

# Limitless





**LSU**  
TIGER STADIUM



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*(Photo left to right) May 2022 graduates Lauren Babin, Sarah Lemaitre, Joshua Bowering, Bailey Bourgeois, Jalisa Francis and Mallory Panzavecchia.*

*Photographer credit: Miya Durey*

*(On the cover) Joshua Bowering, May 2022 broadcast journalism graduate.*

*Photographer credit: Aria Pons*

# REMEMBERING JERRY CEPPOS, 1946-2022

**Jerry Ceppos** became dean of the Manship School after serving as dean of the Reynolds School of Journalism at the University of Nevada, Reno, for three years. Prior to academia, he worked in newspaper journalism for more than 40 years. As Knight-Ridder's vice president for news from 1999-2005, he oversaw the company's Washington and foreign bureaus, directed news services for global and domestic clients, and prioritized recruitment and diversity in newsrooms.

Before his Knight-Ridder executive position, Jerry worked at the San Jose Mercury News as associate editor, managing editor, senior vice president and executive editor. During his tenure, the newspaper won two Pulitzer Prizes. In 2002, Jerry won the Gerald M. Suss Award for Distinguished Service to Journalism and Mass Communications, the highest honor granted by the Association of Schools of Journalism and Mass Communication.

Jerry joined the Manship School as dean and William B. Dickinson Distinguished Professor in Journalism in July 2011. He concentrated efforts on amplifying the school's digital media resources, expanding curriculum and increasing faculty diversity. Under his leadership, the Manship School launched the LSU Cold Case Project and Statehouse Bureau, core components of the school's experiential learning curriculum; opened the LSU Social Media Analysis and Creation Lab; and established the school's endowed chair in race, media and cultural literacy, the first position of its kind in the country.

In 2016, Jerry was named a Society of Professional Journalists Fellow, the society's highest professional honor, recognizing those who have made an "extraordinary contribution to the profession." Jerry was one of three of the society's inaugural recipients of the Ethics in Journalism award in 1997. He served on the Accrediting Council on Education in Journalism and Mass Communications for three decades, including six as president.

In 2018, Jerry became a full-time teaching professor at the Manship School, teaching courses in media ethics and media history. He contributed to several books on media ethics and journalism, including "News Evolution or Revolution? The Future of Print Journalism in the Digital Age" and "Moral Reasoning for Journalists." His most recent publication, published in July 2021, was "Covering Politics in the Age of Trump," a compilation of reporters' essays edited by Jerry. In April 2022, the Philip Merrill College of Journalism at the University of Maryland inducted Jerry into its inaugural hall of fame class.



A relentless supporter of democracy, ethics and diversity, Jerry was a titan in the field of journalism and mass communication education over the course of 50-plus years. At the Manship School, he was family. Jerry celebrated our students, faculty and staff at every turn.

To honor his legacy, Jerry's loved ones created a memorial giving fund through the LSU Foundation. The fund now serves as a scholarship account that will benefit Manship School students.

We dedicate this annual report to Jerry.

*(Photo above) Jerry participates in his last commencement as dean in spring 2018.*

*(Photos, next page) Jerry and students over the years.*





## FROM THE DEAN

At the Manship School, we prepare students to be agile and adapt to how communication will change. And let's face it—we're no stranger to change. In August, we started classes in the midst of the Delta variant outbreak, and shortly after that, Hurricane Ida hit, decimating communities across the state. In the spring, many of us started the first few weeks virtually because of the COVID threat. In July, Jerry Ceppos, our dear friend and former dean, passed away. Jerry celebrated our students, faculty and staff at every turn, and the entire Manship School community continues to mourn his loss. We were faced with constant uncertainty. But our students, faculty and staff never wavered. They were resilient.

Resilience is a fascinating concept because it's different for everyone. But ultimately, resilience is about bouncing back. It's about adapting in the face of adversity. We didn't just adapt—we soared.

In the past month alone, every time I've opened my email, it's to hear about a new national recognition our students have received: 50 awards earned by Student Media, national recognition for our Bateman and ImPrint public relations teams, Hearst Awards for our journalism students and Goldsmith Investigative Reporting recognition for our Cold Case Project.

Our faculty's achievements are nationally celebrated as well. Dr. Josh Darr was named one of 28 Carnegie Fellows in the nation. Dr. Tina Harris delivered NCA's Carroll C. Arnold Distinguished Lecture. Dr. Nichole Bauer was named an LSU Rainmaker, and Dr. Asha Winfield was one of 41 scholars nationwide to earn the Powe Junior Faculty Enhancement Award.

In January, LSU President Tate and his team visited with our students and faculty to learn more about the work we are proud to do. Following the visit, he said, "The research and teaching represented some of the best I have seen. Great scholarship and commitments to linking research to public dialogue."

The resilience of our students, faculty and staff is the reason we continue to soar. Here, at Manship, our potential is limitless.

**Joshua Grimm, Ph.D.**

*Interim Dean*

*(Photo facing page) Mia LeJeune '22 (left) followed Sarah Procopio '21 (right) as the Manship School's second consecutive Truman Scholar.*

# UNDERGRADUATE PROGRAM

LSU  
Manship School  
of Communication



## AREAS OF CONCENTRATION

- Digital Advertising
- Journalism
- Political Communication
- Public Relations

3+3 Pre-Law Program Offered in All Concentrations

## FALL 2021 ENROLLMENT

1159 TOTAL MASS COMMUNICATION STUDENTS

**707** Majors



## 452 Pre-Majors

- Includes 283 freshmen
- 58 Digital Advertising
- 140 Journalism
- 59 Political Communication
- 116 Public Relations
- 64 3+3 Pre-Law (8 Digital Advertising, 24 Journalism, 20 Political Communication, 12 Public Relations)
- 1 Undeclared
- 5 Online Political Communication
- 9 Online Public Relations
- 36% historically underrepresented\* students
- 73% female; 27% male

\*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

## 75 Mass Communication Minors

**288** Graduates (Summer 2021, Fall 2021, Spring 2022)

Percentage of Spring 2022 Manship School Graduates Who Began as Freshmen at LSU:

**94%**

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



## Digital Advertising Concentration

“After I got out of school, I realized that every pitch, every advertising campaign and every creative asset I put together for my school projects gave me an advantage in each job I touched. I was able to navigate cutting-edge technology with ease.”

—Olivia Nuss | '19, '22



### TWINS WIN TWO OF 15 ADVERTISING EDUCATION FOUNDATION OF HOUSTON SCHOLARSHIPS

Digital advertising senior **Sawyer CoCo** (*left*) and public relations senior **Gabriella CoCo** (*right*) were two of 15 Advertising Education Foundation of Houston (AEFH) scholarship winners. Sawyer won the Jay Hagins Scholarship, and Gabriella earned the Houston Media Classic Chuck Sitta Scholarship. AEFH awards scholarships to well-rounded students who participate in every level of their school, work and community and demonstrate an interest and aptitude for marketing communications.



### NICHOLE SANTEE WINS LSU TEACHING AWARD

**Nichole Santee** (*left*), a Ph.D. candidate and a digital advertising alumna, was one of two LSU Ph.D. students who won the Alumni Association Teaching Assistant Award in spring 2022. The award recognizes teaching assistants who demonstrate outstanding teaching abilities, serve the Baton Rouge community and further the civic engagement of LSU students.

Santee teaches “Social Media Analysis and Creation” and “Create Lab,” where students collaborate to use social media to find the right combination of applications, platforms, websites, etc. to help solve a social problem. Santee earned a master’s degree in advertising from the Newhouse School of Public Communications at Syracuse University. She has worked on brands such as Dr. Pepper, Mott’s, Icy Hot, Gold Bond and Stub Hub as a social strategist, website designer and content creator.

## CREATE LAB STUDENTS MANAGE SOCIAL MEDIA FOR BATON ROUGE BLUES FESTIVAL

Students in **Nichole Santee's** Create Lab capstone class managed social media for the Baton Rouge Blues Festival, an annual music festival attracting more than 50,000 to downtown Baton Rouge. Create Lab requires students to create something socially meaningful for a real client through class collaboration. Students build skills in creativity, production, expression and implementation.



## OLIVIA NUSS COMBINES DIGITAL ADVERTISING, LAW IN NAME, IMAGE, AND LIKENESS STUDENT ATHLETE WORK

After earning a bachelor's degree in mass communication with a concentration in digital advertising from the Manship School in 2019, **Olivia Nuss** (left) continued her education in the dual graduate program at the Manship School and LSU Law Center. She graduated in August 2022 with a Master of Mass Communication, Juris Doctor and Diploma in Civil Law. Nuss now works as the head of business and legal affairs for Student Athlete NIL, a full-service strategy, creative, media and production company serving colleges, universities and student athletes navigating Name, Image, and Likeness legislation initiatives.

**“Not only am I working on brand deals and contracts, but I am also overseeing a team of communication professionals who give their work to me for feedback. I am simultaneously using my law degree with my experience in marketing, communications and digital advertising to deliver award-winning end-to-end creative content and IP development for our clients and their student-athlete influencers, and work with clients to create brand activations that maximize student-athlete earnings and ensure that the athlete's best interests remain protected throughout.”**

—Olivia Nuss



“The Manship School has taught me one of the greatest things ever: passion. I found my passion in digital advertising here, and I am honored that I was able to work with professors who truly cared about my livelihood and success. I now have awesome life-long connections with my professors and classmates, and the Manship School gave me the necessary tools to fire up the engine for my future career. Words can’t equate how grateful I am for this experience.

**ADJOA NYAMEKYE | '22, DIGITAL ADVERTISING**

Nyamekye is an account planner for digital advertising agency The Integer Group.

## Journalism Concentration

"When I was younger, I used to make my own homemade 'newspapers' with a column dedicated to each of my family members. I was always a storyteller. As I was born and raised in Louisiana, LSU was a natural choice for college and so was journalism."

—Ava Borskey | '23

### COLD CASE STUDENTS AMONG SEMIFINALISTS FOR GOLDSMITH INVESTIGATIVE REPORTING AWARD

Students **Rachel Mipro** and **Lara Nicholson**, along with former student **Liz Ryan**, from our LSU Cold Case Project field experience course, were among the 30 semifinalists of the Goldsmith Prize for Investigative Reporting. The Shorenstein Center on Media, Politics and Public Policy at Harvard Kennedy School recognized the students for their four-part investigative series, "Killings on Ticheli Road," the only piece written by college students among the group. The students reconstructed the day that a white man killed four Black employees in 1960 and gathered enough evidence to question the failure to prosecute the man, who then rode the notoriety to become a Ku Klux Klan leader.

In June 2022, the LSU Cold Case Project was one of 22 news recipients to earn inaugural data-driven reporting funds, a \$20,000 award, funded by Google News and administered by Northwestern Medill School of Journalism to support investigative journalism. The award supported eight Manship School students and two Southern Law students' continued work on the series throughout the summer.



*Cold Case students interview Brenda Glover, Josephine Smith and Erma Smith at St. Augustine's church in New Roads, Louisiana.*



### JOURNALISM SENIORS WIN STATEWIDE AWARDS

The Louisiana Association of Broadcasters (LAB) recognized **Ally Kadlubar** (*top left*), Tiger TV's assistant station manager, and **Maria Pham** (*top right*), a Tiger TV news reporter, at its 2022 Prestige Awards. LAB named Kadlubar, a senior pursuing a dual degree in broadcast journalism and political science, as the Student Broadcaster of the Year — Television. In January 2022, Kadlubar placed in the top 20 rankings in the Television Features Competition of the Hearst Journalism Awards Program for her stories spotlighting mental health in gymnastics and undocumented cemeteries that are segregated.

Pham, a broadcast journalism senior, earned the LAB Scholarship, which is awarded to two promising students who will pursue a career in the broadcasting industry. Pham discovered her passion for journalism during her sophomore year and was thankful for journalism professor Cindy Carter and the Manship School for helping her hone her storytelling skills.

Reveille reporter and journalism senior **Domenic Purdy's** article, "Leaks, mold and outdated infrastructure plague natural resources building: 'It's very frustrating,'" earned the Reveille the Wiley Hilburn Public Service Award from the Louisiana Society of Professional Journalists Pro Chapter. Purdy wrote the report on the infrastructure of LSU's Renewable Natural Resources Building, which was appropriated funds in 2022 for renovations.

*Sergy Odiduro, president of the Louisiana Pro Chapter of SPJ, presents the Wiley Hilburn public service award to Domenic Purdy.*



## BEYOND THE BYLINE: THE STORIES BEHIND THE STORIES OF MANSHIP STATEHOUSE STUDENT REPORTERS

The Statehouse Bureau (“Statehouse”) is the heart of the experiential journalism program at LSU’s Manship School of Mass Communication. It is one of the only journalism programs in the country that helps fill coverage gaps resulting from the national shortage of full-time statehouse reporters, state capitol journalists tasked with informing the public about state government issues and actions.

Statehouse launched in 2016 under the leadership of former professor and professional-in-residence emeritus **Jay Shelledy** with support from the late **Jerry Ceppos**, former Manship School dean. The program operates in the spring semester through the field experience course taught by **Christopher Drew**, a 40-year veteran reporter and editor, formerly of The New York Times, The Wall Street Journal and The Times-Picayune. Stories are distributed through the LSU Manship School News Service. Under Drew’s direction since 2018, Statehouse has grown from delivering Louisiana Legislature coverage to 13 news outlets around the state to more than 80, including The Advocate, NOLA.com/The Times-Picayune, Shreveport Times, WGNO-TV, WAFB-TV and WBRZ-TV. Some smaller outlets like The Eunice News rely heavily or solely on Statehouse for coverage of the legislative session.

For undergraduate students enrolled in the course—a mix of about a dozen journalism and political communication majors—Statehouse is unlike any class or internship they’ve experienced before. It offers the rare opportunity to curate their skills in a professional setting and get an intimate look at how politics really work.

**Adrian Dubose** and **Ryan Nelsen** participated in Statehouse in spring 2021, their final semester at the Manship School. The program, a defining experience for the students, strengthened their writing and critical thinking skills.

Dubose graduated from college before finishing high school. He earned a technical certificate in a residential electrician program one week before graduating from high school. Although he’s known since age 5 that he wanted to be a lawyer, he liked developing different skill sets.

Four years later, after transferring to LSU and switching his major from physics to sports management, then to mass communication, Dubose applied that same line of thinking to Statehouse. He didn’t want any regrets.

After hearing from some of the program’s alumni who visited his classes, Dubose emailed Chris Drew. Once he completed the prerequisite class, he was in—and he liked it.

“It felt like home,” Dubose said. “Being able to interview politicians and state officials, report on things I



*Statehouse reporter Emily Wood works on a story remotely from her house during the COVID-19 pandemic.*

sometimes didn’t have any knowledge on and writing on the fly made me more confident in my skills.”

Dubose wrote about everything from legislation to regulate legal advertisements to LSU Athletics funding. But his favorite was reporting on LSU faculty’s push to require students to receive the COVID vaccine before returning to campus. He loved talking to LSU officials, getting every side of the story and the fast pace at which the story developed. When he saw his byline in his hometown news outlets, he was ecstatic. “I felt like a kid on Christmas,” he said.

Dubose is currently a law student at Southern University Law Center.

For Nelsen, his approach was more decided. He always knew he wanted to be a writer. With his eye on a journalism career, he also knew the importance of internships and clips, i.e., published articles. But, having worked full time in the service industry since the age of 21, he never had an opportunity to pursue that hands-on experience. The Manship School and Statehouse offered what he called “writing bootcamp.”

After transferring to LSU, Nelsen, who is from Michigan, soaked up everything the Manship School had to offer. He wrote about sports for LSU’s student newspaper, The Reveille. He learned how to write crime stories and obituaries in his classes. The one area he wanted to refine was political reporting, where he thought his skills were the weakest.

Statehouse was just what Nelsen needed to challenge his writing and make him a better journalist. One reason he loved the program was the opportunity to work with Chris Drew.



*Ryan Nelson covers the 2021 legislative session from the Louisiana State Capitol.*

“I found the relationship I had been looking for my entire life as a writer, which is an editor who’s not going to hold your hand, but he’s going to tell you to go do things,” Nelsen said about Drew. “He will encourage you, but more importantly, he’s going to show you your mistakes.”

Not only did Statehouse provide Nelsen with the training he was craving, but it was also a career steppingstone. He graduated in journalism on May 7, 2021, wrote his last piece for Statehouse on June 11, and started a fellowship as City Hall reporter for New Orleans public radio station WWNO 89.9 on June 14.



*Adrian Dubose speaks with Louisiana’s Commissioner of Higher Education Kim Hunter Reed and Louisiana Board of Regents member Collis Temple III.*

Since 2018, stories from Drew’s In-Depth Reporting class, Statehouse and LSU Cold Case Project, the Manship School’s journalism field experience course where students examine FBI files to investigate civil-rights era cases, have earned top awards in enterprise, investigative and sports enterprise reporting categories from the Louisiana-Mississippi Associated Press Broadcasters and Media Editors.

For Drew, the most rewarding part of running Statehouse is seeing his students blossom. Program alumni, often just out of college, cover or have covered the state legislature for some of Louisiana’s largest news outlets, including The Advocate, Nola.com/The Times-Picayune, 89.3 WRKF, WAFB-TV and Gambit. They remind him why he loves journalism.

“When you see younger college kids share the passion for doing this, you want to help them, and you want to teach them all the things that made you love journalism,” Drew said. “You want to give them as much of a leg up as you can. ... Now, more than ever, we need people who can dig through the surface layers and get to some central truths. ... That’s one of the most satisfying things about journalism: peeling back the layers and making people think differently.”

*A longer version of this story appeared in LSU Research Magazine’s fall 2021 issue.*

*Photographer credit for all Statehouse photos: Katherine Seghers, LSU Photographer*



**“I’ve taken classes in both broadcast and print journalism, refined my interviewing technique and learned the ins and outs of the 500-plus page AP Stylebook for grammar and style. I’ve developed friendships and mentorships that really make the Journalism Building and student media basement in Hodges Hall feel like my on-campus home.**

**AVA BORSKEY | '23, JOURNALISM**

Borskey was a top 20 winner in the 2022 Hearst Journalism Awards' Personality/Profile Writing Competition.

## Political Communication Concentration

“The Manship School of Mass Communication and Louisiana State University have been my home away from home for me for the past four years. I fully credit this place for the woman and leader I am today. Without it, I would have never found my passions for campaigns and elections. I cannot wait to use the skills I’ve learned at Manship to make a mark on my community and create progressive change in our country.”

—Mia LeJeune | '22

### JUNIOR LIZZIE SHAW NAMED FIRST FEMALE LSU STUDENT GOVERNMENT PRESIDENT IN 15 YEARS

Political communication junior **Lizzie Shaw** (*right*) won LSU's spring 2022 student body presidential election. LSU Student Government has not had a female president since 2007, and only approximately 8% of past presidents have been female. Shaw and vice-presidential running mate Nick St. Mary's EVOLVE campaign had one of the highest voter turnouts in LSU history with more than 7,000 votes.



### FREDLICIA PHILLIPS NAMED LSU DISCOVER GRANT RECIPIENT

**Fredlicia Phillips** (*left*), a political communication junior, received the LSU Discover Spring 2022 Project Grant. Her research project was titled “African Americans’ Perception of Cultural Appropriation by Whites in the Media.” Each semester, LSU Discover funds at least 10 undergraduate student research or creative projects. The purpose of these grants is to provide students a learning opportunity through participation in faculty-mentored projects. Associate Professor **Meghan Sanders, Ph.D.**, is Phillips’ faculty mentor.





### REPORTER PIPER HUTCHINSON INTERVIEWED ON PBS SHOW

Political communication senior and Manship Statehouse Bureau reporter **Piper Hutchinson** (*above*) joined alumnus and journalist Andre Moreau on the Louisiana Public Broadcasting PBS show, "Louisiana: The State We're In," to discuss the Louisiana Legislature and redistricting. Hutchinson was also editor-in-chief of *The Reveille* for the summer 2022 semester.



### SENIOR STUDIES IN SOUTH KOREA TO CONDUCT THESIS RESEARCH, TRAVELS TO PANAMA

Political communication student **Alex Spencer** (*above*) studied abroad at Ewha Womans University in Seoul, South Korea to pursue research on Korean libel law for his LSU Honors Thesis Project.

Spencer broadened his horizons further by traveling to Panama with 12 other LSU Ogden Honors College students over spring break to build a water system for a community that does not have access to clean water. The trip was part of the LSU Global Water Brigades (GWB).



### CHARITY WILLIAMS COMBINES MEDIA REPRESENTATION RESEARCH, LAW TO PROMOTE VISIBILITY OF HISTORICALLY MARGINALIZED GROUPS

**Charity Williams** (*above*) placed 1st in visual displays and mass communication at LSU Discover Day Undergraduate Research and Creativity Symposium for her research project, "The Effects of Media Representation on Black Civic Engagement." During her time at LSU, Williams was a McNair Scholar and served as treasurer of the Tiger Prison Project and vice president of the National Association of Black Journalists. She also worked with the Student Government Black Caucus and the National Residential Hall Honorary. Williams completed several law and policy-related summer internships during her undergraduate journey, including the Law School Admissions Council PLUS Program and the Sidley Austin LLP Prelaw Scholars Program. She plans to attend law school and transition into public policy reform and legislative work.

**"Manship has taught me the critical role that media play in our society, and in determining who and what we deem worthy of the public eye. With this in mind, it has been my goal to promote more visibility and holistic representation for marginalized groups in mainstream media to bridge the gap. At Manship, I've been honored to have the opportunity to learn from some of the nation's leading media professionals and will forever be grateful for the lessons they've imparted."**

—Charity Williams



**“The people at the Manship School are second to none. Every Manship professor that I’ve had has demonstrated a genuine interest in my growth and well-being. Many have pushed me beyond the limits I previously set for myself and encouraged me to try as many experiences as I can to explore my passions and future plans. I would have never done things like report on the Legislature, manage Tiger Band’s social media or meet with political leaders at SXSW without Manship.**

**SYDNEY MCGOVERN | ‘22, POLITICAL COMMUNICATION & SPANISH**

In September 2022, McGovern was named a Fulbright Grantee. She will travel to Galicia, Spain for one year to teach English and promote cultural exchange through student journalism.

## Public Relations Concentration

“The Manship School has granted me endless opportunities and resources to expand my skills as a young professional, both inside the classroom and in the real world. ... Because of [my professors’] guidance, I have never been more confident in my ability to be a successful communications professional, and I am eager to start my career in public relations.”

—Brennan Doussan | '22

### IMPRINT COMMUNICATIONS PLACES SECOND IN PRSSA NATIONAL CYSTIC FIBROSIS AWARENESS COMPETITION

The Manship School's student-run public relations firm, ImPRint Communications, earned second place in the Public Relations Student Society of America (PRSSA) 2021 Rowan University National Cystic Fibrosis Awareness Competition. ImPRint Communications' former executive board, which consisted of (*left to right*) public relations senior **Schuyler Olson**, **Isabel Caballero** ('21) and **Sam Marzullo** ('21), led the firm during the competition. Caballero and Marzullo were co-directors at the time of the campaign.

ImPRint Communications is a nationally affiliated student-run public relations firm based at LSU's PRSSA chapter. The firm is dedicated to providing clients with thorough public relations services and solutions. It aims to develop the future leaders of the industry by giving students hands-on experience while building solid relationships and credibility with organizations in the community.



### STUDENTS WIN STATEWIDE SCHOLARSHIPS FROM THE PUBLIC RELATIONS ASSOCIATION OF LOUISIANA

Public relations senior **Gabriella CoCo** ('22) (*left*) won the William Michelet Scholarship for her proficiency in public relations with a strong commitment to community involvement. Coco is currently a first-year strategic communication master's student at the Manship School.

Journalism alumna **Jasmine Edmonson** ('21) (*right*) won the Jack H. Sanders Memorial Scholarship for her proficiency, excellence and dedication to pursuing a career in public relations or journalism. Edmonson is currently a second-year strategic communication master's student at the Manship School.



## LSU BATEMAN TEAM EARNS HONORABLE MENTION IN NATIONAL PUBLIC RELATIONS CASE STUDY COMPETITION

The LSU Bateman Team, “Crew for a Cure,” earned an honorable mention in the Public Relations Student Society of America’s (PRSSA) 2022 Bateman Case Study Competition, the organization’s premier national case study competition for public relations students. The team, comprised of senior public relations students, competed against 75 universities. This year’s competition asked teams of undergraduate public relations students to raise awareness for the Lymphoma Research Foundation (LRF).

“Crew for a Cure” combined information from its analysis of academic literature, focus group discussion and survey results to plan a month-long campaign that culminated in a Pirate Party at the Manship School Holliday Forum. The event attracted more than 150 attendees and raised more than \$2,000 for LRF. Team members were **Marie George, Hannah Michel Hanks, Rebecca Herin, Hannah Moran, Perla Rodriguez** and **Julia Watson**. The team advisers were public relations instructor **Doug Draper** and **Michelle Hultberg** and **Alisha Prather** of Harris, DeVille & Associates, Inc.

“I’ve been most excited about the opportunity to apply my classroom knowledge to a real-life, impactful project like this one,” LSU Bateman Team Captain Hannah Michel Hanks said. “We’ve taken classes on how to write, research and plan, but this has been my first opportunity to follow up research with evidence-based action.”



*Dean Josh Grimm dumps water on "Bad Pirate" Timothy Hanks, as Doug Draper watches during Crew for a Cure's Pirate Party.*



*LSU Bateman Team (left to right): Hannah Moran; Rebecca Herin; Perla Rodriguez; Doug Draper, adviser; Marie George; Julia Watson; Hannah Michel Hanks.*

*Photographer (above) credit: Hannah Michel Hanks  
Photographer (below) credit: J. Rasti Photography*



**Crafting messages that reach the general public has increased my confidence as a writer and PR student. Beyond writing, I'm learning media relations skills like speaking with journalists to ensure the public is well informed on our policies and initiatives. I'm thankful for the rigorous Manship School classes that prepared me for this opportunity!"**

**JALEN HINTON | '23, PUBLIC RELATIONS**

*Hinton is a communications intern with the Office of the Mayor-President Sharon Weston Broom in Baton Rouge, Louisiana.*



## GRADUATE PROGRAM

Martina Santia, Ph.D., is a political communication researcher. She is particularly interested in the effects of racialized news coverage on public attitudes and behaviors. In July, she started a postdoctoral research position at the Newhouse School of Public Communications at Syracuse University.

**MARTINA SANTIA | '22, PH.D., MEDIA & PUBLIC AFFAIRS**

**THE GRADUATE PROGRAM** grew **29%** in the past year. In fall 2021, 99 students (27 Ph.D., 61 Master of Mass Communication (MMC), 11 Graduate Certificate) were enrolled.

**75%** Female Students

**16%** International Students

**49%** \*Historically Underrepresented Students

*\*Includes Asian, Black/African American, Hispanic/Latino and any race, international, race and ethnicity unknown, two+ races (non-Hispanic/Latino).*

In 2021-2022, **38** graduate degrees were awarded to Manship students:

**5** Ph.D.

**21** MMC

**12** Graduate Certificate



*Taylor Barnett, TNC inaugural fellow, master's student.*

## Global Nonprofit The Nature Conservancy Partners with Manship School MMC Program

When the Louisiana chapter of The Nature Conservancy (TNC), a global environmental organization with more than one million members and the largest such nonprofit in the U.S., realized it needed more diverse messaging—and messengers—to reach more people in local communities to build broader consensus and support around life- and livelihood-sustaining conservation programs, the chapter turned to the Manship School.

Strategic communication master's student **Taylor Barnett** ('22) earned the inaugural communications fellowship. As a TNC communications fellow, Barnett assisted the global environmental organization with the creation of diverse messaging. The messaging reached more historically underrepresented people from local communities to engender broader consensus and support around the environment and conservation.

“Environmental reporting keeps the public informed about important issues that affect their daily lives,” said Karen Gautreaux, executive director of TNC. “But there are not many programs that teach the skills necessary to pursue a career in environmental communications. We see Taylor's fellowship and our new partnership with LSU Manship as the first step in a larger effort to provide this important training to students from all backgrounds. Without it, we face an uphill battle to connect with

diverse audiences to make the changes science tells us are necessary to ensure all communities are healthy and safe.”

As part of her work, Barnett does a lot of research to arrive at the all-important economic impact numbers TNC uses as part of their communications. (She also recently learned there are bald eagles in Louisiana—one of the largest populations in the nation, in fact.)

“My love of doing research has definitely helped me,” Barnett said. “And that's also something my LSU professor, **Dr. Jinx Broussard**, harps on—how you have to do your research; how you cannot skip over it and go straight to goals and tactics. That's something I learned in class but thoroughly can appreciate now. I'm able to apply everything I've learned at Manship and see it in action at TNC. Things are just not as linear in the real world as they are in the classroom.”

Since Barnett's graduation in May 2022, TNC has continued its partnership with the Manship School and engaged a second communications fellow.

A longer version of this story, written by Elsa Hahne, was featured in LSU's quarterly research publication, “Working for Louisiana.”

## Manship School Welcomes Five New Ph.D. Students



### JOSHUA JORDAN

**Joshua Jordan** earned a bachelor's degree in emerging media and communication from the University of Texas at Dallas and a master's degree in mass communication from the University of Minnesota. Jordan is interested in researching the intersection of science, identity and society in political communication.



### NATALIE KACZYNSKI

**Natalie Kaczynski** earned a bachelor's degree in political science with a minor in urban studies and a master's degree in public administration from Rutgers University-Camden. Kaczynski interned for former Rep. Tom MacArthur (R-NJ) for five years. She also worked for two New Jersey state legislators as a legislative aide and social media coordinator for two years. Her research interests include political rhetoric, communication and the role economic and tax policy play in gentrified cities.



### TIFFANY R. SMITH

**Tiffany R. Smith** earned a bachelor's degree in communication from Bowling Green State University and a master's degree in global communication from Kennesaw State University. Before attending LSU, Smith worked in higher education, focusing on diversity, equity and inclusion. Her research interests are intersectionality, race, gender and sexuality, media representation and the African diaspora.



### KYLE STANLEY

**Kyle Stanley** earned a bachelor's degree in political science and a master's degree in mass communication (concentration: political communication) from LSU. His research interests are digital and popular culture. Stanley is studying racial and gendered representations in mass media and the cultural impact of television, film, celebrity influencers and digital media trends on society.



### DAT TRAN

**Dat Tran** earned a bachelor's degree in journalism and communications from the University of Social Sciences & Humanities, Vietnam National University of Ho Chi Minh City and a master's degree in mass communications from Kansas State University. Tran's research interests are media technology, social network analysis and emerging media, with a particular focus on internet memes in political discourse.



## Research Highlights

### FEATURED PUBLICATIONS AND CONFERENCES

**Rockia Harris** and **Tiffany Smith**, Ph.D. students, co-wrote “What Streets? Those Streets!” Analyzing Whose Streets? Through a Critical Lens that Investigates Material Rhetoric,” a paper presented at the International Communication Association annual conference.

**Yangzhi Nicole Jiang**, Ph.D. '22, and **Seon-Woo Kim**, Ph.D. student, co-wrote “Key to excellent CSR communication: The shared meaning of CSR,” presented at the International Public Relations Research Conference.

**Soheil Kafiliveyjuyeh**, Ph.D. student, co-wrote the article, “The sounds of resistance from the south: How Iranian female musicians present their identity on Instagram,” which he presented at the National Communication Association conference.

**Seon-Woo Kim**, a Ph.D. student, co-wrote “Dealing with crisis of COVID-19 spread: Theoretical application of social media analytics in government crisis management,” published in *Public Relations Review*.

**Tim Klein**, Ph.D. '22, and **Quincy Hodges**, Ph.D. '22, wrote “An interreality study of race and homicide news coverage in Baton Rouge, Louisiana” published in *Crime, Media, Culture*.

**Lyric Mandell**, a Ph.D. student, won the Guido Stempel Award for Top Paper for “That’s a bunch of mishigas! A critical analysis of Jewish stereotypes within *The (not so) Marvelous Mrs. Maisel*,” presented at the Association for Education in Journalism and Mass Communication conference.

Assistant Professor **Fanny Ramirez, Ph.D.**, and **Rockia Harris**, Ph.D. student, co-wrote “We’re essential because you’re essential”: How Louisiana sexual assault and domestic violence organizations adapted outreach efforts and health messaging during COVID-19,” published in *Communication Studies*.

**Martina Santia**, Ph.D. '22, co-wrote, along with Associate Professor **Nichole Bauer, Ph.D.**, “The Intersection of Candidate Gender and Ethnicity: How Voters Respond to Campaign Messages from Latinas,” published in *The International Journal of Press/Politics*.

**Christine Schwartz**, **Kyle Stanley** and **Ayla Oden**, Ph.D. students, won Top Paper Award in division at the National Communication Association conference for their article, “Section 230 in the Age of Social Media: How Court Opinions Interpret Political Advertising Online.”

### DIVERSITY, EQUITY AND MEDIA GRANT RECIPIENTS

Five graduate students and four faculty members earned the Manship School's 2022 Diversity, Equity and Media Grant. The grant supports projects that reflect the school's long-standing commitment to research that combats racism, institutional discrimination and systematic oppression.

#### Graduate Students



##### Saachi Chugh

Project Title: *The Effects of COVID-19 Related Social Media Hate Crime on Asian and Asian Americans' Self-Esteem*



##### Rockia Harris

Project Title: *Using the Backhand: A Mixed Method Approach to Examining Attitudes and Language Concerning Representations of Black Women in Sports*



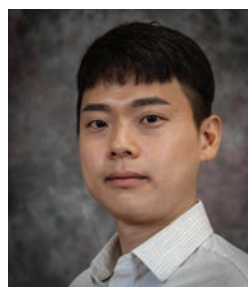
##### Joshua Jordan

Project Title: *Seeing COVID-19 in Baton Rouge: An Intersectional Analysis*



##### Soheil Kafiliveyjuyeh

Project Title: *Divided Western Media: Responses to the Orientalist News Coverage of Russia's Invasion of Ukraine*



##### Seon-Woo Kim

Project Title: *Using Solidarity Action and Misunderstanding Correction News Stories to Effectively Reduce Black-Asian Conflicts: Evidence from Two Experiments*

## Faculty



**Ruth Moon, Ph.D.**  
Project Title: *Becoming a Journalist in the Global South*



**Fanny Ramirez, Ph.D.**  
Project Title: *Digital Domestic Abuse Among Black and Latinx Women: Experiences and Coping Strategies*



**Asha Winfield, Ph.D. (left); Sherella Cupid, Ph.D. (right)**  
Project Title: *Collective Conversations on Sistas Viewing Sistas: Exploring Sista Circles, Identity-Making, & Audience Reception*

## John Maxwell Hamilton Fellowship for Media and Public Affairs Research Recipients

### Rachel Italiano

Project Title: *The Impact of Media Coverage on Support & Trust of Local Police*

### Ayla Oden

Project Title: *Navigating Political Conversations Online: The Role Safe Spaces Play in Managing Online Harassment*

## Reilly Center Graduate Student Research Award Recipient

### Seon-Woo Kim

Project Title: *How Does a Weaker Country's Carrot and Stick Strategy Work? Interaction Effects with a Target Country's Strategy and Unified Partisan Cues*

## Len Sanderson Graduate Research Award Recipients

### Joshua Jordan

Project Title: *Stem-Cell Research in the News: Public Opinion and the Role of Self-Affirmation in Changing It*

### Seon-Woo Kim

Project Title: *Effects of Targeted Public Diplomacy Message and Underdog Framing: An Experiment based on Ukraine's President Zelensky Case*

## Patricia Kay Benoit Graduate Research Award Recipients

### Yangzhi (Nicole) Jiang

Project Title: *Incorporating Stakeholder Engagement, CSR Narratives, and Dialogic Communication Efforts into CSR Communication*

### Emily Ritchart

Project Title: *Outcomes of Building Parasocial Relationships Between Brands and Consumers on Social Media*

### Martina Santia

Project Title: *Harnessing the Power of Gendered Emotions: How Minority Women use Emotional Appeals in their Campaign Messages*



(Photo left) May 2022 graduates.  
(Photo facing page) Tiger TV students Jillian Elliot and Luc Picard.

# STUDENT LIFE





**MANSHIP STUDENTS RECOGNIZED IN LSU TIGER 12, LEADERSHIP CLASSES**

LSU named political communication student **Codee Jones** (left) one of 12 seniors in the university's Tiger Twelve Class of 2022. Tiger Twelve recognizes 12 outstanding seniors who contribute positively to the

life of the campus, the surrounding community and society. Additionally, LSU named three Manship School students—journalism senior **CJ Harrison**, public relations junior **Kayli Smith** and second-year master's student **Quenton Buckhalter**—among 24 honorees in the spring cohort class of 2022 for Leadership LSU. The annual program features LSU students who exhibit the capacity to learn and impact others positively through their leadership experiences.



**SOPHOMORE JILLIAN ELLIOTT WINS MISS LSU 2022, FRESHMAN MICAIAH MCZEAL NAMED FIRST RUNNER-UP**

**Jillian Elliott** (above left), a broadcast journalism sophomore and Tiger TV's news director, won the Miss LSU-USA 2022 Pageant. Elliott participated in the pageant because she wanted to highlight the experiences and opportunities LSU provides and encourage her peers to take advantage of all the university has to offer.

Freshman **Micaiah McZeal** (above right), a political communication freshman, won first runner-up at the Miss LSU-USA 2022 Pageant.



**SENIOR CLAUDIA HENRY NAMED 2021 LSU HOMECOMING QUEEN, ONE OF FOUR MANSHIP STUDENTS ON HOMECOMING COURT**

Political communication senior **Claudia Henry** (above left photo with Chandler Black) was named LSU's 2021 Homecoming Queen on Oct. 16, 2021, in Tiger Stadium, alongside LSU Homecoming King Chandler Black. Henry, an Ogden Honors College student and sociology minor, interned with the Louisiana Department of Culture, Recreation and Tourism, where she worked with the Louisiana Cultural Districts Program. The Watson, Louisiana native was the LSU Panhellenic Council's 2021 Panhellenic president and an LSU Ambassador.

Three other political communication students were members of LSU's Homecoming Court: (above right photo, left to right) sophomore **Matthew Delatte**, seniors **Mia LeJeune**, **Cam Crier** and **Claudia Henry**.



(Left to right) Dean Grimm, Ricky Bryant, Lara Nicholson, Mia LeJeune, Olivia Landry, Jessica Shaw, Gideon Fortune, Joe Kehrli.

## MANSHIP STUDENTS EARN SCHOOL AWARDS, RECOGNIZED AS NEWEST KAPPA TAU ALPHA HONOR SOCIETY INDUCTEES

On April 28, 2022, students, faculty, staff, family and friends celebrated our student award winners and newest members of Kappa Tau Alpha (KTA) Honor Society. KTA is a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication.

### Charles Manship Outstanding Graduate Student Award

Jessica Shaw

### Margaret Dixon Outstanding Female Senior

Lara Nicholson

### Hugh Mercer Blaine Service Award

Mia LeJeune

### Bart Swanson Memorial Award in Sports Reporting

Joe Kehrli

### David Yates Outstanding Male Senior

Ricky Bryant

### Errol Savoie Manship Student Writing Award

Gideon Fortune

### Manship Ambassador of the Year Award

Olivia Landry

## LSU MANSHIP SCHOOL KAPPA TAU ALPHA INDUCTEES

Brooke Bell

Drake Brignac

Cole Catherine Dunnam –  
[KTA Top Graduate Scholar]

Peyton Harvey

Bayleigh Jefferson

Olivia Landry

Mia LeJeune

Ayla Oden

Amber Pierce

Emily Ritchart

Nichole Santee

Jessica Shaw

Bailey Williams

Emily Wood

## STUDENTS' RESEARCH HONORED AT LSU DISCOVER DAY

Four Manship School students were recognized for their research at the 9th annual LSU Discover Day Undergraduate Research and Creativity Symposium.

**Charity Williams**, Senior, Political Communication

1st in Visual Displays & Mass Communication

Project Title: *The Effects of Media Representation on Black Civic Engagement*

**Claire Sullivan**, Junior, Journalism

Teammate: Ria Salway

2nd in Visual Displays

Project Title: *Louisiana's Cancer Alley: The Human Consequences of Petrochemical Pollution*

**Fredlicia Phillips**, Junior, Political Communication

2nd in Mass Communication

Project Title: *African Americans' Perception of Cultural Appropriation of Whites in the Media*

Phillips also received an LSU Discover Spring 2022

Project Grant for this research project.

**Sydney McGovern**, Senior, Political Communication

3rd in Mass Communication

Project Title: *Analyzing the Effects of Gender on Public Evaluation of Elected Officials' COVID-19 Responses*

## Beyond the Classroom



### CANNES FILM FESTIVAL IN FRANCE

In June 2022, 13 Manship students participated in “LSU at Cannes,” a two-week study abroad program led by digital advertising professor **Lance Porter, Ph.D.** Students attended the Cannes Lions International Festival of Creativity (“Cannes”) on the French Riviera to enrich their knowledge of global media and creative culture. Cannes is the world’s largest festival that awards the creative and marketing communications, entertainment, design and advertising industries. Students joined over 11,000 creatives from 90 countries for lectures, seminars and workshops.



### POLITICAL, MEDIA LANDSCAPE IN THE NATION’S CAPITAL

Fourteen Manship students traveled to Washington, D.C. through the “LSU in D.C.” program, led by journalism professor **Jack Hamilton, Ph.D.**, for two weeks in June 2022. The program provided students with insight into D.C.’s political culture and a behind-the-scenes look at its media landscape. Highlights of the trip included touring the U.S. Capitol with U.S. Rep. Garret Graves (R-LA), meeting U.S. Sen. Bill Cassidy, M.D. (R-LA), visiting the International Center for Journalists and meeting Bradley Beychok, president of Media Matters for America. The group also visited the Holocaust Memorial Museum, the Smithsonian museums and the International Spy Museum.



## MEDIA LITERACY ACADEMY IN AUSTRIA

Through the Manship School’s “LSU in Salzburg” study abroad program, five students traveled to Salzburg, Austria to attend the Salzburg Academy on Media and Global Change. The group joined students from Argentina, Austria, Japan, South Korea, the Philippines, Lebanon, the United Kingdom and more to participate in the program, “After the Pandemic: How Can Media Advance Equitable and Just Civic Futures?” in July 2022. The program investigates how media organizations can critically reflect on and reimagine their roles and responsibilities in societies today. LSU was one of 15 universities to participate in the program. **Len Apcar**, who holds the Switzer Jr. Endowed Chair in Media Literacy, led the group.



## NABJ-NAHJ CONVENTION AND CAREER FAIR IN LAS VEGAS

Seven students from the National Association of Black Journalists (NABJ) chapter at the Manship School attended the 2022 National Association of Black Journalists-National Association of Hispanic Journalists (NABJ-NAHJ) Convention and Career Fair in Las Vegas in August 2022. Alumnus and CBS Sports Director **Mark Grant** (pictured above, top row, second from left) supported students during the trip. Professional-in-residence and NABJ adviser **Lisa Frazier Page** (pictured above, top row, third from left) accompanied the students.

Photos at right: (Top left) Darian Shorts, (Top right) Renee Lucas, (Bottom) Kourtney Janeau.

## STUDENTS WORK BET AWARDS AS PUBLIC RELATIONS ESCORTS ON RED CARPET

By Jasmine Edmonson

This summer, strategic communication master’s students and undergraduate alumnae Kourtney Janeau, Darian Shorts and Renee Lucas put their skills to the test as public relations escorts on the red carpet for the 2022 BET Awards, one of Black Hollywood’s biggest nights.

Janeau, Shorts and Lucas learned about the opportunity in a group chat for Black women in public relations and were determined to advance their experience in the field.

*“As a press escort, you have to be quick on your feet with the ability to pivot and shift as needed. As a communicator, you also have to have the ability to think quickly and adjust messaging, follow and research industry trends that are always changing, and often use a range of skills to fulfill client needs. The awards put all of those skills to the test.”* —**Kourtney Janeau**

*“My most defining moment as a press escort was when the red carpet finally closed, and I felt a wave of relief come over me. It wasn’t relief because everything was finally over, but relief that I made it through and conducted myself in such a professional way that it had confirmed that this is where I belong.”*—**Darian Shorts**

For Lucas, the event helped her realize she is capable of effectively working for a famous client, no matter their stardom. She was proud she completed her job in a fast-paced environment and encourages students to never prohibit themselves from taking advantage of every opportunity.

*“You have what it takes to do great things. Take that leap of faith and go for it! You never know where life may take you.”* —**Renee Lucas**



## FEATURED STUDENT INTERSHIPS

225 Magazine  
Acadiana Cane Cutters  
Ascension Public Schools (Ascension Parish School Board)  
Austin American-Statesman  
Baton Rouge Rougarou  
BBR Creative  
BerlinRosen  
brandRUSSO  
BXS Insurance  
Celebration Entertainment LLC  
CLB Consulting LLC  
CNBC  
College Fashionista, Her Campus Media  
Covalent Logic  
DAA Media + Marketing  
ExxonMobil  
Gatorworks  
Hunt Guillot & Associates  
inRegister magazine  
JAW Social Media LLC  
Lamar Advertising  
Last Word Strategies  
L'Auberge Baton Rouge  
Louisiana Healthcare Connections  
Louisiana House of Representatives  
Louisiana Parole Project  
LSU AgCenter Botanic Gardens at Burden  
LSU Athletics  
LSU Innovation Park  
Mary Bird Perkins Cancer Center  
MBP Consultants  
Mediterranean Sunset  
MESH Advertising  
Move Me Marketing  
Northwestern Mutual  
Office of U.S. Senator Bill Cassidy  
Otey White & Associates  
Public Affairs Research Council of Louisiana  
Pelican Institute for Public Policy  
Postlethwaite & Netterville  
Power Digital Marketing  
Rupp Marketing  
TARA, Ink.  
Mayor's Healthy City Initiative, Baton Rouge, LA  
Torapath Technologies  
Universal Music Group / Universal Music Enterprises  
VitaCup  
VYPE Media  
WAFB TV  
WBRZ TV  
Weiler Plastic Surgery

*(Top photo) Journalism students from St. James High School in Vacherie, Louisiana tour the Manship School.*

*(Bottom photo) LSU President Tate visits with journalism students from St. Augustine High School in New Orleans on their tour of LSU Student Media.*



## HIGH SCHOOL OUTREACH

The Manship School offers high school students opportunities to get to know our faculty, students and programs throughout the year. At the annual Louisiana Scholastic Press Association (LSPA) Conference in March 2022, more than 130 high school journalism, broadcast and yearbook students and their advisers from across Louisiana convened at the LSU Student Union to participate in the half-day LSPA Conference. The annual event, hosted by the Manship School, provides an exchange of ideas, workshops and team building. In addition, LSPA sponsors a yearbook, newspaper and broadcast competition in which high schools compete for trophies and recognition.

Throughout the year, the Manship School hosts tours and meet-and-greets with Manship Ambassadors, faculty and staff for high school groups, including student media teams and prospective students.







This year, students and staff were excited to return to campus and Hodges Hall, in particular. Our students were able to start covering in-person campus events again and attend professional development conferences. Students worked diligently to produce award-winning content. They picked up where they left off last year, winning awards in SPJ, Hearst and CMBAM competitions. Last year, we were excited to report the launch of our e-newsletter, and to date, newsletter subscribers have grown to 55K.

Along with our staff, the students continued to produce at a high level and stay within budget, allowing us to finish the year, once again, in a healthy financial position. This year, KLSU, Tiger TV and Reveille all held successful fundraising campaigns, raising nearly \$45K across the three outlets.

With our savings and donor support, we've been able to upgrade to a much-needed cutting-edge live pack system for Tiger TV. The Reveille workspace is going through a major renovation, the first in almost 20 years, and KLSU has been able to upgrade equipment in key areas. These opportunities help to give our students the tools they need to succeed and provide campus with the service it deserves moving into the future.

—John Friscia, Director, LSU Student Media

### HEARST JOURNALISM AWARDS

Considered one of the most prestigious competitions for student journalists, the Hearst Journalism Awards Program provides scholarships to students for outstanding performance in writing, photojournalism, audio, television and multimedia works. Three LSU student journalists were recognized in Hearst Journalism Award competitions this year.



Journalism junior **Ava Borskey** placed in the top 20 of the Hearst Journalism Awards' Personality/Profile Writing Competition. Borskey's Reveille story, "Red rover, red rover LSU alumnus sends spacecraft one planet over," placed 16th nationally. Her story is a profile of Keith Comeaux, a 1989 LSU alumnus

who works at the NASA Jet Propulsion Laboratory in California, where he's been instrumental in the past two Mars rover missions. Borskey is an LSU Ogden Honors College student, a Reveille reporter and a writer for The Mag, LSU's campus magazine.



Broadcast journalism and political science senior **Ally Kadlubar** placed in the top 20 of the Hearst Journalism Awards' Television Features Competition. Her social change-focused feature packages, "Baton Rouge gym aims for the gold in reshaping mental and physical health among future gymnasts" and "Segregated cemeteries still 'haunt' Louisiana," earned her 14th place nationally. Last year, the Tiger TV assistant station manager and former news director earned 16th place in the same competition. Kadlubar was the 2022 Louisiana Association of Broadcasters Student Broadcaster of the Year.



Former Reveille Opinion Editor and LSU '21 alumna **Rachel Mipro** won third place for her story, "Horrific 1960 Louisiana Killing of 4 Black Men Leaves Unanswered Questions," in the Explanatory Reporting Competition of the Hearst Journalism Awards Program. Her story was part of a series about Robert Fuller for the LSU

Cold Case Project, which is part of the Manship School's field experience coursework. Students provide stories, photos and investigative research about unsolved civil rights murders to newspapers, TV stations and digital news sites in Louisiana and Mississippi.

*(Photo, previous page) Lara Nicholson, '22 graduate in journalism and political science, was the Reveille's editor-in-chief in 2021-2022. She also was an on-air KLSU radio personality for the show, Bedside Radio. Nicholson now works as a Florida Parishes reporter at The Advocate in Baton Rouge, Louisiana. She is a 2022-2023 Corps Member for Report for America.*



## SOCIETY OF PROFESSIONAL JOURNALISTS REGION 12 MARK OF EXCELLENCE AWARDS

The Society of Professional Journalists (SPJ) is the nation's most broad-based journalism organization, dedicated to encouraging the free practice of journalism and stimulating high standards of ethical behavior. SPJ recognizes the best collegiate journalism in Region 12, which comprises Arkansas, Louisiana, Mississippi and Tennessee. LSU student journalists earned 19 SPJ Region 12 awards this year.

### Radio Feature

FINALIST: "Gabriel Watkins congressional intern," **Sierra Vanderhorst**; KLSU

### Television In-Depth Reporting

WINNER: "Transgender bills could hurt tourism," **Brooke Smith**; Tiger TV

### Television General News Reporting

WINNER: "Local HS tackles concussions," **Jacob Cheatwood**; Tiger TV

FINALIST: "Boutique owner fights back," **Marissa Galatas**; Tiger TV

### Television Feature Reporting

WINNER: "Baton Rouge gym strengthens mental health," **Ally Kadlubar**; Tiger TV

### Television Sports Reporting

WINNER: "Swimming siblings," **Kendall Duncan**; Tiger TV

### Best All-Around Television Newscast

WINNER: Tiger TV Newsbeat, Tiger TV

### Podcast

FINALIST: Tiger Talk Podcast, **Nick Ombrellaro, Gabby Jimenez, Piper Hutchinson**; Reveille

### Breaking News Reporting

WINNER: "Students protest LSU's handling of former French student accused of rape: 'Safe not silenced,'" **Maddie Scott, Domenic Purdy**; Reveille

FINALIST: "Louisiana AG demands LSU punish professor for criticizing public official following Faculty Senate meeting," **Piper Hutchinson**; Reveille

### Sports Writing

WINNER: "Under Brian Kelly, LSU expects multiple championships: 'He's here to sustain it,'" **Reed Darcey**; Reveille

FINALIST: "Collis Temple Jr. helped integrate LSU athletics 50 years ago," **Peter Rauterkus**; Reveille

### General Column Writing

WINNER: "Title IX enforcement," **Claire Sullivan**; Reveille

FINALIST: "Renaming LSU buildings," **Charlie Stephens**; Reveille

### In-Depth Reporting

WINNER: "Louisiana residents face climate crisis," **Joe Rizzo, Joey Bullard, Michael Sanders**; LSU Manship News Service

FINALIST: "Segregated cemeteries," **Ally Kadlubar, Bailee Hoggatt, Ezekiel Robinson, Jordanne Davis**, Reveille

### Sports Column Writing

WINNER: **Peter Rauterkus**; Reveille

### Editorial Writing

FINALIST: Reveille Editorial Board; Reveille

### Best All-Around Student Newspaper (Large Schools)

FINALIST: Reveille

## ARKANSAS PRO CHAPTER OF THE SOCIETY OF PROFESSIONAL JOURNALISTS DIAMOND AWARDS

The Diamond Journalism Awards, sponsored by the Arkansas Pro Chapter of the Society of Professional Journalists, honor journalism excellence among professionals and students from Arkansas, Louisiana, Mississippi, Missouri, Oklahoma, Tennessee and Texas. LSU student journalists earned 19 Diamond Awards this year.

### Special Projects, Print/Online

WINNER: "The day a white man killed four Black men," **Rachel Mipro, Liz Ryan, Lara Nicholson**; LSU Manship News Service

### Breaking News, Print/Online

FINALIST: "Students protest LSU's handling of former French student accused of rape: 'Safe not silenced,'" **Maddie Scott, Domenic Purdy**; Reveille, Isureveille.com

### Breaking News, Broadcast

FINALIST: "Ida and LSU," **Ally Kadlubar, Aria Pons, Erin Rogers**; Tiger TV

### Features, Broadcast

WINNER: "Segregated cemeteries still haunt Louisiana," **Ally Kadlubar**; Tiger TV

FINALIST: "Lights, camera, drag," **Maria Pham**; Tiger TV

### Features, Print/Online

FINALIST: " 'It was a ride': Clay Schexnayder went from racing cars to leading the Louisiana House," **Kathleen Peppo**; LSU Manship News Service

### Sports, Broadcast

WINNER: "Side by side, lane by lane," **Kendall Duncan**; Tiger TV

FINALIST: "LSU diver makes a splash," **Haylee Kennedy**; Tiger TV

### Sports, Print/Online

FINALIST: "Collis Temple Jr. helped integrate LSU athletics 50 years ago," **Peter Rauterkus**; Reveille, [Isureveille.com](http://Isureveille.com)

### Editorials, Print/Online

WINNER: Reveille Editorials, Reveille Editorial Board; Reveille, [Isureveille.com](http://Isureveille.com)

### Commentary, All Platforms

WINNER: Commentary on LSU's responses to sexual assaults, **Claire Sullivan**; Reveille, [Isureveille.com](http://Isureveille.com)

FINALIST: Commentary on renaming campus buildings, **Charlie Stephens**; Reveille, [Isureveille.com](http://Isureveille.com)

### Business, All Platforms

WINNER: "Transgender bills could hurt tourism," **Brooke Smith**; Tiger TV

FINALIST: "Flower shortage," **Ally Kadlubar**; Tiger TV

FINALIST: "'Another blow': 7,500 Louisiana oil and gas jobs lost in pandemic," **Brittney Forbes**; LSU Manship News Service

### Education, Print/Online

WINNER: "Faculty Senate enters unlawful executive session during meeting, kicks out non-Senate members," **Piper Hutchinson**; Reveille, [Isureveille.com](http://Isureveille.com)

FINALIST: "'It's very discouraging': Louisiana teachers grapple with challenges of ongoing pandemic," **Margaret DeLaney, Olivia Varden, Chris Langley**; LSU Manship News Service

FINALIST: "Pros and cons: How Louisiana college students were impacted by online learning," **Masie O'Toole, Kirby Koch, Donald Fountain**; LSU Manship News Service

### Podcasts, Print/Online

FINALIST: Tiger Talk Podcast, **Nick Ombrellaro, Gabby Jimenez, Piper Hutchinson, Reed Darcey, Dylan Sanders**; Reveille, [Isureveille.com](http://Isureveille.com)

## COLLEGE MEDIA BUSINESS AND ADVERTISING MANAGERS AWARDS

College Media Business and Advertising Managers (CMBAM) runs the premier national awards competition for excellence in business and advertising operations. LSU advertising students earned six CMBAM awards.

### Best Graphic Designer

SECOND PLACE: **Emily Poole**; LSU Advertising Office

### Best Living Guide

THIRD PLACE: Spring Living Guide, **Sarah Francioni, Emily Poole, Samira Awad**; The Mag

### Best Sponsored Content

THIRD PLACE: Peace Corps, **Samira Awad, Shellie Milliron**; Reveille

### Best Print Ad Non-Newspaper

HONORABLE MENTION: Tokyo Café Ad, **Sarah Francioni, Emily Poole, Samira Awad**; The Mag

### Best Special Section

HONORABLE MENTION: Dining Guide, **Sarah Francioni, Samira Awad, Shellie Milliron**; The Mag

### Best Rate Card/Media Kit

HONORABLE MENTION: Media Kit 2021-2022, **Sarah Francioni, Emily Poole, Samira Awad**; Multiple outlets



**WHAT IS THE MAG?**

The Mag, which started in 2019, is a quarterly lifestyle magazine tailored to the interests of LSU students. The Mag publishes four issues over the course of a school year, plus one special edition mailed directly to incoming freshmen. There are 5,000 copies distributed across campus per issue.



*(Photo below) KLSU DJs interview LSU President Tate.*



## FACULTY & STAFF

### Joshua Darr Named One of 28 Carnegie Fellows Nationwide



Photographer credit: Dylan Borel

Assistant Professor of Political Communication **Joshua Darr, Ph.D.**, was named one of 28 scholars nationwide to be selected for the 2022 Class of Andrew Carnegie Fellows. He was chosen from a competitive pool of nearly 300 academics, journalists and authors to receive philanthropic support for scholarly research in the social sciences and humanities. Darr and LSU Professor of Geography Andrew Sluyter, also in the 2022 cohort, are LSU's first Carnegie Fellows.

"LSU's drive for excellence is rooted in our mission to support discovery and serve, which is exemplified by the outstanding achievements of Dr. Darr and Dr. Sluyter, our two Andrew Carnegie Fellows. Now more than ever does our society need scholars prepared to seek truth, demonstrate empathy and inspire the generations to come," said LSU President William F. Tate IV.

As a Carnegie Fellow, Darr will receive a \$200,000 stipend from the fellowship program to support his project, "Partnering with Local News to Reduce Polarization." He will work with the American Journalism Project, a venture philanthropy fund for local news, to study the local impact of opening new nonprofit newsrooms. Additionally, he will work with Trusting News, a journalism training organization with many affiliated newsrooms, to detail how journalists handle polarizing topics and assess what sorts of language and editing choices can bring back readers who have lost trust in their local news.

In their 2021 book, "Home Style Opinion: How Local Newspapers Can Slow Polarization," Darr and co-authors Matthew Hitt and Johanna Dunaway worked with a local California newspaper to study the effects of dropping

national opinion coverage. They wanted to know: When a newspaper increases its emphasis on local issues, can it help bridge the political gaps in their community? And they found the answer is yes: Polarization increases after newspapers close, and local newspapers can push back against polarization by discussing national politics less.

Darr said his Carnegie research project is a natural follow-up in many ways to "Home Style Opinion." He enjoyed working with a real newsroom, as opposed to data only. The opportunity to connect academic research to address industry issues through real-world partnerships has been rewarding. He hopes this work will contribute to the ongoing conversation about how local news can survive these tough times and thrive in the future.

"I think that academics and journalists can learn a lot from each other, and that rigorous social scientific research can contribute to a solution to the local news crisis that America faces today," Darr said. "I am worried by America's current local news crisis, in which circulation and advertising revenue are plummeting, hedge funds are buying up the ghosts of old newspapers, and it is unclear what the future holds. So much research shows that the health of local news and democracy are linked, and I'm grateful to Carnegie for supporting this project that will help us better understand that connection."

Darr holds a joint appointment in the Manship School and LSU's Department of Political Science. He earned a Ph.D. in political science from the University of Pennsylvania and has been a faculty member at LSU since 2015.

## FIVE NEW PROFESSIONALS JOIN THE TEAM



### **Sherella Cupid, Ph.D., Lamar Postdoctoral Researcher**

Sherella Cupid, Ph.D., studies the experiences of Black women and girls in education, with a focus on (digital) sister circles, Black doctoral women, and Black female faculty and mentorship. She earned a Ph.D. in language, literacy, and culture from the University of Maryland, Baltimore County.



### **Rachel Dorsa, Academic Counselor**

Rachel Dorsa joined the Manship School from LSU's University College, where she was an academic counselor. She has a strong background in mental and behavioral health and is a three-time graduate of LSU.



### **Robert Hatfield, Data Manager**

Prior to joining the Manship School staff, Robert Hatfield spent 11 years as a network administrator and help desk manager for a large Louisiana-based automotive company. He graduated from LSU in 2010 with a B.S. in psychology.



### **Lisa Frazier Page, Professional-in-Residence**

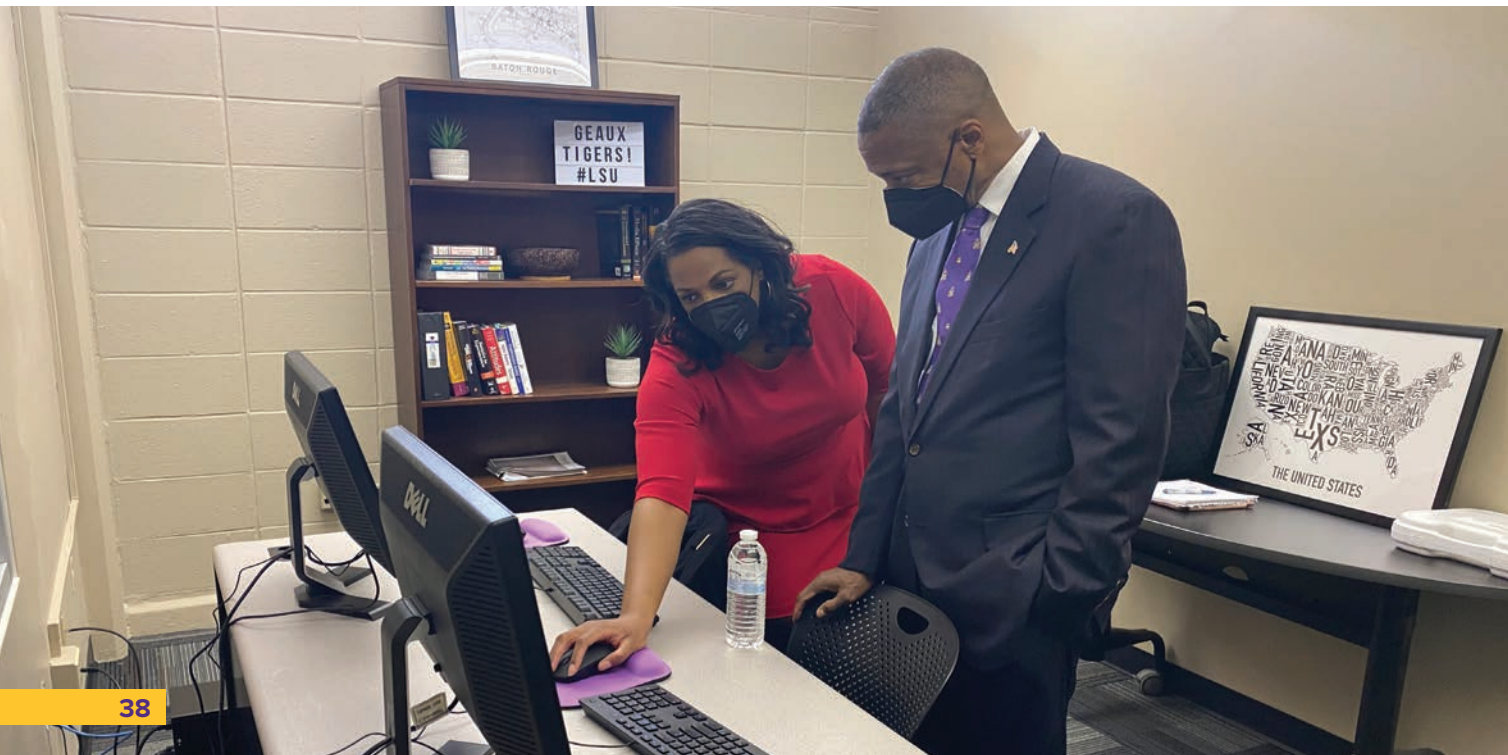
Lisa Frazier Page's career spans more than 35 years as an award-winning reporter, columnist, editor and newsroom recruiter at The Washington Post and The Times-Picayune, and a nationally acclaimed author. Her book, "The Pact: Three Young Men Make a Promise and Fulfill a Dream," was a New York Times bestseller.



### **Asha S. Winfield, Ph.D., Assistant Professor and Doris Darden II Professor**

Asha S. Winfield, Ph.D., is a critical/cultural media scholar with a focus on the stories (creation, rituals and practices) of Black individuals and groups occurring in the media, culture and society. She earned a Ph.D. in communication from Texas A&M University.

*(Photo below) Media Effects Lab Director Meghan Sanders, Ph.D., demonstrates eye tracking software and perception analyzers to LSU President William F. Tate IV during his January 2022 Manship School visit.*



## FEATURED ACHIEVEMENTS



### **Jinx C. Broussard, Ph.D.**

Professor Jinx Broussard was named a 2021 Bruce K. Berger Educator Honoree by the Plank Center for Leadership in Public Relations. The award recognizes individuals who are, or have been, full-time educators who have touched the lives and careers of countless students through mentoring.



### **Cindy Carter**

Professional-in-Residence and Tiger TV Adviser Cindy Carter was honored with the 2020 LSU Tiger Athletic Foundation Undergraduate Teaching Award.



### **Jack Hamilton, Ph.D.**

Hopkins P. Breazeale Professor of Journalism Jack Hamilton earned the Culbert Family Book Prize for his book, "Manipulating the Masses: Woodrow Wilson and the Birth of American Propaganda." The award is given to academics with profound publications on media history about propaganda.



### **Jun Heo, Ph.D.**

Jun Heo, digital advertising area head, was honored with the 2020 LSU Tiger Athletic Foundation Undergraduate Teaching Award.



### **Nathan Kalmoe, Ph.D.**

Associate Professor Nathan Kalmoe and his co-authors' (alumnae Paromita Saha and Martina Santia and former Manship faculty member Brooks Fuller, Ph.D.) article, "Representation and Aggression in Digital Racial Conflict: Analyzing Public Comments during Live-Streamed News of Racial Justice Protests," was published in the journal, Perspectives on Politics. Kalmoe also received the LSU Alumni Association Faculty Excellence Award.



### **Renee Pierce**

Renee Pierce celebrated 22 years as the Manship School's network manager. She retired in December 2021.



### **Fanny Ramirez, Ph.D.**

Assistant Professor of Media Law Fanny Ramirez's article, "The Digital Divide in the US Criminal Justice System," which focuses on the need for better digital inclusion in America's criminal justice system, was published in the journal, New Media & Society.



### **Meghan Sanders, Ph.D.**

Associate Professor Meghan Sanders was interviewed by Netflix Tudum about the mass appeal of shows like "Tiger King." Her research article on Marvel Studio's "Black Panther" was published in the journal, Imagination, Cognition and Personality. It explores how audience engagement with the film's story is related to perceptions of African Americans.



### **Judith Sylvester, Ph.D.**

Associate Professor Judith Sylvester is among the LSU researchers who earned the Louisiana Sea Grant to conduct their study on best practices that can help communicate invaluable information during hurricanes and floods.



### **Chun Yang, Ph.D.**

Assistant Professor of Public Relations Chun Yung received the Center for Community Engagement, Learning and Leadership's Happy Award. The award recognizes LSU faculty, staff, students and community partners who demonstrate dedicated excellence in service-learning programs.



### NICHOLE BAUER NAMED LSU EMERGING SCHOLAR RAINMAKER FOR GENDER, POLITICS RESEARCH

**Nichole Bauer, Ph.D.**, associate professor in the Manship School and the LSU Department of Political Science, was named a 2021 Rainmaker by the LSU Office of Research & Economic Development (ORED). ORED, in partnership with Campus Federal Credit Union, selects six faculty members who balance their teaching and research responsibilities while extending the impact of their work to the world beyond academia.

Bauer received the Rainmaker Award for Emerging Scholar in the Arts, Humanities, Social & Behavioral Sciences category for her exceptional research, creative activities and scholarship. Rainmakers include faculty who are at the early, middle and senior stages of their careers and have established track records in securing external research funding and publishing in high-impact journals.

Bauer conducts research on gender and politics, specifically focusing on how strategic political communication affects the way voters form impressions about women in politics. She received a 3-year grant from the Louisiana Board of Regents to create a Gender & Politics Research Lab that supports undergraduate and graduate researchers who will help conduct experiments, public opinion studies and news content analyses.

Bauer is the recipient of the 2019 LSU Alumni Association Rising Faculty Research Award and the 2018 Gender and Political Psychology Network Emerging Scholar Award. Her book, "The Qualifications Gap: Why Women Must be Better than Men to Win Political Office," was published by Cambridge University Press and won the Robert E. Lane Award for the best book published in political psychology in 2021.

Photographer credit (top right): Tiffany R. Smith



### ASSISTANT PROFESSOR ASHA WINFIELD'S RESEARCH EARNS NATIONAL RECOGNITION

By Jasmine Edmonson

Assistant Professor **Asha Winfield, Ph.D.**, is one of 41 distinguished faculty who earned the Oak Ridge Associated Universities (ORAU) Ralph E. Powe Junior Faculty Enhancement Award for her project, "A Case for Interdisciplinary Collaborations to Improve Social Determinants of Health: Documenting the Impacts of COVID-19 on Black Communities." One of five awardees in the health disparities and health equity discipline, she was selected from 155 applications representing 87 ORAU member institutions for groundbreaking work in this area.

The element of storytelling, a staple in Winfield's research, set the scholar apart from her competitors. Winfield used photovoice, a participatory methodology incorporating semi-structured interviews and photos that allowed participants to identify important issues, in her research to share the experiences of Black Americans during the COVID-19 pandemic.

Winfield also won the Top Paper Award for her work, "Introducing A Black Living Room Pedagogy: Watching Black Women's Biopics with Black Women Audiences," at the Southern States Communication Association's annual convention.

In 2021, Winfield founded The Storytellers Lab, 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 focus on identity, culture and society.

Photographer credit (facing page): Kyle Stanley





Douglas L. Manship Sr.-Dori Maynard Race, Media, and Cultural Literacy Endowed Chair Tina M. Harris, Ph.D., was selected to deliver the prestigious Carroll C. Arnold Distinguished Lecture at the annual National Communication Association (NCA) conference on Nov. 19, 2021. The Arnold Lecture features the most accomplished researchers in the field, and its purpose is to inspire not by words but by intellectual deeds. The title of Harris' lecture was "Intentional Transformation in the Midst of Change."

An internationally renowned scholar of interracial communication, Harris researches race, media representations and racial social justice. She was recently elected as 2nd Vice President of the Southern States Communication Association and was the recipient of NCA's 2020 Francine Merritt Award and the 2019 Robert J. Kibler Memorial Award. Harris is currently working on her forthcoming solo-authored book, "Dismantling Racism, One Relationship at a Time."

# REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS



Harrison, Ability Catalyst, Morphosis  
Raymond Jetson, Chief Executive Catalyst, MetroMorphosis

**CIVIC ENGAGEMENT**  
THE INTERSECTION OF  
**PHILANTHROPY AND PUBLIC SERVICE**

LSU University School of Mass Communication  
Reilly Center for Media & Public Affairs



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**Did another year really go by?** I ask myself this question at the end of each school year, both because I am a university administrator and a mother of a school-aged child—everyone in my household lives on an academic calendar. Summers are always welcome as a time to rest and reflect. There was much to reflect on from the Reilly Center’s year.

- The continuation of the Racism: Dismantling the System event series, focused on the institutional underpinnings of racial discrimination.
- The second year of The Community Collaborative: For the People, By the People project—our most robust civic engagement project.
- New research initiatives led by Manship School faculty.
- The first Reilly Center in-person event since March 2020—the 2022 John Breaux Symposium, focused on resident contributions to the common good.
- The 20th iteration of the Louisiana Survey.
- Support from the Reilly Center’s Advisory Board Chair **Terri Broussard Williams**, an executive at Amazon and a proud Manship School alumna. We added new members as well.
- The addition of partners and interviews to the Louisiana Women in Politics Oral History Project.
- The Reilly Center’s strategic planning process for 2023-28, which will focus our efforts on issues important to the university, state, region and beyond.

We’re not just doing good over here—we are ensuring the academic world of the Manship School is intertwined with other disciplines, institutions and organizations in the community. And it’s friends like you who make this work possible. Thank you for your continued support.

**Jenée Slocum, Ph.D.**

*Director, LSU Reilly Center for Media & Public Affairs*

## CIVIC ENGAGEMENT

### 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 \$5,000 to implement their projects. **Katie Knobloch, Ph.D.**, the Reilly Center’s 2021-2022 Public Policy Fellow and a Manship School alumna, supported The Community Collaborative by developing training materials for grantees. Learn more about the 2022 projects:

- The **Yellow Brick Academy**, a training program for Black women in business, relays skills for small business owners while also addressing healthy physical and mental living habits.
- The **North Baton Rouge Culinary and Hospitality Workforce** program trains at-risk, young adults ages 16 to 24 with valuable culinary skills that will make them competitive in the food industry.
- **New Orleans East Matters “Love The Boot” Beautification Initiative** in Joe W. Brown Park provides landscaping improvements in a region of the city that is still recovering from the effects of Hurricane Katrina, providing a greenspace for residents.
- The **Lincoln Beach Project** aims to develop a revitalization plan for a formerly segregated beach that has fallen into disrepair but could be a natural refuge for the New Orleans East community.

*(Photo facing page) Senior Mia LeJeune moderates the 2022 Breaux Symposium.*

*(Photo below, left to right) Josh Grimm, Ph.D., Jenée Slocum, Ph.D., Louisiana Commissioner of Administration Jay Dardenne, Mia Lejeune, Lauren Crapanzano Jumonville, Sherreta Harrison and Raymond Jetson at the 2022 Breaux Symposium.*



## 2022 John Breaux Symposium: Civic Engagement for the Common Good

The 2022 John Breaux Symposium focused on the many ways citizens contribute to the common good and featured messages from Lamar Advertising CEO and former Louisiana State Representative Sean Reilly and East Baton Rouge Parish Mayor-President Sharon Weston Broome. The keynote speaker was Roger Ogden, former president of LSU Student Government, successful real estate developer and longtime LSU benefactor. Through the lens of elected officials, civic leaders and philanthropists, guests discussed how individuals contribute to the collective community. Change starts within our communities by individuals who have the passion and commitment to mobilize. In addition to the guest speakers, there was a panel conversation with local civic leaders and presentations from the inaugural grantees of The Community Collaborative: By the Community, For the Community.

## Louisiana Survey & Public Policy Research Lab (PPRL)

The 2022 Louisiana Survey is the 20th iteration of an annual series of statewide public opinion surveys sponsored by the Reilly Center. The mission of the Louisiana Survey is to establish benchmarks, as well as to capture changes in residents' assessments of state government services. The 2022 survey revealed growing pessimism about the direction of the state; significant concern about flooding and natural disasters; declining trust in local news; and rising partisan polarization in views about COVID response, election integrity and abortion. **Michael Henderson, Ph.D.**, was the lead researcher, along with **Jenée Slocum, Ph.D.**, as researcher and editor.

The Reilly Center's Public Policy Research Lab (PPRL) is dedicated to high quality, state-of-the-art data collection and analysis. Primarily known for phone survey work, PPRL also conducts mail and web surveys. This year, Henderson transitioned out of the role of PPRL director and returned to Manship School faculty full time. He will continue to lead the Louisiana Survey.

## FEATURED EVENTS

### Racism: Dismantling the System

In 2020, the Reilly Center launched the Racism: Dismantling the System series, in partnership with Southern University and A&M College's Nelson Mandela College of Government and Social Sciences, Louisiana Budget Project, NAACP Louisiana State Conference and the LSU Office of Diversity & Inclusion. The series features conversations about systemic racism and solution-based action contributing to equal opportunity and justice in our communities. The series amplifies the voices of advocates, academics, journalists and more working for social justice in our communities and nation. The following topics were covered this year: Anti-AAPI Racism and Its Effects, The Great Equalizer? How Policy Cemented Education Inequity; Separate and Unequal: The Legacy of Plessy v. Ferguson; The Role of Social Injustice in Mental Health Inequity; Activism Across Generations: The Fight for Civil Rights Then and Now; Is the Customer Always Right? Discrimination Experienced by BIPOC Customers; and The Fight for Environmental Equity.

Given the success of the series, the partners submitted a panel proposal to the Universities Studying Slavery Symposium hosted in Winston-Salem and Greensboro, North Carolina. The panel presentation brought together members of the organizing committee to discuss efforts to unpack the enduring effects of slavery in the U.S. and their collective vision for the future of the series. The presentation was hosted as part of a three-day conference highlighting the work of universities across the nation committed to creating a more equitable society.

### Community Events

In addition to the Racism: Dismantling the System series, the Reilly Center hosted a variety of community events that highlighted conversations about life after elected office, the use of digital media in supporting survivors of domestic abuse during COVID-19 lockdown, how newspapers cover national political news in an evermore politically polarized environment, and reflections on the lessons learned by journalists and photographers who covered the September 11 terrorist attacks. Three of the events were led by Manship School faculty members whose research was the inspiration behind the discussions. Nine to Fives and Limelight Lives was the brainchild of Reilly Center intern Ana Block and featured former Kentucky Secretary of State Trey Greyson and former Louisiana State Representative Julie Stokes.

*(Left to right) Madi Banks, intern; Adamaris Chavez, intern; Kelci Sibley, program coordinator; Lizzie Shaw, intern; Lilliana Barahona, intern.*



## REILLY CENTER RESEARCH INITIATIVES

### Sherella Cupid, Ph.D., 2021-2023 Lamar Visiting Scholar

Charlie and Carole Lamar are the founders and sponsors of the Lamar Visiting Scholars Program. The program promotes media and public affairs research and creative activity benefitting the Manship School, LSU community, alumni and beyond. Lamar Visiting Scholars are also Reilly Center Research Affiliates.



**Sherella Cupid, Ph.D.**, is an interdisciplinary research-practitioner and educator whose research centers on the experience of Black women and girls in education, with a focus on Black doctoral and faculty women, sister circles, mentorship, and Black feminism

and womanism. Cupid's Lamar Visiting Scholar project focuses on the experiences of Black women working in healthcare during the pandemic and whether sister circles—support groups for Black women—helped them navigate professional challenges. She holds a doctorate in language, literacy, and culture from the University of Maryland, Baltimore County, a master's degree in education with a specialization in at-risk and diverse learners from Goucher College, and a B.A. in international area studies with a minor in Africana studies from Drexel University.

### Louisiana Women in Politics Oral History Project: Preserving the Past & Inspiring the Future

The Reilly Center, in partnership with The Waggoner Center at Louisiana Tech University, the Kathleen Babineaux Blanco Public Policy Center at the University of Louisiana at Lafayette, the Department of History at Xavier University of Louisiana and the LSU T. Harry Williams Center for Oral History, is spearheading an effort to document and preserve the legacies of women pioneers in Louisiana's political sphere. Recording women's firsthand perspectives not only provides a historical record from important public figures on some of Louisiana's most notable chapters, but also their career reflections and how they navigated governing and legislating in sometimes unwelcoming territory. Their inspirational stories serve as a resource for both scholars and future generations of women considering careers in politics. In 2021-2022, the Reilly Center and partners across the state documented the stories of Louisiana State Representatives Tammy Phelps, Julie Emerson, Kay Kellogg Katz, Barbara Norton and Simone Champagne.

## REILLY CENTER RESEARCH AFFILIATES

### Asha Winfield, Ph.D.



The Storytellers Lab is a research and filmmaking group under the direction of Assistant Professor Asha Winfield, Ph.D. The storytellers are academics, community members, leaders, students and friends who use qualitative methods to shed

light on identity, culture and society through diverse perspectives and stories. Much like our journalist friends, this initiative is focused on centering community stories. By using many different qualitative and visual methods of storytelling including oral histories, life stories and neighborhood folklore, listeners are able to gain a better understanding of our global and diverse world. As a 2021-2022 Reilly Center Research Affiliate, Winfield utilized a mini grant from the Center to complete a documentary on COVID stories rooted in the Black community. This is the first in a planned series of annual documentaries from The Storytellers Lab.

### Joshua Darr, Ph.D.



Utilizing a Reilly Center mini grant, Assistant 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 is leading 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.

## REILLY CENTER ADVISORY BOARD

The Reilly Center Advisory Board is a collective of thought leaders in media, public affairs, business and academia who support and counsel the Center in its mission to make positive change in the world. Established in 2020-21, the board continued to grow during the 2021-22 academic year and named its inaugural chair, Terri Broussard Williams. Members of the board are **Terri Broussard Williams** (chair), **Jessica Breaux**, **Johanna Dunaway**, **Edmund Giering IV**, **Stewart Jeffries**, **Sara Judson**, **Jared Llorens, Ph.D.**, **Pasha Moore**, **Saul Newsome**, **Markey Pierré, Ph.D.**, **Mendi Robinson**, **John Snow**, **Laura Vinsant** and **Allie Young**.

*(Photo below) Roger Ogden at the 2022 Breaux Symposium.*

*(Photo facing page) Kennedy Smith (MMC, '22) and Dean Josh Grimm at the Manship School's May 2022 commencement.*

## Terri Broussard Williams, Advisory Board Chair



Terri Broussard Williams is currently the head of social justice policy and partnerships at Amazon. She is also a Manship School alumna. For the past two years, she has directed her enthusiasm and passion for the Reilly Center to guiding the development of the advisory board and

expanding its footprint. She brings her courageous, authentic self to making positive change for millions in each of her professional and volunteer roles. Her most distinguished accomplishments include the passage of key pieces of legislation, such as The Louisiana Smoke-Free Air Act. She is also the founder of the Movement Maker platform, where she highlights those leading social movements for good and continues to provide for her community.





## ALUMNI UPDATES



## IN MEMORIAM:

### Award-Winning Journalist, Community Pioneer Pat Cheramie ('66)

**Pat Cheramie** was an award-winning journalist and a compassionate community leader. She graduated with a bachelor's degree in journalism from LSU in 1966. A longtime general manager of WBRZ Channel 2, Cheramie climbed the corporate ladder during a time when it was not common for women to have high positions in media. During the journalism alumna's career, she was inducted into the Manship School's Hall of Fame in 1997, earned the Louisiana Association of Broadcasters' Broadcaster of the Year Lifetime Achievement Award and was named Broadcaster of the Year by the American Women in Radio and TV. Cheramie also served on the board of many community organizations, including Mary Bird Perkins Cancer Treatment Center, Pennington Biomedical Research Foundation and the Baton Rouge Rotary Club.



### Luis Botello ('90, '98) Nominated to Serve on International Broadcast Advisory Board for the U.S. Agency for Global Media

President Joe Biden nominated two-time journalism alumnus **Luis Botello** (B.A., 1990; MMC, 1998) as a member of the International Broadcast Advisory Board for the U.S. Agency for Global Media (USAGM). The mission of USAGM is to inform, engage and connect people around the world in support of freedom and democracy. Botello is deputy vice president of global impact and strategy for the International Center for Journalists (ICFJ). Botello is an award-winning journalist with more than 25 years of experience in reporting critical issues and managing international media programs. He is also an international media analyst for major news networks such as CNN en Español, NTN 24 and Voice of America.



### Emily Holden ('11) Investigates Powerful Interests Holding Back Climate Action Through Nonprofit 'Floodlight'

**Emily Holden**, a 2011 political communication and LSU Ogden Honors College alumna, is the founder of Floodlight, a nonprofit newsroom that investigates "the powerful interests stalling climate action," by partnering with local journalists and co-publishing nationally. One of Floodlight's core missions is to change the mass media practices that have caused many major publications to shy away from holding corporations and politicians accountable for climate change in the name of balance and fairness. Holden says when reporters don't cover those stories, they fail to meet other journalistic standards, such as accuracy and truth.

"We acknowledge that the climate crisis is here and it's a major problem, but we don't do advocacy work or anything in the political sphere," Holden said. "We want to bring that reporting to people directly and make sure they understand it and make sure that they're a part of it and that they know where to go if they want to be involved, but we do not necessarily want to tell them how they should be involved."

Holden is an investigative environmental journalist with more than a decade of reporting experience in Washington, D.C. Before founding Floodlight in early 2021, she was an environment correspondent for The Guardian. She has written for Politico, E&E News and CQ Roll Call.





**Clark Cole** ('77), a partner with Armstrong Teasdale law firm in St. Louis, was awarded the 2021 Ben Ely, Jr. Defense Lawyer of the Year Award by the Missouri Organization of Defense Lawyers.



**Kim Hunter Reed** ('87), Louisiana's Commissioner of Higher Education, was named a 2021 LSU Legend honoree by the A.P. Tureaud, Sr. Black Alumni Chapter of the LSU Alumni Association.



**Zac Lemoine** ('11) has a new role as the deputy legislative director and Senate liaison to Louisiana Governor John Bel Edwards.

**Mark Grant** ('81) was promoted to CBS Sports' lead director for college basketball, including the NCAA Men's Basketball Tournament.

**Stephen Pitalo** ('90) was the moderator for MTV's 40th anniversary panel at New York Comic Con 2021.

**Mary de Wet** ('92) has been promoted to Americas Chief Editor of Dow Jones Newswires. She will oversee all coverage by the reporters and editors in New York, Toronto and Sao Paulo.

**Erin McWilliams** ('04), a WBRZ investigative unit reporter, won Best Investigative Report in the large market category at the Louisiana Association of Broadcasters' Prestige Awards. McWilliams also earned a Suncoast Emmy for "Uncloaking Cover-ups at Louisiana State Police."

**Matt Moscona** ('04) won first place in the Best Radio Show Host division of The Louisiana Sports Writers Association's annual writing and photography contest.

**Natalie Jennings** ('05) accepted a new position in 2022 as the politics editor of Vox. In January 2023, she will move into the role of managing editor. Jennings is the former deputy editor of The Washington Post.

**Caroline Isemann** ('06) was the recipient of the PRSA Health Academy 2021 Excellence in Public Relations Award.

**Asya Cooley** (MMC, '08) & **Skye Cooley** (MMC, '08) co-wrote a book, "The Future of Global Competition: Ontological Security and Narratives in Chinese, Iranian, Russian, and Venezuelan Media," published in December 2021. Both alumni are assistant professors in the School of Media and Strategic Communications at Oklahoma State University.

**Lauren Walck** ('08) was named executive editor of the Bradenton Herald newspaper in Florida.



**Kelsey Wingert** ('14) is now a broadcast reporter at AT&T SportsNet for the Colorado Rockies baseball team. Wingert previously covered the MLB, NBA, NHL and college football with Fox Sports South.



**Danielle Tolbird** (B.A., '14; MMC, '16) joined the University of Louisiana Monroe as director of strategic enrollment communications.



**Newly Paul** (Ph.D., '15) earned the Lillian Lodge Kopenhagen Outstanding Early-Career Woman Scholar award from the Association for Education in Journalism and Mass Communication (AEJMC).



**Aryanna Prasad** ('16), associate sports editor at FanSided, earned the Michael Kim Broadcast Fellowship from the Asian American Journalists Association.



**Johnston von Springer** ('17) was named Reporter of the Year — Television in the large market category at the Louisiana Association of Broadcasters' Prestige Awards.



**Reggie Chatman** ('18) joined the sports team at 11ALIVE in Atlanta as a sports anchor/reporter.

**Elisabeth Fondren** (Ph.D., '18) received AEJMC's Covert Award for best mass communication history article, essay or book chapter published in 2021. Her winning article was "Fighting an Armed Doctrine: The Struggle to Modernize German Propaganda During World War I (1914-1918)."

**Luke Chevalier** ('21) joined ESPN as a digital video/content associate in Bristol, Connecticut.

**Meghan Menard McCune** (MMC, '15; Ph.D., '21) earned the American Journalism Historian Association's 2022 Margaret A. Blanchard Dissertation Prize. Her dissertation examines how American journalists operated as agents of government during the Great War.

**Phillip Laborde** ('21) was promoted to associate producer for NFL team the Los Angeles Rams.

# MANSHIP SCHOOL SUPPORTERS





## FOUR DISTINGUISHED MASS COMMUNICATION PROFESSIONALS INDUCTED INTO HALL OF FAME

In its 46th year, the Manship School Hall of Fame gala honors alumni and supporters who have achieved stellar accomplishments in their careers. From Pulitzer Prize winners to political analysts to writers to producers, the Hall of Fame includes some of the most accomplished journalists and communication experts of our time.

On March 31, 2022, after a two-year hiatus due to the pandemic, we inducted four esteemed mass communication professionals into the Manship School Hall of Fame.



### DONNA BRITT

The late Donna Britt graduated from LSU in 1980 with a bachelor's degree in music education. At WAFB-TV, she became a prominent journalist and anchor, reporting on countless major news events across Louisiana over the next three decades. Britt served on the LSU Student Media Board for several years, helping to select

student editors and station managers. Britt has earned numerous awards, including the Lifetime Achievement Award from the Louisiana Association of Broadcasters and a Suncoast Regional EMMY award for human interest and best newscast.



### GEORGE LOCKWOOD

The late George Lockwood, a former Manship School faculty member, was a longtime editor at The Milwaukee Journal, where he oversaw its Pulitzer Prize-winning series on pollution. Lockwood then served as executive editor of the St. Joseph (Missouri) News-Press. After more than 40 years in the newspaper business, Lockwood

joined the Manship School as the Fred Jones Greer, Jr. Chair in Media Business and Ethics. During his time as Greer Chair, Lockwood organized the first John Breaux Symposium, "The Press at the Turn of the Century."



### JIM MICHIE

Jim Michie, a 1962 LSU journalism alumnus, spent his career as a broadcast journalist at WDSU-TV and WTOP-TV and a public affairs professional whose last major stop before retirement was director of news media services for U.S. Customs and Border Protection. His work spanned more than three decades, serving as manager of

internal and external communications, chief investigator for congressional committees and crisis communication consultant. His mini-documentary series on highway transportation hazards at WTOP-TV won an Emmy.



### HERB VINCENT

Herb Vincent, a 1983 LSU journalism alumnus, is responsible for all communications, public relations, branding and social media strategies for the Southeastern Conference as the SEC's associate commissioner for communications. He was the 2019-2020 president of College Sports Information Directors of

America (CoSIDA), which honored him in 2019 with the Arch Ward Award, the organization's most prestigious award. Vincent was previously LSU's senior associate athletics director and associate vice chancellor for communications and university relations.

*(Photo facing page) Kelci Sibley, Reilly Center program coordinator, at the 2022 Breaux Symposium.*

## Thank You

Your support is invaluable. You empower our students and faculty who are revolutionizing the field of mass communication. Because of your philanthropy, we are equipped to prepare the next generation of thoughtful, passionate and skilled leaders. Thank you for everything.

The names listed reflect donations made through the LSU Foundation between June 2021 and June 2022.

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### In Honor of Donations:

Gifts in honor of Ms. Erin M. Schmidt, Mr. Chris Nakamoto, Mr. Joe McCoy and Mr. David C. Manship were made by:  
Ralph B. Bender, CPA, CGMA and Mrs. Edie Bender

Gifts in honor of Ms. Sevetri M. Wilson were made by Ms. Sherrell Dorsey, Mr. Tremayne T. and Mrs. Erin P. Dowell

### In Memory of Donations:

Gifts in memory of Dean P. Martin Johnson were made by:  
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*(Photo on following spread) Students, faculty and staff, including Reilly Center Director Jenée Slocum, Ph.D., and Professor Jinx Broussard, Ph.D., at the Reilly Center's 2022 Breaux Symposium.*

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