.

He was a pioneer in mass communication theory and research and made significant contributions to the disciplines of sociology and psychology. DeFleur wrote numerous articles and more than a dozen books that were translated into multiple languages. His book, “Milestones in Mass Communication Research,” was honored by the Association for Education in Journalism and Mass Communication as one of the 10 more significant books of the 20th century.
FINANCE

Thanking Our Supporters

The Manship School of Mass Communication offers its sincere thanks to the following alumni, parents, grandparents, friends, foundations, corporations and community partners for their generous support during the fiscal year that ended June 30, 2017. Through your thoughtful philanthropic investments, the Manship School is able to continue the important work of preparing the next generation of exceptional communication students to assume leadership roles within their fields and to do so with the strong foundation of excellence, integrity and innovation that is the hallmark of the Manship School.

Why I Give

“LSU is one of the foundations of Baton Rouge’s vibrant life. For a guy who didn’t even attend LSU, the difference between giving to LSU and other colleges, including my alma maters, is that you get to reap the rewards by seeing it come along and develop with your own eyes.”

—Charles Lamar

A DEGREE THAT CAN TAKE YOU ANYWHERE
The 1913 Society, named for the first year journalism courses were offered at LSU, honors major investors in the school. Alumni and friends whose contributions during the past 12 months totaled $1,000 or more are listed as members each year. “Permanent Members” are those who have made lifetime donations exceeding $500,000.

We thank honorary campaign chairman Lance Frank for teaming up with Dean Ceppos to manage a successful alumni outreach campaign this past year. This effort brought $218,000 in unrestricted funds to the Manship Excellence Fund and General Scholarship fund conducted annually since 1994. This fund is vital to the school in supporting experiential learning for students, guest lecturers, conferences, seminars and student travel.

This year, we look forward to celebrating the 25th anniversary of the Manship School Board of Visitors. Many members of this board have assisted the dean in raising unrestricted funds and championing other funding initiatives for the Manship School.
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In memory of Luke S. Bashore
Barbara F. Schweikle, Randall and Gail Bashore and Brett and Kimberly Schweikle, Julie O’Bryant, Lisa Dunkum, Robert & Karen J. Feathers
Last spring, the Create Lab students worked with Dialogue on Race Louisiana and CEO Maxine Crump. DORLA sponsors community-based courses geared toward eliminating racism. Students working in the Create Lab took on the challenge of promoting DORLA’s coursework and also implementing the dialogue process into social media. Create Lab students took DORLA courses over the semester and put together a complete DORLA social media plan and playbook. Create Lab students also participated in the Breaux Symposium on race and ultimately presented their final plan to Crump as part of the Red Stick Future Fest.

PHOTO CREDIT CORNERSTONE
The Media Effects Lab continued to serve the Manship School as a research and teaching facility dedicated to the exploration of how media consumers emotionally and cognitively process media content and formats. Faculty and student researchers used advanced experimental and survey methodologies, and technologies (e.g. reaction time, facial expression analysis, heart rate, eye tracking, etc.) to investigate theoretical and applied problems, explore innovations, and uncover trends in mass communication.

Public relations campaign students utilized the participant pool to gather attitudinal and behavioral information to make data-driven decisions for campaigns benefiting a variety of Baton Rouge-area non-profit organizations. This participant pool comprises students enrolled in various Manship and political courses. Ogden Honors College students utilized the participant pool as well as the physical space to collect data on thesis topics ranging from the role of inspirational content in driving advertising interests to health communication.

Faculty and graduate students continued to focus their work on a variety of research areas including media effects/media psychology, political communication, native advertising and privacy issues, and entertainment. Associate Professor and MEL Director Meghan Sanders joined a team of Penn State, Florida State and Chapman University researchers to conduct research on how people use and are impacted by the kind of inspiring stories and videos featured on websites like UpWorthy and ViralNova and shared through social media. Using dial data, facial expression analysis and surveys, they worked toward the goal of learning more about how the self-transcendent emotions resulting from this kind of content may lead to a greater willingness to be open to, think of and assist others. The line of research, which will be presented at the annual meeting of the International Communication Association and the National Communication Association, has implications for public relations, advertising and advocacy.

Kathleen Searles, assistant professor in political communication, worked with a team of researchers at Texas A&M and Appalachian State University on a series of studies using eye tracking to explore how news consumption varies between mobile and computer users. More specifically, they investigated differences related to cognitive effort in political learning and recall of information. The research sheds insights on the role of online and mobile news consumption on civic engagement.

The 2017-18 academic year will see continued growth in MEL through the aforementioned research as well as projects conducted by the nine-member faculty fellow team. For more information on MEL research, please visit www.melresearch.com.

Undergraduate Student Research

Manship student Brittany Clark gave a presentation in March in the Women’s Center. The title was More Than Welfare Queens and Strong Black Women: Black Mothers in the Films “Precious” and “Claudine.”

LSU Discover Day

Three Manship undergraduate students presented their research at LSU Discover Day, a research and creativity symposium. Kaelen Delaune presented “The Effects of Inspirational Media” (mentor: Associate Professor Meghan Sanders); Jacques Petit presented “Louisiana Democratic Precincts of Interest” (mentor: Assistant Professor Joshua Darr); and Joan Lyons presented “Crisis Communication Socio-Economic Inequalities and Governmental Risk Management Analysis During the 2016 Baton Rouge Floods.” (mentor: Professor Bob Mann).
Scripps Howard Academic Leadership Academy

The Scripps Howard Academy brings together academic and professionals to discuss administrative strategies and gain insight into academic leadership. This year two former Manship associate deans returned to speak to the group as deans. David Kurpius is the dean of the School of Journalism at the University of Missouri, and Amy Reynolds is the dean of the College of Communication and Information at Kent State University.

Former faculty member Nicole Smith Dahmen was a participant in the Academy. Manship Associate Professor Meghan Sanders directed the program.
High School Journalists Learn Skills at Louisiana Scholastic Press Association Summer Institute

Twelve high school students enjoyed a week living on campus and training in journalism at the Manship School this summer. The institute gives a head start to students interested in mass communication and considering it as their college major. The students visited The Advocate, WVLA News Station, LSU’s new UREC, the LSU Bookstore and LSU’s Dairy Store. All but one of the students was from Louisiana.

Students heard from LSU Women’s Basketball Head Coach Nikki Fargas and LSU Vet School’s Director of Public Relations Ginger Guttner. Fargas talked about her daily tasks in coaching a rather successful women’s basketball team, while also motivating LSPA campers to be their best. Guttner explained the importance of communication in various fields and shared exclusive knowledge regarding LSU’s search for a new live tiger mascot.

Alyssa Porter, Ariston Ross, Bon Wells and Coordinator Brandon Rouzo, a master’s student, shot video footage of the week. Manship instructors Roxanne Dill and Tad Odell were advisers.
The events of summer 2016 placed Baton Rouge in the international spotlight, as the community grappled with the social and political implications of the Alton Sterling shooting and the devastating effects of the August flooding. Dean Jerry Ceppos of the Manship School of Mass Communication, witnessing the crises’ direct impact on the school’s students, faculty, staff and alumni, directed philanthropic dollars toward research focusing on local perception and discussion.

“The summer’s events were literally and figuratively close to home. Of course, the signature of our school is teaching and research at the intersection of media and public affairs. The summer’s crises certainly fit well with that description,” Ceppos said. “We told professors that we could increase their professorships if they had ideas for research about the summer of 2016, ideas they couldn’t have planned for earlier.”

Through the Ralph S. Izard Race & Media Studies Fund, Assistant Professor Diane Francis, Visiting Instructor Shaniece Bickham and Nia Mason, a doctoral student, co-launched a research project called “Fostering community resilience: The role of source credibility of media, academic, and government organizations among college students in Baton Rouge, La.” The study examines which sources of information students at LSU and Southern University perceive as credible.

“Through this research project, people in Louisiana can gain a better understanding of how universities, government agencies and the media communicate to young people, especially students, during times of tragedies and crises. Universities, for example, can use the knowledge gained from this study to better disseminate crises information to their students,” said Francis and Bickham.

The Create Lab, a senior capstone course in which students complete a digital communications plan for a real-world client, dedicated the spring 2017 semester to Dialogue on Race Louisiana. DORLA is a six-part educational series that gives participants the tools to discuss race in a positive way. The Create Lab students provided DORLA with the tools, branding, strategy and content for internal and external communication via its website and social media.

“DORLA is a really empowering system,” said Mary P. Poindexter Professor Dr. Lance Porter, who leads the Create Lab. “The very nature of what DORLA does lends itself to social media. We thought of the initial idea: How do we take what DORLA does so well and put that in place on social media to make a difference here in Baton Rouge?”

The Scripps Howard Race and Media Fund supported the “Manship School Community Resilience Study” within the Public Policy Research Lab, the university’s survey research center. The survey explores how community members process, respond to and reflect upon crises. Over the course of one month, 100 callers interviewed approximately 1,000 Louisianans, collecting data for analysis and a public report.

“We are learning how far our community has come in terms of flood recovery, as well as how much remains to be done,” said Dr. Michael Henderson, assistant professor and PPRL director. “We are also learning that the historical divisions in how we think about race and racial issues persist and where the common ground is, and the
roots of healing and positive discourse to help the community address these issues."

Combining a focus on public affairs, a commitment to diversity and a digital media initiative, the Manship School of Mass Communication prepares all students to become professional communicators who are ready to navigate and succeed within the ever-changing media landscape.
Lou Gehrig Burnett (B.A.J., ‘63; M.A.J., ‘65) spent more than a quarter of a century on Capitol Hill working for two powerful congressmen. From Washington, D.C., he moved to the Shreveport area and wrote for newspapers, worked for a political administration and then began an 18-year tenure with FAX-NET, a fair, timely report that citizens, public officials and political aspirants depend upon for accurate information related to politics.

Marie Bissell Constantin (B.A.J., ‘80) became known internationally for her photographic works of the late Mother Teresa of Calcutta when the Vatican chose one of her photos to hang in St. Peter’s Square for Mother Teresa’s 2003 Beatification Ceremony. The photo was unveiled before more than 300,000 people. During the celebrations, Charles Osgood, with “CBS Sunday Morning,” featured Constantin in a 6-minute piece that showed more than 25 black-and-white photos Constantin made over a 13-year period.

Alex Martin (B.A.J., ‘81 Journalism) began his professional career reporting for the St. Francisville Democrat before spending eight years at The Times-Picayune. In 1989 he moved to Newsday in New York where he quickly moved to editing and established a reputation as one of the top wordsmiths and story editors. In 1996 he led the Pulitzer Prize-winning coverage of the crash of TWA Flight 800. In 2005, Alex joined the Wall Street Journal as deputy editor of the Marketplace section. By 2012, he was on the masthead as Deputy Managing Editor for Page One. In January The Journal accelerated its efforts to become a digital-first news organization, and it turned to Alex to help drive the shift as Editor for News.
How to nominate for Hall of Fame

Alumni and faculty of the school are invited each year to make nominations to the Hall of Fame. The Hall of Fame honors alumni, faculty or friends whose distinguished careers reflect on the school in three areas: (1) outstanding professional record; (2) distinguished service to the profession including interest in and dedication to the school; (3) personal reputation at the local, state or national level for outstanding character and citizenship for a period of time to reflect great credit and honor upon the university. No university employee, while in active service, is eligible for the award.
December 2016 commencement speaker: Lauren Tucker, senior vice president, Strategy Research & Analytics in Chicago; member of the Manship School Board of Visitors

May 2017 commencement speaker: Renée Edelman, senior vice president, Edelman, a leading global communications marketing firm, New York

Professor Len Apcar hosted speakers who came to talk about the cable TV show “Live PD,” which appears on A&E twice a week. The show records real police work and puts it on TV from six different cities. In February and March, “Live PD” posted camera crews in St. Tammany Parish where they rode with the sheriff’s deputies on patrol.

The speakers were Lt. Greg Gonzales of the St. Tammany Parish Sheriff’s Office and Tom Cunningham, a supervising producer who led the crews in St. Tammany.

Tom Cunningham
Out-of-state speakers

Cara Blackledge, event sales and marketing manager, Hard Rock Café
Kirk Bovill, filmmaker, music producer, actor
Joni Bovill, actress
Tim Brando, Fox Sports
Mary Campbell, associate professor of sociology, Texas A&M University
Tom Cunningham, supervising producer, “Live PD” on the A&E Network
Charlie Cook, editor and publisher of the Cook Political Report
Timmy Davis, chief of staff, undersecretary of state for political affairs
Nick Defelice, co-founder/CTO at ThreeSixtyEight
Nidhi Dewan, OgilvyOne India
Heather Dinich, college football senior writer/studio analyst, ESPN
Lauren Duca, columnist, Teen Vogue, New York City
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Jackelyn Hwang, postdoctoral research fellow, Princeton University
Jihii Jolly, media literacy expert and freelance journalist
David Karpf, professor, George Washington University
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Cheri Kempf, commissioner, National Pro Fastpitch
Verne Kennedy, pollster, Market Research Insight
Daniel Kreiss, associate professor of communication, University of North Carolina-Chapel Hill
Jonathan Krim, former technology editor, Wall Street Journal, San Francisco
Esther Lee, senior news editor, The Knot
Steven Luckert, United States Holocaust Memorial Museum curator
Mike McCurry, former White House press secretary to Bill Clinton, Public Strategies, Washington Inc. (skype)
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Noah Ballard, Sal Christina for Metro Council campaign
Broderick Bagert, Together Baton Rouge
Zach Barnett, Bauccum for Congress campaign
Tucker Barry, deputy press secretary, Office of the Governor
Jacques Berry, director of policy and communication, Division of Administration, State of Louisiana
Patrick Box, account executive, digital media, The Moran Group
Barb Braud, art director, Lamar Graphics
Paige Brown-Jarreau, science communication specialist, LSU College of Science
Jeff Carney, associate professor, LSU School of Architecture
Meg Casper, press secretary, Louisiana Secretary of State’s Office
Micah Caswell, digital director, Office of the Governor
Laura Cating, director of communications, Louisiana Travel Promotion Association
Kiren Chawla, investigative reporter, WAFB
Rebecca Christofferson, assistant professor, LSU Veterinary Medicine
Camille Conaway, vice president for policy & research, Louisiana Association of Business and Industry
Elizabeth Crisp, reporter, The Advocate
Brian Davis, Fleming for Louisiana campaign
Jarvis DeBerry, Nola.com.
John Delgado, Delgado for Mayor-President campaign
Eric Dexter, director of business development, Civil Solutions
Jesse Downs, LSU Olinda Career Center
Lindsey Duga, project and account manager, Gatorworks
Jim Engster, Louisiana Radio Network
Kenneth Fasching-Vaner, associate professor, LSU College of Education
Stuart Feigley, owner, Feigley Communications
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Oizzie Fernandez, co-founder, Izzo’s Illegal Burrito
Ryan Fowler, Fantasy Editor, FoxSports.com
Andrea Gallo, metro council reporter, The Advocate
Dr. Rebekah Gee, Secretary of Louisiana Department of Health
Chris Godbey, surgeRED, Young Republican National Federation
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Lt. Greg Gonzales, public affairs/production specialist, St. Tammany Parish Sheriff’s Office
Sophie Goodgion, creative strategist, MESH
Hailey Gray, communications manager, Relay for Life, American Cancer Society
Ryan Grizzaffi, owner, The Cajun Spoon
Ginger Gutner, public relations manager, LSU Vet School
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Ken Marsh, digital sales manager, The Advocate
Lori Latrice Martin, LSU associate professor of sociology
Madison Melancon, Geaux Vote LSU
Melissa Michelson, Menlo College professor, Atherton, Calif.
AV Mitchell, artist, speaker, community activist
Tim Morris, opinions columnist, The Times-Picayune
Ahi Nguyen, designer, Catapult Creative Media
Wilborn Nobles, reporter, NOLA.com
Julia O’Donoghue reporter, The Times-Picayune/nola.com reporter
Professor John Pojman, LSU Department of Chemistry
Edward Pratt, media relations director, Southern University
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Elise Taizin, communications manager, Louisiana State Medical Society
Hunter Territo, creative director, Xdesign
Melissa Thompson, talent director, Baton Rouge Area Chamber of Commerce
Robert Travis Scott, president, Public Affairs Research Council of Louisiana
Dr. Jon Traxler, Hanship, Peters, Traxler, ENT
Andrew Tuozzolo, chief of staff, Louisiana Department of Health
Lindsay Turner, senior manager of community engagement, American Cancer Society
Clyde Verdin, associate communications director, LSU Athletics
Jay Vicknair, Bodi White for Mayor-President campaign
Natasha Walker, designer, Gatorworks
John White, Louisiana Superintendent of Education
Maranda White/Jada Davis, Maranda White for Metro Council District 4
Cydney Williams, sales communications manager, Lamar Advertising
Dr. Scott Wilks, LSU College of Human Sciences and Education
Dr. Shawn Wilson, secretary of Louisiana Department of Transportation and Development
Avery Woodard, student who worked for Clinton presidential campaign
General Overview
The 2016-2017 school year kicked off following a series of tumultuous events during the summer of 2016, a time which saw the shooting death of Alton Sterling by Baton Rouge police officers, protests in response to this shooting, the murders of three local officers by a black sniper, and massive flooding. A highly polarized presidential campaign further set the tone of the academic year. These events inspired much of the activity and programming of the Reilly Center in the 2016-2017 academic year.

The year began with a sports summit geared toward facilitating conversations on the relationship between media and sports and an election night gathering of students and faculty to watch and evaluate the presidential election results. The academic year closed with the annual John Breaux Symposium. Inspired by current and recent events, the activities of the year brought attention to timely and pressing issues such as the intersection of race and public policy, racial representation in the media, extremism, fake news, activism that harnesses the power of social media, and strategies for engaging in effective dialogue.

The year was also an active time for Reilly Center-sponsored research. The results of the annual 2017 Louisiana Survey provided a non-partisan view of regional public opinion data, and the Reilly Center commissioned an edited volume for the Media & Public Affairs book series that will delve more deeply into issues related to race and public policy. The Center also partnered with The Advocate to create and share an educational tool challenging the public to balance the Louisiana budget.

2017 Breaux Symposium
The death of Alton Sterling, a black man, at the hands of two white police officers brought deep-seated frustrations about inequality of treatment and opportunity within the black Baton Rouge community to the forefront of attention. The 2017 John Breaux Symposium examined underpinning public policy issues contributing to racial inequality through expert panels and presentations. Several panels focused on research conducted by Manship students and faculty.

Local civic leaders, journalists, and national scholars also came together to discuss racial inequality. Baton Rouge Mayor-President Sharon Weston Broome, the keynote speaker, spoke of her efforts to adjust public policy to address inequality of resources and representation. A distinguished panel of experts on public policy and race discussed key issues affecting ongoing institutional racism, which will form the foundation of an edited volume for the Media & Public Affairs book series. Additionally, a diverse panel of local media representatives and activists tackled issues surrounding racial representation in the media.
Sports Communication Summit

The Summit explored the dynamic relationship between media and sports through discussions featuring professional athletes, sports reporters and team executives. Panel topics included “Tackling Social Media,” “Women in Sports Journalism: Issues & Stereotypes,” and “Curve Balls for Front Office Managers.” Mark Emmert, former LSU chancellor and current NCAA president, and Tim Brando, Fox Sports play-by-play announcer, were keynote speakers.

Election Watch Party

On the presidential election night, the Reilly Center partnered with LSU Student Government to host a viewing party for the campus community to experience and analyze the election as polls closed across the country. The event celebrated democracy and the political process. Experts dissected the night as votes were counted. Speakers included: Jerry Ceppos, Manship School dean; Jonathan Earle, Honors College dean; Lanny Keller, reporter at The Advocate; Chris Tyson, LSU Law Center faculty; and Joshua Darr, assistant professor.

Fake News Panel

“Faked Out: Detecting Fake News in a Media-Driven Society” consisted of a panel discussion about one of the biggest current topics in the media: fake news. This panel included members of major media studies groups, Manship School of Mass Communication professors, representatives of the local media and a fake news prodigy, Cameron Harris.

Guest Speakers

David Karpf — George Washington University professor
“Analytic Activism: Digital Listening and the New Political Strategy”

Melissa Michelson — Menlo College professor
Partnership with Honors College
“Listen, We Need to Talk: How to Change Attitudes about LGBT Rights”

Leslie Fair — Federal Trade Commission attorney
“What’s the Truth about False Advertising?: Best Practices for Keeping Promotional Claims Legally Compliant”

Steven Luckert — United States Holocaust Memorial Museum curator
Partnership with Jewish Studies
“Extremism: from Hitler to ISIS”

Charlie Cook — Cook Political Report editor and publisher.
“Throwing Out the Political Rule Book in 2016, What’s Next?”
2017 Louisiana Survey
In 2017, the annual Louisiana Survey once again drew substantial state and local attention from media, policy makers and the public. For the first time since 2012, the share of Louisiana residents who believe it is heading in the right direction (46 percent) exceeds the share who think it is heading in the wrong direction (40 percent). This marks a 23 percent shift from historically high pessimism about the direction of the state last year.

When asked to grade aspects of life in the state, residents give the highest grades to the state’s colleges and universities and to the overall quality of life in Louisiana.

Each year, the Reilly Center commissions the Louisiana Survey, which is administered by the Public Policy Research Lab. The Reilly Center created the annual survey to serve as a barometer of statewide public opinion. It tracks trends in public views about state government and services over time. The 2017 survey also measures opinion on taxes and spending, the Taylor Opportunity Program for Students, criminal justice reform, health care policy and social issues.

The Community Resilience Study
Louisiana, and the Baton Rouge metropolitan area in particular, endured a series of tumultuous events in the summer of 2016, including the shooting of Alton Sterling by Baton Rouge police officers, protests in response to this shooting, the murders of law enforcement officers Montrell Jackson, Brad Garafola and Matthew Gerald, and unprecedented flooding throughout the state.

To better understand how Louisiana residents reacted to these events and the profound social issues they raise, they commissioned the Community Resilience Study. The study consists of a survey administered to a statewide sample of adult Louisiana residents as well as a sample of residents in the metro Baton Rouge area: East Baton Rouge, Ascension and Livingston Parishes.

The full 2017 report is at www.pprllsu.com/projects/.

Solve the Budget
The Reilly Center for Media & Public Affairs and The Advocate partnered to develop the website solvethebudget.org, which gives the public a chance to decide how lawmakers should fix the state’s projected $440 million budget deficit. Participants were asked to make tough choices to resolve the budget crisis using methods to increase revenue, decrease spending and adjust current Louisiana tax policies.

The book will be a broad yet in-depth examination and analysis of the state of race in the United States, focusing on race through the lens of public policy and social science with the aim of connecting the institutional nature of racism to continuing and sometimes explosive unrest.

Coming Soon
A new installment in the Reilly Center’s Media & Public Affairs book series, inspired by this year’s John Breaux Symposium, will be published in the coming months. Manship Associate Professor Josh Grimm and University of Oklahoma Assistant Professor Jaime Loke will edit the volume: “Blurred Boundaries, Real Consequences: The Intersection of Public Policy and Race.”
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