



**ON THE FRONT LINES of HISTORY**



**LSU** | Manship School of Mass Communication

2019–2020 **ANNUAL REPORT**



JOURNALISM

DIGITAL ADVERTISING SENIOR ASHTON VAUGHN

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**ON THE COVER:**

*(From top left, clockwise)*  
 Loreal Johnson leads LSU and Southern University students in a unity rally; Maggie Landry sports a tiger-striped mask as part of the #MaskUpManship social media campaign; the Reilly Center for Media & Public Affairs hosts the 2019 Louisiana gubernatorial debate; Harrison Valentine records Ja'Marr Chase at an LSU Football press conference.



## **HONORING DEAN MARTIN JOHNSON'S LIFE & LEGACY**

On Sept. 29, 2020, the Manship School family learned that Martin Johnson, our beloved dean, had passed away. A father, husband, teacher, scholar, friend and confidant, Dean Johnson was the epitome of a leader. He had served as dean since July 2018 and held the Kevin P. Reilly, Sr. Chair in Political Communication. He joined LSU's faculty in 2014 and studied media, politics, public opinion, political psychology and public policy. His contributions to the Manship School have been immeasurable, and we continue to mourn a loss we'll feel forever.

In countless ways, this year's annual report is a reflection of Dean Johnson's legacy. From creating and implementing an actionable plan that amplified the School's Black voices and reaffirmed its commitment to combating racism to ensuring that every student continued to experience robust, engaging courses in the wake of COVID-19, Dean Johnson tirelessly worked on behalf of the Manship School. He was invested in the public policy work of the Reilly Center for Media & Public Affairs, resulting in the Center hosting a 2019 gubernatorial debate covered nationally and leading research on COVID-19. His passion for helping students succeed in mass communication professions generated internships, experiential learning and research opportunities, partnerships and more.

We commemorate the Manship School's remarkable year in this report: national award-winning student journalists, faculty who demonstrate the highest degree of teaching and research excellence, and graduates whose resilience in the face of far less-than-ideal circumstances is inspiring. Yet, we will also continue to reflect on the life and legacy of Dean Martin Johnson. Family and friends have created a memorial giving fund to honor his legacy: [lsufoundation.org/martinjohnson](http://lsufoundation.org/martinjohnson). We dedicate this annual report to him.

*During this transition, Associate Dean for Undergraduate Studies Josh Grimm will serve as interim dean.*

# **IN LOVING MEMORY: MARTIN JOHNSON**

**Dean, 2018–2020**  
**LSU Manship School of Mass Communication**



Dean Johnson addresses students and guests at our spring 2019 commencement.



Dean Johnson with students, Amie Martinez and Rashida Peters, at launch of LSU's fundraising campaign in spring 2019.



Dean Johnson celebrates Jinx Broussard's national Teacher of the Year award, presented at the 2019 AEJMC Conference.

"Our entire LSU Family mourns the loss of Dean Johnson, who was a wonderful colleague, friend, father, and husband. We will be forever grateful for Dean Johnson's countless contributions to the Manship School and LSU, and we will miss him terribly."

**Tom Galligan**  
LSU Interim President

"Martin Johnson was incredible. He helped me develop my confidence so much as a writer, both as my professor and my dean. He gave me my first freelance writing gig after graduation. Dean Johnson deeply loved the Manship School and all the students in it. He will be so missed."

**Beth Carter ('19)**

"As a champion for the Manship School, Dean Johnson impacted the lives of all of us. He cared for every single one of us, because the Manship School was his family. He will be so dearly missed."

**Gabie DeBruler**  
Student

"He was an incredible person, father, and a friend and confidant to so many of us. This is a loss that we will feel forever."

**Josh Grimm**  
Associate Dean for Undergraduate Studies

"It's hard to describe the impact Martin had on countless Manship School students. He was an educator, a mentor, a counselor and — when you needed one — a friend. He always rooted for our success, even if we weren't rooting for ourselves."

**John Gavin Harp ('17)**

"He was a titan. Someone with his pedigree makes a choice to be where they are. He always chose us."

**Zach Roubain ('20)**

"Whether you knew him personally or connected with him in passing, he set a pristine example of how we should aim to treat others in his memory — with kindness."

**Abigail Hendren**  
Student

"Martin was a fierce champion of diversity, inclusion and equity in media. He listened more than he spoke. He acted with intention. I was just in his office discussing another opportunity to expand journalism access to minority high school students. I'll miss my colleague and friend."

**Gerron Jordan**  
Adjunct Instructor

"Dean Johnson was always encouraging students beyond what they believed they were capable of, and he saw the potential in each of them. I am honored to have known such an intelligent, kind and optimistic man that helped me in my college career."

**Olivia Nuss ('19)**

"Dean Johnson was a man who actually cared about the development and success of every student in Manship. He treated us with care, poise and respect. He was dedicated to academia, but he always put students first."

**Jacob Cheatwood**  
Student

Dean Johnson with freshmen on their first day of class in fall 2019.



Dean Johnson stops for a coffee break during the holidays.





# UNDERGRADUATE PROGRAM

## 5 AREAS OF CONCENTRATION

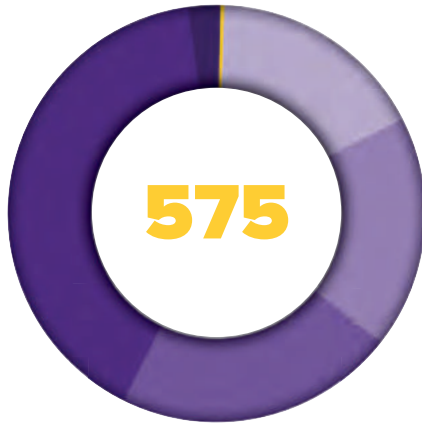
- Digital Advertising
- Journalism
- Political Communication
- Public Relations
- 3+3 Pre-Law Program

9<sup>of</sup> 10

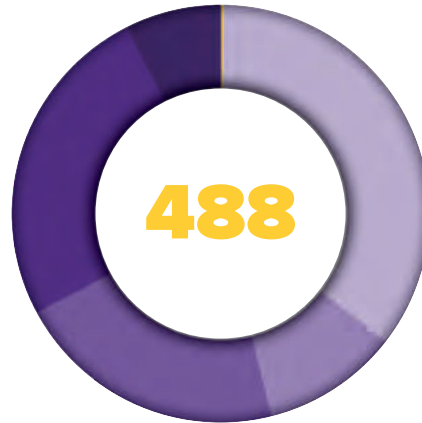
Manship graduates have a job or are in graduate/ law school six months after graduation

# BY THE NUMBERS

## MAJORS



## PRE-MAJORS



## MAJORS



**3+3 PRE-LAW PROGRAM: 14**  
**PUBLIC RELATIONS: 233**  
**POLITICAL COMMUNICATION: 125**  
**DIGITAL ADVERTISING: 104**  
**JOURNALISM: 97**  
**UNDECLARED: 2**

**3+3 PRE-LAW PROGRAM: 36**  
**PUBLIC RELATIONS: 124**  
**POLITICAL COMMUNICATION: 103**  
**DIGITAL ADVERTISING: 52**  
**JOURNALISM: 172**  
**UNDECLARED: 1**

## PRE-MAJORS



## MAJORS



## PRE-MAJORS



*Note: The numbers above reflect fall 2019 data.*



# 238

**TOTAL GRADUATES  
 (FALL 2019, SPRING  
 2020, SUMMER 2020)**



*Gov. John Bel Edwards addresses Manship School graduates, including his daughter, Sarah Edwards, at the fall 2019 commencement ceremony at the LSU Union Theater.*

# DIGITAL ADVERTISING

## UNDERGRADUATE PROGRAM

Jun Heo, Ph.D., digital advertising area head, describes advertising as a bridge between business and consumer psychology. Advertising seeks ways to build a good relationship with consumers and requires us to understand human beings at a deeper level. Any students who are genuinely interested in human psychology and behavior in the modern marketplace would benefit from learning advertising in general. Our digital-first concentration allows students to devise, create and launch campaigns across digital and social media platforms, while also teaching the principles and foundations of traditional advertising strategies. Our alumni work in the advertising industry but also in various organizations, such as Google, Pandora, Revlon, Inc., NBC Universal Media and Starbucks.

### STUDENT ACCOLADES:

- Senior **Bailey Tinsley** led his team to a first-place win at the American Advertising Federation Houston Student Conference in October 2019.
- Twenty AdFed students who traveled to Austin, Texas, to visit agencies and the University of Texas at Austin learned more about the digital advertising industry and networked with professionals and Manship School alumni in November 2019.
- The capstone class worked with the LSU Veterinary School to develop a comprehensive marketing communication plan. The campaign slogan was “Your Tail Becomes Our Tale.” Students demonstrated well-honed research, planning and design skills.
- Freshman **Jalen Hinton** was credited for his audio/visual production and interviews in a July 9, 2020, Forbes article about New Orleans professional and collegiate basketball players in the season of COVID-19.



AdFed students visited several digital marketing agencies and networked with advertising professionals on their trip to Austin, Texas, in fall 2019.



# BAILEY TINSLEY RECOGNIZED AS OUTSTANDING INTERN & MASS COMMUNICATION STUDENT, LEADS TEAM TO FIRST PLACE AT NATIONALLY RECOGNIZED STUDENT ADVERTISING COMPETITION



Senior Bailey Tinsley stands with his first-place trophy at the AAF-Houston student competition in October 2019.



Senior Bailey Tinsley leads the presentation of his team's brand awareness campaign for 76 Oil and Gas at the AAF-Houston student competition in October 2019.

Senior Bailey Tinsley, one of the top 15 advertising students in the nation, had an outstanding year. Not only was he selected as the Most Outstanding Intern by the Stickell Advisory Board, but he was also named the Manship School's Most Outstanding Male Mass Communication Scholar and led his team to first place at the American Advertising Federation (AAF)-Houston Student Conference & Competition.

The Vance and Betty Lee Stickell Internship Program is highly competitive and one of the most prestigious internship programs in the nation. Last summer, Tinsley worked as the strategy intern for Slingshot, an advertising and marketing agency in Dallas. He presented brand strategy, positioning strategy and website recommendations for Slingshot's client, Neiman Marcus Last Call.

John Murphy, Professor Emeritus at the University of Texas at Austin and the Stickell coordinator, noted, "Bailey did exceptional work at Slingshot last summer, and this came through clearly in both his and his supervisor's evaluations. This is an important honor, given the other 14 honors students who participated in the program last summer."

Additionally, Bailey and his team won first place at the AAF-Houston student competition in October 2019. More than 150 college students and their professors from more than 20 universities attend this nationally recognized conference and competition. Tinsley and his team completed a brand awareness campaign for the company, 76 Oil and Gas, in just eight hours, starting in the morning and pitching that night.

# JOURNALISM

## UNDERGRADUATE PROGRAM

Roxanne Dill, our journalism area head, often says, “Mass communication careers are not for people who want to sit in a cubicle all day.” That’s certainly true of our journalism students. In this area of concentration, students are constantly on the move, telling the world’s compelling stories online and via mobile, print and broadcast media. They understand news gathering, storytelling, media law and ethics, and are proficient in all media delivery channels. Our journalism students pride themselves in knowing how to skillfully interview, write, photograph, video, design and edit their material. They land jobs in the most sought-after media publications, such as The Washington Post, CBS Evening News, ESPN and VH1.

### STUDENT ACCOLADES:

- Junior **Karli Carpenter** used her Manship skills as an intern at WJLA and a stringer for the Associated Press.
- Junior **Lauren Cochran** had the opportunity to intern for ESPN as a production assistant during the week of the College Football Playoff National Championship Game.
- Sophomore **Olivia De es** turned a mid-semester feature writing assignment into a cover story for The Advocate daily newspaper.
- Juniors **Jasmine Edmonson** and **Brittney Forbes**, The Reveille newspaper’s summer editor-in-chief, were two of 16 students selected nationally by Dow Jones News Fund to receive complimentary registration to attend the National Association of Black Journalists and National Association of Hispanic Journalists convention and career fair through its Emerging Journalists Program.
- Senior **Alexia Tsiropoulos** interned at KPRC-TV this summer, reporting and anchoring for the NBC-affiliated television station in Houston.



Lauren Cochran stands on the field of the Mercedes-Benz Superdome after the LSU Football team was named the 2019 College Football National Champions.



Alexia Tsiropoulos prepares for a newscast at her internship with KPRC-TV this summer.

# FROM THE CLASSROOM TO THE SIDELINES

## LSU Athletics & Manship School Offer Unparalleled Sports Communication Experience

**W**hat is it like to work on the sidelines of one of the nation's top 5 best overall college sports programs, according to CBS Sports? Students from LSU's Manship School of Mass Communication have the unique opportunity to cover LSU sports through internships exclusively with LSU Athletics. In fall 2019, the Manship School and LSU Athletics partnered to offer an unparalleled experiential learning opportunity for Manship School students to earn course credit while gaining sports communication experience working with LSU Athletics.

These three-semester positions offer Manship School students the ability to work on projects such as social media, writing, video production, marketing and more, from producing live events in a control room for the SEC Network to writing game notes and previews for media. Students have the opportunity to cover a variety of sports, including football,

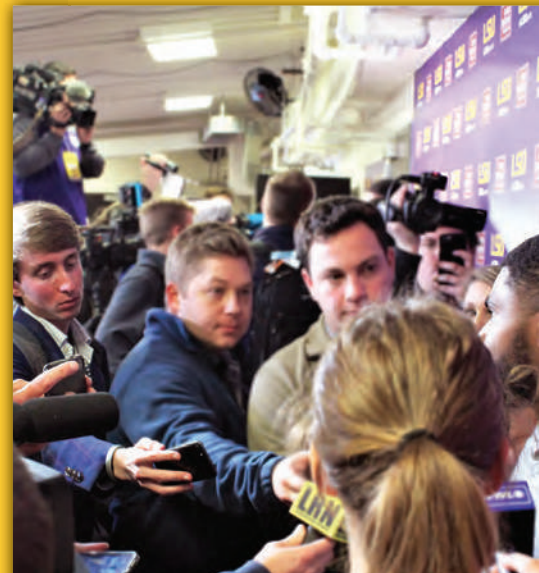
basketball, baseball, swimming and diving, gymnastics and more.

Sophomore journalism student Harrison Valentine was one of the first students to join the internship program with LSU Athletics. As a digital reporter writing for *lsusports.net*, he had the unique opportunity to work alongside media professionals to cover LSU Football in the press box at Tiger Stadium and at postgame interviews during the historic 2019 LSU Football season.

"Working with LSU Athletics has been the most transformative learning opportunity of my life," Valentine said. "Being able to gain real-world experience in the industry has allowed me to become a better writer and acquire a greater understanding of how things work behind the scenes. Among other things, I've formed tremendous relationships, and I am equally grateful for that."



*Harrison Valentine live-tweets an LSU football game from the Tiger Stadium press box.*



*Harrison Valentine interviews LSU running back Clyde Edwards-Helaire.*



*Harrison Valentine works on the sidelines in Tiger Stadium as an intern for LSU Athletics.*

# POLITICAL COMMUNICATION

## UNDERGRADUATE PROGRAM

For students who can't wait to see the next round of political ads, love to dissect the State of the Union address, or are passionate about politics and making a difference in the world, political communication is where they've landed at the Manship School. With 125 students in fall 2019, it is our second-largest and one of our fastest-growing areas. Our graduates work on political campaigns, run for elective office, cover politics as journalists, and handle press relations for public officials, government agencies, thinktanks and more.

### STUDENT ACCOLADES:

- Junior **Lillie Thompson** was one of five LSU students who spent the summer interning for Louisiana Sen. Bill Cassidy in Washington, D.C.
- Junior **Justin Franklin** received an All-Regional Attorney Award at the American Mock Trial Regional Tournament in Houston.
- The Washington Post published senior **Andrew Searles'** thesis for the LSU Ogden Honors College. His collaboration with Nathan Kalmoe, Ph.D., political communication area head, analyzed what persuaded white Southerners to remove Confederate flags and monuments.
- Junior **Charity Williams** was selected to participate in LSAC's Prelaw Undergraduate PLUS Online Program through Akron Law this summer.
- Senior **Caleb Greene**, The Reveille's editor-in-chief, was named a 2019 Society of Professional Journalists (SPJ) Mark of Excellence (MOE) national winner. He was a finalist in Newspapers: Editorial Writing.



*Lillie Thompson and Louisiana Sen. Bill Cassidy.*



*Justin Franklin at the American Mock Trial Regional Tournament in Houston.*



Manship School administrators, faculty and students pose with 2020 U.S. presidential candidate and former Vice President Joe Biden.

# IOWA OF THE TIGER

## Program Gives Front-Row Seat to Presidential Politics

**T**he Manship School offered LSU students a unique front-row seat to history through its exclusive “Iowa of the Tiger” program. More than 25 students traveled across the state of Iowa over the winter intersession, attending dozens of presidential campaign events — and meeting presidential candidates — before the state’s caucuses on Feb. 3, 2020.

This year’s trip was the fourth Iowa of the Tiger program the Manship School has offered to LSU students since it launched in 2008. Since then, more than 70 students have participated in the program.

“Iowa of the Tiger provides students from the Manship School and across campus with a rare opportunity to experience presidential communications and politics up close,” Professor Bob Mann, who leads the program, said. “Since 2008, our students have had a front-row seat to the nation’s first presidential caucus. Not only do they get to attend campaign rallies, but they also

get to meet and talk with most of the candidates. Many students have told me the Iowa program was the highlight of their time at LSU.”

Students attended campaign rallies for and personally spoke to nearly all the democratic 2020 U.S. presidential candidates in the running, including former Vice President Joe Biden, Sen. Cory Booker, Indiana Mayor Pete Buttigieg, Sen. Amy Klobuchar, Sen. Bernie Sanders, Sen. Elizabeth Warren and Andrew Yang. They spent time in coffee shops, elementary school gyms and other venues to get to know the candidates and see firsthand what it takes to run a presidential campaign.

“The Iowa of the Tiger program gave me a behind-the-scenes look on the democratic presidential primaries and insight into the jobs of candidates, campaigners and reporters,” political communication senior Cole Catherine Dunnam said. “Meeting these political figures allowed me to better understand the

details in political rallies and running a campaign.”

Many of the students reported for the Manship School News Service, providing live updates and news stories about the upcoming Iowa caucuses and current presidential race. They also met with numerous journalists and political scientists who shared their professional experiences and offered career advice. To top off the trip, students even got some candidates to share a “Geaux Tigers!” cheer to support the LSU Football team in preparation for the National College Football Playoffs the following week.

“It was invaluable to me as a political communication student to experience firsthand presidential campaigns and, even more impactful, was meeting with campaign managers and journalists,” Dunnam said. “Meeting with these behind-the-scenes figures provided me with insight on how campaigns gain traction, and how different news organizations report on candidates.”

# PUBLIC RELATIONS

## UNDERGRADUATE PROGRAM

In this largest (233 students) area of concentration, students must be nimble. In a day of work, PR professionals can move from writing a news release to planning a product launch to countering a negative story in the media. Our students learn how to cultivate and implement strategic communication tactics to build and maintain relationships between individuals, organizations, or companies and their various publics. After working with real businesses and nonprofits in their capstone classes and internships, students graduate with the practical skills needed by public information officers, communication directors, event coordinators and press secretaries.

### STUDENT ACCOLADES:

- Senior **Sarah Catherine LaBorde** had a spectacular year. The Stamps Scholar and Public Relations Society of Louisiana award winner was named LSU's 2019 Homecoming Queen. This summer, LaBorde is interning at ExxonMobil as a public and government affairs intern.
- Seniors **Geneisha Buggage, Jason Forcier, Molly Hebert, Nicole Jones, Amie Martinez** and **Natalie Myers** hosted "Art in the Park Fall Festival" for their client, Gardere Initiative, as part of their senior public relations campaign capstone class with Jinx Broussard, Ph.D. Star LSU safety Grant Delpit joined the day's festivities by spending his bye-weekend during LSU's football season with local children in the Gardere community in south Baton Rouge.
- LSU's **Public Relations Student Society of America (PRSSA)** chapter received a 2020 Star Chapter Award for its excellence in leadership and programming.



Sarah Catherine LaBorde celebrates being named LSU's 2019 Homecoming Queen with 2019 Homecoming King Hayden Guidry.



PR seniors at the "Art in the Park Fall Festival," an event they hosted as part of their senior capstone class.

# MANSHIP SCHOOL SENIOR RUNS OWN PR BUSINESS

WRITTEN BY GABIE DEBRULER

Some people may know Pryce Bahnsen as a senior studying public relations at the Manship School. What they may not know is that also she runs her own public relations business.

As a freshman, Bahnsen was searching through the internship database on the Manship School's website for a job. She stumbled across a listing to be a personal public relations assistant to Holly Clegg, the late Baton Rouge cookbook author and chef. Bahnsen applied for the job and, to her surprise, got it. As a female entrepreneur, Clegg inspired Bahnsen from the start of her internship. She loved how Clegg was just one person, a woman who could run her own business.

After thoroughly enjoying working for Clegg, Bahnsen got in touch with a local social media influencer and helped her run her business. She realized this was something she could do full-time as a student.

Since then, Bahnsen has launched her own public relations business that has represented 12 clients and counting. She helps her clients with digital marketing, branding, website design, blogging and more. Her contracts with each company are unique, but Bahnsen mainly runs each business's social media, websites, newsletters and more.



*Pryce Bahnsen, public relations senior*

What's even more impressive is that she does this as a full-time student, graduating a year early.

Bahnsen says one of her biggest mentors encouraging her to start her own business was public relations instructor Doug Draper.

"One of the first things he told me was just, 'Why don't you let it grow?'" Bahnsen said. "After that, I went full-force into my business." Bahnsen also was able to repay Draper by representing him and designing his website.

"She worked more effectively than many experienced business consultants that I've encountered in my long career in corporate

communications with Fortune 500 companies," Draper said. "She listened to my vision, provided clear counseling that would help me achieve it, and followed through on all the tasks needed to make it better than I imagined. Due to Pryce's work, I'm proud to tell people to check out my website."

Bahnsen thanks the Manship School for giving her the confidence and foundation for her future as a business owner and communicator. "All of the classes I have taken at the Manship School have been realistic. A lot of times when I'm working on things for clients, different pieces of knowledge that I've learned in my classes will just pop up in my head," Bahnsen said.



# 3+3 PRE-LAW PROGRAM

## UNDERGRADUATE PROGRAM

# ON THE FAST TRACK TO

**P**olitical communication senior Jennifer Baker is on the fast track to law school. In fact, she will be attending LSU Paul M. Hebert Law Center at the start of her fourth year at LSU in fall 2020. As part of the 3+3 Pre-Law Program, Baker is the second Manship School student in the program's history to be earning a bachelor's degree in mass communication and a law degree in six years – saving her time and money.

"I had always been interested in law, government and the political process all throughout high school, but never thought law school was an option for me," Baker said. "At the Manship School, I knew that I could develop those interests and find my future career."

The New Orleans native chose LSU for its big college experience, in-state benefits and, most importantly, its highly specialized political communication program. Coincidentally, Baker's first semester at LSU in 2017 was the same year the Manship School and LSU Law Center launched the 3+3 Pre-Law Program. Although Baker did not start LSU in the program, she was always open to the idea of attending law school.

"I had always asked questions about the 3+3 Program because I was very curious about it," said Baker. "For me, it was an up-and-down decision for two years. Law school is a big decision, and I wanted to make sure it was the right one."

Baker believed the Manship School's small class sizes and integrated courses in media and politics would further cultivate her interest in politics and help her to decide if law school was right for her. As she began taking more courses focused on media law and political communication, Baker's decision to attend law school was affirmed and, ultimately, led her to join the program in her sophomore year.

Baker thanks Assistant Professor in Media Law Will Mari, Ph.D., for helping her discover an unexpected interest in intellectual property law that she plans to study further at the LSU Law Center.

"The way that Dr. Mari was teaching the class, whether he realized it



You'll find Assistant Professor in Media Law Will Mari, Ph.D., discussing celebrities' latest legal infringements in his media law classes with students. Or, sometimes, you'll find students in his class engaged in Twitter conversations with companies, like Boeing and Delta, about their most recent legal issue. Our program, which launched in fall 2017, is a partnership with LSU's Paul M. Hebert Law Center and allows eligible students to earn a mass communication bachelor's degree in any concentration and a law degree in six years, instead of seven, saving time and money. This concentration helps students develop skills critical to the legal field, including writing, interpersonal communication, research, public speaking and media management. The Manship School is one of only three colleges that offers a pre-law program on LSU's campus.

## DID YOU KNOW?

- Twenty-six students were enrolled in this program in the 2019-2020 academic year.
- **Emiley Dillon**, who graduated in August 2019, was the first 3+3 pre-law student to complete this area of study. She finished her second year of law school in 2019-2020.
- **Jennifer Baker**, the second student in the program's history to be on track to completion, says it was media law/history assistant professor Will Mari's class that solidified her interest in law school. She has completed three years at the Manship School and will transition to law school in fall 2020.

# LAW SCHOOL

or not, made me understand that this was really what I wanted to do," said Baker. "That was the class that I left and thought, 'Wow, this is really awesome!'"

Baker also credits adjunct instructor and Manship School doctoral alumna Robyn Stiles, Ph.D., for providing her the valuable skill of understanding how knowledge in political research and coding could help in the legal process.

"[Her class] was something that I was able to leave from and know that the skills I learned in class could benefit me in my legal career, especially in legal research," said Baker. "Both of those classes were very beneficial to me."

Baker encourages anyone interested in the possibility of going to law school to not be intimidated by it and, instead, reach out to advisers and faculty to learn more and see if it is the right path for them.

"In general, I believe there's a stigma about law school that it's difficult and unachievable, and I believed that narrative for a very long time," said Baker. "I finally realized that it is something that's feasible and achievable, and the 3+3 Program provides the support system to help you get there. As a Manship student, it is an easy process and one that I am thankful to have partaken in."



Jennifer Baker, political communication senior in the 3+3 pre-law program



# GRADUATE PROGRAM

With 65 graduate students (42 Master of Mass Communication students, 22 Ph.D. students and one Graduate Certificate in Strategic Communication student) enrolled in fall 2019, the Manship School's graduate program is thriving.

- **75% female**
- **40% minority**
- **11% international**

In fall 2019, we welcomed 19 master's students, one graduate certificate student and six Ph.D. students. Over the 2019-2020 academic year, 21 students earned advanced degrees: seven graduate certificate graduates, 13 MMC graduates and one Ph.D. graduate.

## SELECTED STUDENT ACCOMPLISHMENTS:

- Doctoral student **Martina Santia** was selected as a fellow for the Third PhDigital Bootcamp Cohort at Texas State University's School of Journalism and Mass Communication.
- Doctoral student **Tryfon Boukouvidis** was selected as the graduate student liaison for the Newspaper and Online News Division of AEJMC.
- Master's student **Nayita Wilson** was a finalist in the LSU 2019 Three-Minute Thesis Competition for her research on Andrew T. Hatcher's role and influence as the first African American to serve as associate White House press secretary in 1960 during the peak of the Civil Rights Movement.



Monthly Manship Graduate Professional Development Series with topics ranging from time management to navigating academic research and writing.



Fall Dinner with the Dean, Graduate Student Edition

# GRADUATE STUDENT NEWS

9+  
GRANTS

35+

## CONFERENCE ACCEPTANCES & PRESENTATIONS

- Association for Education in Journalism and Mass Communication
- National Communication Association
- International Communication Association
- International Public Relations Research Conference
- Southern Political Science Association
- Southwest Education Council for Journalism and Mass Communication

5+

## JOURNAL PUBLICATIONS

- Journal of Interactive Advertising
- Corporate Communications: An International Journal
- Public Relations Review
- Information, Communication and Society
- Encyclopedia of Sociology

## HIGHLIGHTS

- **Yangzhi Jiang** was awarded second place in the Student Paper category in the Political Communication division at the 2020 AEJMC annual conference for her paper, “Emotions and Political Participation: The Impacts of Discrete Emotions on Citizens’ Voting Likelihood.” Additionally, she received the 2020 AEJMC Presidential Diversity & Inclusion Career Development Fellowship for Graduate Students.
- **Tryfon Boukouvidis, Pamela Labbe** and **Michael Henderson** co-authored a chapter in the book, “Fake News! Misinformation in the Media” (Media and Public Affairs Series).
- **David Stamps, Martina Santia, Jonathan Sahlman** and **Rockia Harris** co-authored, “Transgender Characters in Mainstream Television Programming: Understanding Media Representation and Effects on Audiences,” presented at the 2020 International Communication Association conference.
- **Jessica Wyers** presented two papers at the 2020 International Communication Association conference: “No Tech Left Behind: Is Public Education Creating Media Literate Children?” (sole author) and “#GDPR: Twitter Conversation About a Uniform Legislative Framework on Data Protection and Online Privacy,” along with **Tryfon Boukouvidis** and **Seonwoo Kim**.
- **Jacqueline Oquendo** and **Lance Porter** presented “The Ecology of LatinX Twitter” at the Association of Internet Researchers 2020 conference.

# WELCOMING NEW PH.D. STUDENTS

The Manship School welcomed six students to the doctoral program in fall 2019.



**Ayla Oden** received a B.A. in strategic communication and an M.A. in mass communication from the University of South Alabama. During her graduate studies, Oden served as the communications director of the nonprofit, grant-giving organization, Community Foundation of South Alabama. Her research interests focus on how social media are shaping the political communication of modern-day social movements and political campaigns.



**Seonwoo Kim** focuses his research on decision making and information flow in the public and consumers to reduce needless waste of time and resources in developing democracy, strengthening relationships and promoting the market. As a data scientist, he believes advanced statistics and machine-learning tools will contribute to answering uncommon research questions and build new, dynamic communication models.



**Rockia Harris** received a B.A. in Gender & Women Studies, minoring in African American Studies, from the University of Kentucky and an M.A. in communication from the University of Cincinnati. She also taught two years of public speaking and volunteered as a speech consultant for TedxUC. Her research interests focus on intersectionality of race and gender, social justice, media representation and organizational communication.



**Jonathan Sahlman** received a B.A. in both communication studies and sociology, as well as an M.A. in organizational communication from Western Kentucky University. While at WKU, he won a national championship in Lincoln-Douglas debate as part of WKU's forensics team, co-founded a nonprofit in Chicago, and presented research at both the Kentucky Communication Association and the National Communication Association. Sahlman's research interests include moral disengagement, racial/gender representations and queer identity.



**Nichole Santee** received an M.S. in communications-advertising from the Newhouse School at Syracuse University and a B.A. in mass communication with a concentration in digital advertising from the Manship School. She has worked as a social media coordinator in the Dallas/Fort Worth area in addition to teaching communications for the University of Maryland University College. Santee's research interests include social media, digital advertising, emerging media and visual communication.



**Christine Swartz** earned an M.S. in communication management and a B.S. in mass communication with a concentration in public relations from the University of North Florida. Her research is focused in the areas of organization-public relationships, social media communication, nonprofit communication, crisis communication and virtual reality communication. Specifically, she is interested in how organizations build and maintain relationships with the public and how nonprofits can use communication more effectively to gain financial support.

# WE ARE STRONGER TOGETHER

## Graduate Student, Alumna Loreal Johnson Organizes Rally to Unite Against Racial Injustice

**M**aster's student and 2019 alumna Loreal Johnson organized the "Enough is Enough: Rally for Unity" on June 12, at LSU's Free Speech Alley. Hundreds from Southern University-Baton Rouge and LSU joined to unite against racial injustice.

David Stamps, Ph.D., an assistant professor in public relations, was a featured speaker. Former Southern University Student Body President Anthony Kenney, now a Manship master's student, also participated in the conversation to fight for change in the Tiger and Jaguar community.

The impetus for the rally was to unite Southern and LSU students. Johnson said after LSU's initial tweet in response to a viral video of a then-incoming LSU freshman using racial slurs, there was a significant amount of negative

discussion on social media between students from the two universities. In the aftermath of local and national demonstrations against racism and police brutality in the wake of the death of George Floyd, a Black man killed by a white Minneapolis police officer in May 2020, that negativity became even more palpable. Johnson wanted to intervene.

"I hope that from attending this event, both sets of students see that we are stronger together and that we can advocate for each other," Johnson said.

About 300 attendees, primarily students, student-athletes, student organizers and activists, gathered from both Southern and LSU to share testimonies about ways these campus communities can work together to address racial disparities in the city that is home to both the predominantly white institution and

the historically black institution.

Stamps and Kenney both took to the microphone to share their experiences in higher education. Stamps, who joined our faculty this fall, shared experiences as the only Black male Ph.D. student at another predominantly white institution. He called for accountability among universities to live out their mission, in order to work toward overcoming systemic racism. Kenney addressed the efforts he and other student organizers have invested in bridging the gap between Southern and LSU and addressing the racial disparities in Baton Rouge, La.

"I knew it was a conversation that was needed, but seeing everyone who spoke really made me hopeful for the future," Johnson said. "I also enjoyed seeing alumni of both schools excited that an event like this was happening."



Loreal Johnson leads students and faculty at the "Enough is Enough: Rally for Unity" on June 12 at LSU's Free Speech Alley.



Former Southern University Student Body President and Manship master's student Anthony Kenney speaks at the unity rally.



# STUDENT AWARDS & ORGANIZATION SPOTLIGHTS

(Top row, from left to right) ABC members Jalen Hinton, Mahogani Counts, Carianne Asberry, Justin Franklin, Jasmine Edmonson, Sheryl Haydel, Ph.D., adviser; (Bottom row, from left to right) Amaya Lynch, Jada Lee, Alaysia Johnson, Charity Williams, Tre Steptoe and Ariel Baise

## ASSOCIATION OF BLACK COMMUNICATORS

LSU has named the Association of Black Communicators (ABC) the 2020 LSU Student Organization of the Year. ABC received the Love Purple Live Gold Award for its continuous commitment to the organization's mission, as well as academic excellence, leadership development, student involvement, diversity, service and collaboration. Additionally, ABC is now an official student affiliate chapter of the National Association of Black Journalists.



(Left to right) Matthew Clark, Lara Nicholson, Bailey Williams, Karli Carpenter, Natalie Anderson, Alyssa Berry and Lynne Bunch are some of the students who researched and reported for the LSU Cold Case Project throughout the 2019-2020 school year.

## LSU COLD CASE PROJECT & THE MANSHIP STATEHOUSE BUREAU

The LSU Cold Case Project is an initiative to bring closure to unsolved Civil Rights-era, Klan-related homicides in Louisiana and Mississippi, based on FBI files obtained by Manship School undergraduate and graduate students. This year, the LSU Cold Case Project team chronicled a four-part series on the Deacons for Defense and Justice, a group of armed Black men formed a half-century ago to protect Black neighborhoods from the Ku Klux Klan in Louisiana. The series, published in June 2020, is based on newly obtained FBI documents,

interviews with surviving Deacons and an accounting of their successes in the towns of Jonesboro, Bogalusa, Ferriday and Homer.

Cold Case researchers and reporters include students Matthew Clark, Lara Nicholson, Bailey Williams, Karli Carpenter, Natalie Anderson, Alyssa Berry, Lynne Bunch, Sydney McGovern and Abigail Hendren. The Deacons series ran on several news sites in Louisiana and Mississippi, including The Daily Advertiser, the Mississippi Center for Investigative Reporting, the Shreveport Times, Louisiana Weekly, The Franklin Sun, Eunice Today, BR Proud and The Jackson Sun.

These researchers are part of the Manship School's Statehouse Bureau, an experiential journalism program headed by former New York Times investigative reporter and professional-in-residence Chris Drew, who holds the Fred Jones Greer Jr. Endowed Chair.

In the fall, these students cover the Louisiana Legislature for more than 50 news sites around the state. They also cover in-depth stories about racial and criminal justice, like the Cold Case Team's series, for state and national news sites. These projects are at the heart of the Manship School's experiential journalism program.



Student award winners, along with Dean Martin Johnson and Associate Dean Josh Grimm, smile at the end of the first-ever virtual Manship School Student Awards and Kappa Tau Alpha Induction ceremony on May 11, 2020.

## MANSHIP SCHOOL STUDENT AWARDS

### 2020 John Maxwell Hamilton Fellowship for Media and Public Affairs Research

- Martina Santia
- Yangzhi (Nicole) Jiang

### Charles Manship Outstanding Graduate Student

- Rashida Peters

### David Yates Outstanding Senior

- Bailey Tinsley

### Margaret Dixon Outstanding Senior

- Sarah Catherine LaBorde

### Hugh Mercer Blaine Service Award

- Sarah Procopio

### Patricia Kay Benoit Graduate Research Award

- Nichole Santee
- Elizabeth Melillo

### Errol Savoie Student Writing Award

- Caleb Greene

### John Maginnis Memorial Scholarship

- Lara Nicholson

### Bart Swanson Memorial Award in Sports Reporting

- Kennedi Landry

### Manship School Ambassador of the Year

- Delanie McDonald

## UNIVERSITY MEDALISTS

The University Medal is presented to undergraduate students who have completed all the requirements for the bachelor's degree with a perfect 4.0 average or higher.

### Fall 2019

- Cassidy Hopper
- Nicole Jones
- Amie Martinez

### Spring 2020

- Cole Catherine Dunnam
- Caleb Greene
- Emily Jaques
- Sarah Catherine LaBorde
- Leah Paternostro
- Tayler Pierre
- Zachary Roubein
- Andrew Searles
- Codi Setters
- Bailey Tinsley

## KAPPA TAU ALPHA

New members were inducted in spring 2020 into Kappa Tau Alpha, a college honor society which recognizes academic excellence and promotes scholarship in journalism and mass communication.

- |                         |                      |
|-------------------------|----------------------|
| • Pryce Bahnsen         | • Morgan Oliver      |
| • Christine Cousin      | • Martina Santia     |
| • Cole Catherine Dunnam | • Breeze Simoneaux   |
| • Erin Hill             | • Brooke Smith       |
| • Addison Jones         | • Jillian Washington |
| • Elizabeth Melillo     |                      |

## COMMUNICATION ACROSS THE CURRICULUM (CxC)

The LSU Distinguished Communicator program through LSU's Communication Across the Curriculum (CXC) is available for all LSU undergraduates to help improve their writing, speaking, visual and technological communication skills.

### Fall 2019

- Dwayne Hinton

### Spring 2020

- Pryce Bahnsen
- Christopher DeFelice
- Amaya Lynch

# LSU Manship School Junior Sarah Procopio Awarded Prestigious Truman Scholarship

**WRITTEN BY  
JORDYN WARREN**



Junior Sarah Procopio, a native of Baton Rouge, La., was among 62 students selected nationally as 2020 Truman Scholars. She is an Ogden Honors College student and a Louisiana Service and Leadership, or LASAL, Program Scholar studying political communication in the Manship School of Mass Communication.

“We are proud to have Sarah Procopio as part of our LSU family and we congratulate her on being awarded a prestigious Truman Scholarship,” said LSU Interim President Tom Galligan. “We commend Sarah for her commitment to public service, and we can’t wait to see where her continued work takes her.”

As a Truman Scholar, Procopio will be awarded up to \$30,000 for graduate study and the opportunity to participate in professional development programming to help prepare her for careers in public service leadership.

“As an aspiring public servant, being able to represent my school and my state in this way is a tremendous honor that reaffirms my commitment to working in government,” Procopio said.

Procopio worked with Drew Lamonica Arms in LSU’s Office of Fellowship Advising to prepare her application and apply for this scholarship. This year, the Truman Foundation received 773 applications from 316 colleges and universities. Students were chosen based on their records of leadership, public service and academic achievement.



**“ As an aspiring public servant, being able to represent my school and my state in this way is a tremendous honor that reaffirms my commitment to working in government. ”**

## **Sarah Procopio**

“I saw Sarah as a potential Truman Scholar from the day I first met her on a recruiting visit to Baton Rouge Magnet High. Her leadership skills and desire to be a public servant are two of the first things I noticed, and she’s really leveraged both the Ogden Honors College and the Manship School to hone her policy chops and demonstrate how much of a change agent she is and will be. She’ll be a phenomenal Truman Scholar,” LSU Ogden Honors College Dean Jonathan Earle, Ph.D., said.

Procopio credits the Reilly Center for Media & Public Affairs, an integral part of the LSU Manship School of Mass Communication, for giving her the opportunity to grow as a leader in the public sphere. Procopio has engaged in many local, state and national public affairs conversations through Reilly Center events like the annual Breaux Symposium. Procopio served as the lead organizer for the 2018 event titled “Re-envisioning Louisiana: The State We Want to Be In,” which brought together students, political figures and entrepreneurs from across the state to talk about how to halt Louisiana’s outmigration problem.

“Sarah Procopio is a rising star, already with a breadth and depth of

experience with public policy and governance,” LSU Manship School Dean Martin Johnson said. “Her recognition as a Truman Scholar underscores her accomplishments and abundant talent for leadership and service.”

Inspired by her work with the Reilly Center and through funding she received from the Roger Hadfield Ogden Leaders Program, she created the Louisiana Youth Platform, or LAYP, a group which creates a policy platform of priorities for young adults and presents itself to public officials. This summer, LAYP met with candidates for state offices, legislators and economic development entities to convey their vision of a Louisiana where young people will want to work and raise families.

Procopio’s current focus is on healthcare policy. As a Governor’s Fellow with the Louisiana Department of Health, or LDH, Procopio was instrumental in implementing a policy to install opioid overdose prevention kits in all residence halls in Louisiana, which won the approval of Governor Edwards. She shared her plan to increase education on addiction and overdoses at LSU and to place kits containing life-saving doses

of a Naloxone nasal spray in every residence hall.

The parents of the LSU student whose death started Procopio’s journey to create more protections against opioid overdoses felt strongly that all Louisiana’s colleges should have those protections and called their state representative, who agreed to sponsor Procopio’s proposal as a bill in the 2020 state legislative session.

“Working to create a solution that could prevent the kind of pain the Jordans felt after their son’s death has been my most satisfying public service activity and has confirmed my decision to dedicate my career to crafting health policy,” Procopio said.

Procopio plans to take a year off between her graduate and undergraduate programs to serve in the Louisiana Department of Health to build upon the progress she made during her fellowship in the areas of opioid overdose prevention services. She hopes to pursue a Master of Public Policy degree with a concentration in social policy from the Gerald R. Ford School of Public Policy at the University of Michigan.

# STUDENT MEDIA

## BRINGING HOME THE GOLD

LSU Student Media's four outlets — KLSU radio, The Reveille newspaper, Tiger TV and Gumbo yearbook — did not skip a beat this year. After the LSU campus shut down in March 2020 due to COVID-19, Student Media's 160-plus student journalists, digital content producers, social media strategists and designers transitioned to remote work, turning their efforts to digital offerings. Despite an 11% decrease in content this spring, The Reveille netted a 123% increase in page views and a 146% increase in unique visitors, compared to last spring. And the summer was equally impressive. Compared to last summer, page views increased 55%; unique visitors increased 63%; and story count increased 70%.

Its student journalists won 40 total awards in regional competitions, including 18 for journalism excellence, more than any other institution in the 2019 Region 12 Society of Professional Journalists (SPJ) Competition.

### 2019 LOUISIANA-MISSISSIPPI ASSOCIATED PRESS BROADCASTERS AND MEDIA EDITORS (APBME)

#### BEST IN SHOW

- **Reed Darcey**, in the Newspaper category for work in The Reveille.

#### FIRST PLACE

- **Reed Darcey**, in the Sports Breaking News category for The Reveille story, "They Love Joe, and Joe Loves them": Joe Burrow Walks Off Field at Tiger Stadium for Final Time."
- **Hunter Lovell**, in the News Story category for the Tiger TV story, "Neglected Military Science Building."
- **Tanner Craft**, Tyler Eschette and Grayson Miller, in the Sports Enterprise category for the Manship School News Service story, "So You Think Coaching is Easy?"
- **Mitchell Scaglione**, in the Sports Photo category for The Reveille photo gallery, "Alabama Elation."
- **Lynne Bunch**, **Jennie Delatte** and **Luke Jeanfreau**, in the Layout and Design category for work in The Reveille.

#### SECOND PLACE

- **Hannah Michel**, **Luke Jeanfreau** and **Jennie Delatte**, in the Layout and Design category for work in The Reveille.
- **Ava Perego**, **Raymond Constantino**, **Kristen Singleton** and **Falon Brown**, in the Enterprise/Investigative category for the Manship School News Service story, "Vaping Epidemic Leaving Students Concerned for Their Health."
- **Zois Manaris**, in the Sportscast or Sports Program category for the Tiger TV story, "The Fifth Quarter."
- **Caleb Greene**, in the Editorials category for work in The Reveille.
- **Trey Couvillion**, in the TV Reporter category for the Tiger TV story, "Five Murdered Across Two Parishes: Family Speaks Out."
- **Rachel Handley**, in the Feature Story category for the Tiger TV story, "Flambeaux Crossfit: A Safe Space."

#### THIRD PLACE

- **The Reveille**, in the General Excellence (Newspaper) category.
- **Anna Jones**, in the Enterprise/Investigative category for The Reveille story, "Visually Impaired Student Difficulties at LSU."
- **Britt Lofaso**, in the Feature Story category for the Tiger TV story, "An Uncanny Career."
- **Erik Piccoli**, in the Newscast category for work at KLSU-FM.



Tiger TV reporters Brooke Smith



Editors Hailey Auglair and Luke



KLSU DJ Sophia Dooley is on air



and Joshua Bowering have some fun on set.



Jeanfreau work on The Reveille in the newsroom.



in the KLSU studio.

## 2019 SOCIETY OF PROFESSIONAL JOURNALISTS (SPJ) MARK OF EXCELLENCE AWARDS

### BEST ALL-AROUND NON-DAILY STUDENT NEWSPAPER

- Finalist: Staff of **The Reveille**

### TELEVISION BREAKING NEWS

- Finalist: **Trey Couvillion**, “5 people murdered across 2 parishes”

### TELEVISION FEATURE REPORTING

- Finalist: **Britt Lofaso**, “An uncanny career”

### TELEVISION FEATURE VIDEOGRAPHY

- Finalist: **Elise Girdwood**, “Tiger TV covers BUKU”

### TELEVISION IN-DEPTH REPORTING

- Winner: **Hunter Lovell**, “Falling apart”

### TELEVISION SPORTS REPORTING

- Finalist: **Zach Nunez**, “Fair pay to play”

### EDITORIAL WRITING

- Winner: **Caleb Greene**

### FEATURE WRITING, 10,000+ STUDENTS

- Winner: **Jace Mallory**, **Caroline Fenton** and **Brennen Normand**, “Woman works to preserve Bogalusa home turned headquarters of civil rights group”

### GENERAL COLUMN WRITING 10,000+ STUDENTS

- Winner: **Cecile Girard**
- Finalist: **Jasmine Edmonson**

### SPORTS WRITING, 10,000+ STUDENTS

- Winner: **Reed Darcey**, “Cannon connection”
- Finalist: **Brandon Adam**, “Clyde Edwards-Helaire embodies underdog mentality that makes LSU special”

### IN-DEPTH REPORTING, 10,000+ STUDENTS

- Winner: **Anna Jones** and **Rachel Mipro**, “Construction, repair backlog”
- Finalist: **Ava Perego**, **Raymond Constantino**, **Kristen Singleton** and **Falon Brown**, “Vaping epidemic leaving students concerned for their health”

### ONLINE NEWS REPORTING

- Finalist: **Hannah McDuffe**

### GENERAL NEWS REPORTING, 10,000+ STUDENTS

- Finalist: **Anna Jones**, “Visually impaired student difficulties at LSU”

### RADIO NEWS REPORTING

- Finalist: **Erik Piccoli**, “Our town”
- Finalist: **Erik Piccoli**, “Experimental Music-Gabe”

## 2020 COLLEGE MEDIA AND BUSINESS ADVERTISING MANAGERS (CMBAM) COMPETITION

### FIRST PLACE

- Best Group Promotion, “Spring Living Guide 2018”
- Best Multimedia Ad Campaign, “Experience Subaru”

### SECOND PLACE

- Best Multimedia Self Promotion Campaign, “Summer Fun Needs Summer Funds”
- Best Overall Graphic Design Program

### THIRD PLACE

- Best Back to School Guide or Orientation Issue

### HONORABLE MENTION

- Best Sponsored Content, “Taking Care: Your Mental Health”



# STUDENT MEDIA

## TIGER TV STUDENTS LIVE THEIR DREAM WORKING THE LSU NATIONAL CHAMPIONSHIP GAME

*(Left to right) Luke Chevalier, Tema Masters, Kendall Duncan and Zach Nunez stand on the field in the Mercedes-Benz Superdome after reporting at the College Football Playoff National Championship Game in New Orleans.*

### WRITTEN BY GABIE DEBRULER

**O**n Jan. 13, 2020, LSU Football prevailed as college football national champions for the first time since 2007. Several Tiger TV students had the opportunity to work the game and witness history, watching the greatest football team of all time.

Journalism junior Lauren Cochran had the unique opportunity to work for ESPN for the week of the championship. It all began when Cochran received an email from a production coordinator at ESPN, saying he had received her contact information from the Manship School. She was later offered a phone interview.

“The interview was super easy and fun,” Cochran said. “After talking to them for 30 minutes, I was offered the job working for ESPN on the spot.”

For the week leading up to the cham-

pionship game, Cochran worked for ESPN as a production assistant, running errands and making graphics that would later air on the network. Given that her background is a reporter for Tiger TV, that week was a whole new experience for Cochran. Her favorite part of working the national championship game was getting to see her own school take home the title.

“It was so cool to see and be a part of a national broadcast and have the opportunity to do the behind the scenes for that,” Cochran said.

Journalism senior Zachary Nunez also worked the national championship game for Tiger TV. Nunez’s favorite part of working the game was being able to live out his dream of being a sports broadcaster since he was young.

“It’s an experience I had dreamed of since I was in sixth grade when I went to career day at school in a suit

and tie with printed-out articles from ESPN that morning,” said Nunez. “To be able to talk about the National Championship that LSU won in the city I was born in — it really was a dream come true.”

Both Cochran and Nunez mentioned being able to meet many of the people they look up to in sports reporting. “Honestly, being able to say that I worked for ESPN is such a dream. This means so much for me and my future,” Cochran said.

Cochran and Nunez thank the Manship School for leading them to this opportunity and teaching them how to write and communicate in covering one of the greatest football teams of all time.

“Covering the Natty was an amazing experience,” Nunez said. “It’s one I will cherish for the rest of my life because it’s an opportunity I may never have again.”

# BEYOND the CLASSROOM

The Manship School engages current students, Louisiana high schools and community members beyond the classroom through its internships, centers, labs and outreach arms. **Here are some highlights:**

## MEDIA EFFECTS RESEARCH GROUP STUDIES ENTERTAINMENT MEDIA'S INFLUENCE ON INDIVIDUALS' WELL-BEING

An extension of the Media Effects Lab (MEL), the **Media Effect Research Group (MERG)** is a collective of students and faculty whose research focuses on how media consumers emotionally and cognitively process media content and formats. This year, the group consisted of graduate students Anthony Ciaramella, Rachel Italiano and Loreal Johnson, and MEL Director Meghan Sanders, Ph.D. They worked on a research project examining how perceptions of mental illness and willingness to seek mental health vary as a function of the narrative's frame (personal agency vs. structural powers) and genre of entertainment (comedy vs. drama).

COVID-19 and the resulting campus shutdown forced a switch in research design from MEL to an online study. Participants watched clips from "Charlie Bartlett" and "It's Kind of a Funny Story" and filled out an online survey about a variety of topics, including their views of structure and agency in the movie clip(s) and their personal views on mental illness. MERG's study, "Understanding Entertainment Media's Influence on Individuals' Well-Being," will be presented at the National Communication Association conference in November 2020.

## LOUISIANA SCHOLASTIC PRESS ASSOCIATION FALL CONFERENCE WELCOMES 350+ HIGH SCHOOL STUDENTS TO CAMPUS

On Nov. 7, 2019, more than 350 Louisiana high school students and their advisers participated in the LSPA Fall Conference at the LSU Student Union. Hosted by the Manship School, the conference featured breakout sessions led by media professionals including Murphy, Sam and Jodi of iHeartMedia, Inc., Mark Grant of CBS Sports and Chad Sabadie of WGMB Fox 44. Alumna Kelsey Wingert of FOX Sports South and FOX Sports Southeast delivered the keynote address. Students were also recognized for their yearlong work on their schools' newspapers, yearbooks and television broadcasts.



During the summer of 2020, public relations junior **Alannie Broussard** interned at the Greater Baton Rouge Food Bank and Bandwagon, a destination marketing agency.



Political communication junior **Mia LeJeune** interned in the Louisiana Governor's Executive Office in spring 2020. And, in summer 2020, she interned with the Lamar Governor's Fellowship Program in the Louisiana Office of the Governor.



Public relations senior **Nikki Tran** (right) credits Leah Edun, Annmarie Skin Care's director of marketing (left), for helping Tran secure her internship at Annmarie Skin Care. The two met at the SXSW Conference in November 2019.

## STUDENT INTERNSHIPS

- The Advocate
- Angela Marie Events
- Annmarie Skin Care (Berkley, Calif.)
- Antioch Community Church of Baton Rouge
- Baton Rouge Area Chamber
- Baton Rouge Bar Association
- Blue Cross and Blue Shield of Louisiana
- Boys & Girls Club of Greater Baton Rouge
- Cathey Creative Services (Mandeville, La.)
- Catapult Creative Media
- Community Coffee Company
- Council for a Better Louisiana
- Country Roads Magazine
- Creative Communications, Inc.
- DSLD Mortgage LLC
- Ensley Health Club (Birmingham, Ala.)
- ESPN
- ExxonMobil
- Greater Baton Rouge Food Bank
- Guaranty Media
- Harris, DeVille & Associates
- Holly B. Clegg
- inRegister Magazine
- JONESWORKS (New York, N.Y.)
- Lamar Advertising
- Louisiana Department of Justice
- Louisiana Division of Administration
- Louisiana Office of Community Development
- Louisiana Office of Governor John Bel Edwards
- LR3 Consulting & Public Relations
- LSU Alexandria
- LSU Athletics
- LSU College of Science
- LSU Dining
- LSU Libraries
- Mary Bird Perkins Cancer Center
- MMR Group
- Nexstar
- Pediatric Cardiology Associates of Louisiana
- A Pinch of Lovely
- Plug Public Relations (Dallas, Texas)
- Public Affairs Research Council of Louisiana
- SASSO Agency
- St. Jude Children's Research Hospital – ALSAC
- The Sugar Association (Washington, D.C.)
- Urban South Brewery (Houston, Texas)
- Taylor Porter Law Firm
- Two Be Wed (Houston, Texas)
- The Visual Branding Group
- WAFB-TV
- WPNT Communications (Houston, Texas)

# FACULTY & STAFF NEWS & AWARDS



Hyojung Park, Ph.D.



Ariel Charbonnet, Ph.D.



Will Mari, Ph.D.

## NEW STAFF & PROMOTIONS

- **Hyojung Park, Ph.D.**, was named the new associate dean of research and strategic initiatives. Park has been at the Manship School since 2012 and previously served as area head of the Manship School's public relations department. In this new role, Park oversees the Manship School's communication research and helps guide the school's planning and strategy development.
- **Ariel Charbonnet, Ph.D.**, joined the Manship School as its new director of communications. She is a two-time LSU graduate, having earned a master's in mass communication from the Manship School and a Ph.D. in higher education administration from the College of Human Sciences & Education. Charbonnet earned a bachelor's degree in journalism from Hampton University and previously served as the associate vice president of membership services for Phi Theta Kappa Honor Society.

## FEATURED ACHIEVEMENTS

- Assistant professors **Sheryl Kennedy Haydel, Ph.D.**, **Soojin Kim, Ph.D.**, and **Ruth Moon Mari, Ph.D.**, were selected as fellows for the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication at Florida International University.
- Assistant Professor in Media Law **Will Mari, Ph.D.**, was selected to participate in the City of Print Institute, hosted by CUNY and NYC College of Technology, in June 2020. This is a National Endowment for the Humanities (NEH) Summer Institute for university teachers and scholars.
- **Jenée Slocum, Ph.D.**, director of the LSU Reilly Center for Media & Public Affairs, was elected to serve a three-year term as a Staff Senator in the Professional/Non-Faculty Category to represent LSU staff members.
- Assistant Professor of Political Communication **Nathan Kalmoe, Ph.D.**, topped over 1 million impressions on Twitter during the month of September, thanks to earned media from top news outlets, including The Washington Post.
- Assistant Professor of Public Relations **David Stamps, Ph.D.**, was selected to participate in the Louisiana Board of Regents' LOUIS (Louisiana Library Network) Business and Communications Open Educational Resources Commons Faculty Cohort Program. This opportunity was awarded to only six faculty members across the state and works to create an environment of support and shared learning for faculty interested in exploring Open Educational Resources.



Sheryl Kennedy Haydel, Ph.D.



Kathleen Searles, Ph.D.



Soojin Kim, Ph.D.

## SELECTED AWARDS

- Assistant Professor of Political Communication **Nichole Bauer, Ph.D.**, and Associate Professor of Media Law and Journalism **Erin Coyle, Ph.D.**, were named 2020 LSU University Distinguished Faculty Award recipients. Bauer earned the LSU Alumni Association Rising Faculty Research Award for outstanding record of scholarship and published research. Coyle was named one of four LSU Tiger Athletic Foundation (TAF) President's Award recipients for extraordinary classroom teaching as demonstrated by an impact on and an involvement with students, a scholarly approach to teaching and learning, and contributions to the profession of teaching.
- The Association for Education in Journalism and Mass Communication's History Division announced the creation of the Jinx Coleman Broussard Award for Excellence in the Teaching of Media History, named after Professor **Jinx Broussard, Ph.D.** The award is presented to the winners of the division's Transformative Teaching of Media and Journalism History ideas competition, where competitors present original and tested teaching strategies that address one or more of these pedagogies: diversity, collaboration, community or justice.
- The Public Relations Association of Louisiana (PRAL) recognized Assistant Professor of Public Relations **Sheryl Kennedy Haydel, Ph.D., APR**, for her outstanding work on a multi-faceted campaign she created and led during her time as director of Communications and Marketing at Dillard University last year. She received the following awards: 2019 Public Relations Practitioner of the Year (Spark Award); Best Integrated/Overall Campaign; Best Advertising Campaign and the Judges Choice Award. Haydel also won the regional award from the Southern Public Relations Federation (SPRF) — the 2019 Senior Practitioner Award, an honor given annually to two PR professionals from Alabama, Florida, Louisiana and Mississippi.
- Assistant Professor of Political Communication **Kathleen Searles, Ph.D.**, won the 2019 Walter Lippmann Best Published Article Award from the American Political Science Association for the article, "News Attention in a Mobile Era," published in the *Journal of Computer-Mediated Communication*. The award recognizes the best article published in the field of political communication in the previous calendar year.
- **Tina M. Harris, Ph.D.**, was one of two recipients of the esteemed Critical and Cultural Studies Division of the National Communication Association's Distinguished Scholar Award, which is given to leading scholars in the Critical Cultural Studies Division of NCA.

# RAINMAKERS



**JINX  
BROUSSARD**



**RAY  
PINGREE**

**Only six faculty members, campus-wide, received a 2019 Rainmaker Award for Outstanding Research, Scholarship and Creative Activity, and the Manship School is home to two of them. Rainmakers are faculty members who balance their teaching and research responsibilities while extending the impact of their work to the world beyond academia.**

**Jinx Broussard, Ph.D.**, is the Manship School's Bart R. Swanson Endowed Memorial Professor and teaches public relations, strategic communication, media history and mass media theory. Broussard was previously named the 2018 Teacher of the Year by the Scripps Howard Foundation and the Association for Education in Journalism and Mass Communication.

Broussard received the 2019 Rainmaker Award for Research and Creative Activity in the Senior Scholar, Arts, Humanities, Social & Behavioral Sciences category.

**Ray Pingree, Ph.D.**, is the Manship School's Doris Westmoreland Darden Professor and researches political communication and new media with a focus on how journalism can support a stronger democracy.

Pingree received the 2019 Rainmaker Award for Research and Creative Activity in the Mid-career Scholar, Arts, Humanities, Social & Behavioral Sciences category.



# IN MEMORIAM

## **RALPH IZARD, Professor Emeritus & Former Interim Dean**

Professor Emeritus and former interim dean of the Manship School Ralph Izard, Ph.D., passed away on Sept. 3, 2020, at his home in Athens, Ohio. He was 81 years old.

Izard was a great champion of the Manship School, journalism education, inclusion and equity. He served as the interim dean of the Manship School from 2010-2011 and had been the Manship School's Sig Mickelson/CBS professor since 2001. He also served as the associate dean of graduate studies (2001-2004) and was inducted into the School's Hall of Fame in 2014.

Izard's work leaves a lasting impression on the field of journalism and the Manship School. In 2002, he co-founded the Media Diversity Forum, a national database of diversity resources, including commentary, news and analysis, media and national diversity organizations, and sample media diversity syllabi. The Forum, a project of the Manship School, now serves as the host site for the Minorities and Communication Division of the Association for Education in Journalism and Mass Communication (AEJMC). Led by Izard's efforts, the Manship School was the inaugural recipient of AEJMC's Equity and Diversity Award in 2009. He was a remarkable leader, journalist, professor, colleague and friend. We extend our deepest condolences to his loved ones.



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## **DANNY SHIPKA, PH.D.**

Daniel "Danny" Shipka, Ph.D., the Manship School's exuberant former public relations faculty member (2007-2012), passed away on July 27, 2020, after battling Multiple System Atrophy. He was 53 years old.



Shipka taught courses in public relations practices and writing and was interested in film and pop culture. He received the Tiger Athletic Foundation Undergraduate Teaching Award (2008-2009) and is fondly remembered by former LSU students and colleagues. An accomplished scholar and teacher, Shipka was a tenured professor at his alma mater, Oklahoma State University, where he had worked since 2012.

## **ANN LAMAR SWITZER "DEE DEE" REILLY**

We mourn the loss of Dee Dee Reilly, whose work founded two endowed professorships and the LSU Reilly Center for Media & Public Affairs. Mrs. Reilly passed away on July 18, 2020.

Her legacy is rooted in engaged, thoughtful political discussion and practical public policy solutions. Mrs. Reilly and her late husband, Kevin P. Reilly, Sr., expressed their love for this state and our community with a rare civic generosity. She leaves a vital legacy of promoting women's health, education, reasoned discourse and journalism. Because of her, our schools, performing arts, scientific research and public communication are better. We are forever indebted to her and her work.



# FEATURED RESEARCH

# FACULTY

## 55+

**PUBLICATIONS**  
TOP-TIER JOURNALS,  
BOOKS, BOOK CHAPTERS

## 44+

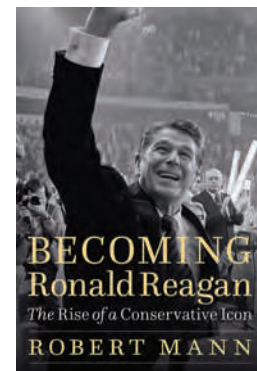
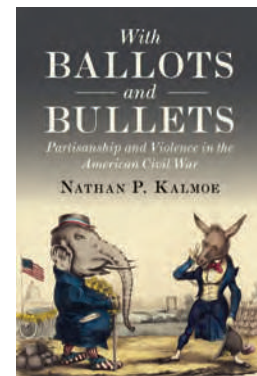
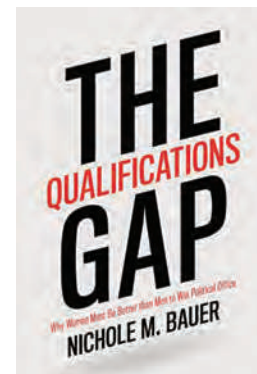
**CONFERENCES  
& INVITED  
PRESENTATIONS**

## \$333k+

**GRANT  
FUNDING**

## HIGHLIGHTS

- Assistant Professor of Political Communication **Nichole Bauer, Ph.D.**, was awarded \$100,930 in a three-year grant by the Louisiana Board of Regents to support her research examining citizens' responses to female-dominated political institutions and political leadership. Additionally, Bauer's book, "The Qualifications Gap: Why Women Must be Better Than Men to Run for Political Office," was published in August 2020 by Cambridge University Press.
- "With Bullets and Ballots: Partisanship and Violence in the American Civil War," by assistant professor **Nathan Kalmoe, Ph.D.**, was published in July 2020 by Cambridge University Press. Additionally, Kalmoe earned a \$16,100 grant from the Democracy Fund for his book, "Radical American Partisanship."
- Manship Chair in Journalism **Robert Mann's** book, "Becoming Ronald Reagan: The Rise of a Conservative Icon," was published in October 2019 by Potomac Books.
- Assistant Professor in Media Law **Fanny Ramirez, Ph.D.**, co-presented "Carceral Communication" at the National Communication Association conference in November 2019 and co-presented "Rape Myths and Credibility Attacks in the Age of Social Media" at the International Communication Association conference in May 2020.
- Seven faculty members were selected to participate in the Office of Research & Economic Development's Summer Institute: **Erin Coyle, Ph.D., Joshua Grimm, Ph.D., Ruth Moon Mari, Ph.D., Will Mari, Ph.D., Meghan Sanders, Ph.D., David Stamps, Ph.D., and Chun Yang, Ph.D.**



# COVID-19 RESEARCH

## PUBLIC RELATIONS SENIOR AWARDED LSU DISCOVER RESEARCH GRANT

Public relations senior **Renee Lucas** was named a 2020 recipient of the LSU Discover Summer Research Grant. She will be working with Assistant Professor in Public Relations **David Stamps, Ph.D.**, on a project titled "Black and Essential — Relational Maintenance and Coping Strategies Among Black Populations during COVID-19."



## NSF AWARDS NEARLY \$139K RESEARCH GRANT TO MANSHIP SCHOOL SCHOLARS FOR STUDY ON LONG-TERM EFFECTS OF COVID-19 PANDEMIC ANXIETY

The National Science Foundation (NSF) awarded \$138,613 to Manship School scholars **Michael Henderson, Ph.D.**, director of LSU's Public Policy Research Lab, and **Martin Johnson, Ph.D.**, Kevin P. Reilly, Sr. Chair in Political Communication and dean of the Manship School, to further their research on social and economic recovery from the COVID-19 pandemic in Louisiana. The grant funds Henderson and Johnson's study, "Pandemic

Anxiety, Recovery, and Inequality: Evaluating Institutions and Policy in a Coronavirus Hotspot," to examine the long-term effects of anxiety on political attitudes and behaviors during recovery from health and economic crises in Louisiana. Henderson and Johnson's research efforts led to a partnership with the Louisiana Department of Health to ensure the safety and well-being of Louisiana residents amid the COVID-19 pandemic.

## PUBLIC POLICY RESEARCH LAB (PPRL) SHIFTS TO VIRTUAL PHONE SURVEY RESEARCH FOLLOWING CAMPUS CLOSURE

A joint effort of the Manship School's Reilly Center for Media & Public Affairs and the LSU College of Humanities & Social Sciences, LSU's Public Policy Research Lab (PPRL) is dedicated to high-quality, state-of-the-art research and features 61 call stations. Before the COVID-19 pandemic halted campus operations in March 2020, about 115 employees worked an average week, doing

phone survey research at the on-campus lab. After campus closed, PPRL transitioned to virtual work by acquiring software that allowed callers to remote into the Lab's work stations using voiceover IP software.

By May 2020, the call center was operating entirely remotely with nearly 70 employees. In addition to varied local and state survey work

## FIGHTING FAKE NEWS AND MISINFORMATION

Professional-in-Residence **Leonard Apcar**, who holds the Wendell Gray Switzer Jr. Endowed Chair in Media Literacy, and four LSU students, including Manship School master's students **Trey Poche** and **Christina Georgacopoulos**, are leading a fight against fake news about the novel coronavirus by creating an online educational resource for the public. The website, [detectfakenews.com](http://detectfakenews.com), serves as a one-stop aggregator for the latest news, research and analysis pertaining to coronavirus misinformation. It includes a fact-checking guide to help the public identify fake news about the coronavirus, such as checking the headline, verifying the source, identifying biases and more. Apcar is a fellow at the Reilly Center for Media & Public Affairs.



and assisting LSU with COVID-19 contact tracing efforts, PPRL is responsible for two significant projects: 1) the Louisiana Survey, an annual Reilly Center-sponsored survey whose mission is to establish rich, longitudinal measures of public opinion in Louisiana and 2) the Behavioral Risk Factor Surveillance System, the largest telephone health survey in the world.



FROM LEFT TO RIGHT: YONGICK JEONG, PH.D., MARTINA SANTIA, JILLIAN WASHINGTON, HYOJUNG PARK, PH.D., EBONI REGISTER, MEGHAN SANDERS, PH.D., AMIE MARTINEZ

# REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS

The 2019-2020 academic year was filled with meaningful endeavors, amid challenging times. In the first half of the year, the Reilly Center continued its policy-driven work addressing democracy and technology, political opinion programming, civic engagement and the state's 2019 gubernatorial election. Then, COVID happened. One of the great strengths of the Reilly Center team, partners and affiliates is the ability to pivot quickly. To better serve its communities during the pandemic, the Reilly Center moved to online event formats, found ways to continue research virtually, and applied staff and faculty expertise to the unique challenges presented by COVID-19.



Sarah Procopio, right, and LA Youth Platform students host a recruitment event at LSU.

## 2019 REILLY CENTER PUBLIC POLICY FELLOW TORRIE FIELDS

Torrie Fields, a palliative care professional and health policy advocate, was the Fall 2019 Reilly Center Public Policy Fellow. Fields is the founder and CEO of Votive Health, a health-care management company. Previously, Fields led the development and implementation of programs and processes at Blue Shield of California that support people with serious illness and their families. In addition, Fields is a consultant and curriculum developer for the Center to Advance Palliative Care (CAPC), the Coalition to Transform Advanced Care (C-TAC) and California State University's Palliative Care Institute. As part of the Center's Public Policy Fellow Program, Fields spent three days with the Reilly Center, visiting numerous Louisiana healthcare professionals, policy makers and community leaders. She also moderated a public panel discussion on end-of-life care with experts from across Louisiana at the LSU Health Sciences Center in New Orleans. The event, "Designing a Better End: Transforming the Way We Look at Palliative and End-of-Life Care," aimed to identify areas of improvement in the industries of palliative and hospice care, as well as other end-of-life and long-term illness services in Louisiana.



Torrie Fields

The Reilly Center's Public Policy Fellow Program launched in 2001 to inform Louisiana's local academic communities and political leaders about current public policy issues and encourage meaningful discourse. Since its conception, the program has brought in internationally recognized public policy experts whose research and expertise focus on relevant, current issues. Fellows typically spend three to five days on campus and in the community meeting with local policy decision makers, businesspeople and organization leaders, in addition to giving public talks.

## CIVIC ENGAGEMENT LEADERSHIP SPOTLIGHT: LA YOUTH PLATFORM

What originated as an undergraduate-driven event centered around public policy issues important to young adults in Louisiana blossomed into a coalition of university students from across the state. With guidance from Reilly Center staff, the students formed the LA Youth Platform (LAYP) and developed a collective policy vision to share with gubernatorial and legislative candidates prior to the 2019 elections. During the 2020 regular legislative session, led by co-director and political communication junior Sarah Procopio, LAYP advocated for several initiatives. Most significantly, the group supported a bill that prevents the withholding of student transcripts by universities due to financial reasons. Currently, LAYP is developing a COVID-19 student resource list and preparing for the 2021 legislative session. In the coming year, the group will focus on criminal justice system reform and Louisiana's response to the global pandemic. Not only does this effort provide an opportunity for young Louisianans to develop advocacy and leadership skills, but it is also an example of the many and varied activities of the Reilly Center contributing to a healthy democracy.

# REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS

## SIGNATURE EVENTS

### 2020 JOHN BREAUX SYMPOSIUM — HACKING DEMOCRACY: TECHNOLOGY, THE INTERNET & POLITICS

This annual event explored how foreign interference aimed at destabilizing political conversation, stoking racial tensions and spreading disinformation across social media platforms has led to ever-increasing friction among the voting population.

### IRONY & OUTRAGE: AN EVENING OF POLITICAL HUMOR WITH DANNA YOUNG

Political and media psychologist Dannagal Young, Ph.D., seeks to flip the ideology that political satire only works on the Left and opinion talk radio is reserved for the Right. Her book, “Irony and Outrage,” unpacks satire’s liberal “bias” and juxtaposes it with outrage’s conservative “bias.” The Reilly Center hosted Young’s take on why the two genres serve very similar purposes while holding diametrically opposed political views.

### 2019 GUBERNATORIAL DEBATE

The Reilly Center partnered with Nexstar Media to host Louisiana’s first televised gubernatorial debate of the 2019 election cycle.

### REFLECTIONS ON ELECTION 2019

In partnership with Louisiana Public Broadcasting, the Reilly Center gathered political strategists from all three major Louisiana gubernatorial campaigns to recap the 2019 Louisiana gubernatorial and legislative elections.

## FEATURED RESEARCH UPDATES

### LOUISIANA WOMEN IN POLITICS ORAL HISTORY PROJECT

In January 2020, the Reilly Center embarked on the development of the Louisiana Women in Politics Oral History Project to document and preserve the legacies of Louisiana’s female political pioneers and those who serve the state today. Not long after solidifying a partnership with Louisiana Tech University to assist with interviews, the pandemic brought progress to a halt; however, the research team shifted to a virtual format and moved forward. Xavier University of Louisiana joined the team in fall 2020.

### BOOK RELEASES

- **“Fake News! Misinformation in the Media”** edited by Associate Dean for Undergraduate Studies Josh Grimm, Ph.D.
  - Released in May 2020, this newest essential resource for analyzing fake news in today’s social and political climate highlights the history of media jargon and provides a practical approach to examining misinformation in the media.
- **“Politicking While Female: The Political Lives of Women”** edited by Assistant Professor of Political Communication Nichole M. Bauer, Ph.D.
  - Published by LSU Press in September 2020, this work explores the timelines of women’s political careers from development of political identities as voters and candidates to the impact of having more women in political leadership roles.



Professor Lance Porter, Ph.D., center, leads a discussion during the 2020 John Breaux Symposium.



Dannagal Young, Ph.D., presents “Irony & Outrage” to LSU audience.



Louisiana’s gubernatorial candidates debate on the stage in the LSU Student Union.



Combined screen captures of panelists from “Communications & COVID-19: A Virtual Event Series.”

## COVID-19 RESPONSE PROGRAMMING

### COMMUNICATIONS & COVID-19: A VIRTUAL EVENT SERIES

Between April and July 2020, this eight-part series brought together community members, communication professionals and industry experts to discuss the challenges facing practitioners and policymakers in uncertain times. The following topics were covered: Advanced Care Planning and COVID-19; Crisis Communication in the Era of COVID-19; An Unequal Relationship: Race and COVID-19; Historical Parallels in Government Information Dissemination: Learning from the Past; Effects of COVID-19 on the Sports Industry; Understanding Public Reactions to COVID-19; Voting in a Pandemic: COVID-19 & the 2020 Election; and Legislating in the Time of COVID-19.

## RESEARCH

### BLACK AND ESSENTIAL: RELATIONAL MAINTENANCE AND COPING STRATEGIES AMONG BLACK POPULATIONS DURING COVID-19

David Stamps, Ph.D., a Reilly Center research affiliate and an assistant professor at the Manship School, sought to understand and amplify the voices of Black essential workers in Louisiana, so that their expressed needs can be addressed by policy makers and organizations supporting this important population. The Black & Essential consortium project brings those narratives into Louisiana policy conversations. The first phase of the project, funded by former New Orleans Mayor Mitch Landrieu’s E Pluribus Unum, focuses on Black Baton Rouge residents. Future phases will broaden the population of respondents to the entire state.

### VIOLENCE AGAINST WOMEN IN LOUISIANA DURING THE COVID-19 PANDEMIC

Fanny Ramirez, Ph.D., a Reilly Center research affiliate and an assistant professor of media law with a joint appointment at LSU’s Manship School and the interdisciplinary Center for Computation and Technology, is assessing how Louisiana organizations working to combat violence against women have responded to the COVID-19 pandemic. Particularly, Ramirez looked at the role of technology used by organizations to assist those at risk. She conducted qualitative interviews with staff members from organizations serving women experiencing violence across Louisiana, including independent centers and those at higher education institutions. The report will offer best policy and communication practices, including guidance on enhancing services despite budgetary limitations through effective use of technology and social media.

# ALUMNI UPDATES



Katrice Hardy



Emily Metzgar



Mary Klemenok



Kurt Davis



Valencia Richardson



Sam Hanna Jr.

- **Chelsea Brasted ('12)** wrote a cover story for National Geographic about America's oldest living WWII veteran facing hostility abroad and at home.
- **Amy Brittain ('09)** was named a 2020 James Beard Foundation Journalism Award winner in Investigative Reporting.
- **Kurt Davis ('83)**, executive vice president of affiliate relations at ViacomCBS, is the newest 2020 LSU Alumni Hall of Distinction honoree.
- **Brittany Doucette ('19)** joined the Spears Group, an Inc. 5000 fastest-growing company, in New Orleans as an account coordinator.
- **Justin Fritscher ('08)** was selected as the public affairs chief for the U.S. Department of Agriculture's Farm Production and Conservation Business Center.
- **Katie Gagliano ('18)** was awarded the inaugural Rollin M. "Pete" McCommons Award by the University of Georgia's Grady College of Journalism and Mass Communication for outstanding leadership, innovation and entrepreneurship in community journalism.
- **Ginger Gibson ('08)** was named deputy Washington editor for NBS News Digital. She was previously a campaign correspondent for Reuters.
- **Wendy Granato ('89)** was named president and general manager of Houston's KTRK-TV.
- **Preston Guy ('15)**, a marketing communications specialist at Neighbors Federal Credit Union, was named a 2019 "Credit Union Rock Star" by Credit Union Magazine.
- **Sam Hanna Jr. ('93)**, president and publisher of The Ouachita Citizen in West Monroe, was named president of the Louisiana Press Association (LPA).
- **Katrice Hardy ('95)** was recently named the first African American and the first woman to serve as executive editor of The Indianapolis Star.
- **Caroline Isemann ('06)** was named president of the Baton Rouge chapter of the Public Relations Association of Louisiana (PRAL) — the largest, most dynamic PR organization in the state.
- **Jalisa Jones ('16)**, an alumna of our master's program, marked her one-year anniversary as a content strategist at the minority-owned and woman-led multicultural advertising agency UniWorld Group.
- **Blake Kaplan ('88)** was named new regional executive editor for three McClatchy newspapers in Mississippi and Georgia: The Telegraph, the Sun Herald and the Ledger-Enquirer.
- **Mary Klemenok ('17)** is making a difference at one of the largest health care public relations firms in the U.S. as account executive at GCI Health in New York.
- **Emily Metzgar, Ph.D., ('08)**, a graduate of our doctoral program, was named the new director of the School of Journalism and Mass Communication at Kent State University.
- **Lauren McCoy ('12)** has joined the Black News Channel as an anchor and talk show host.
- **Valencia Richardson ('16)** was named a 2020 Equal Justice Works fellow, giving her the opportunity to enforce voting rights in the South by challenging discriminatory polling place changes, voter purges and registration denials at Campaign Legal Center in Washington, D.C.
- **Stephanie Riegel ('88)**, editor of the Baton Rouge Business Report and member of our alumni board, led her reporting team to win five of the publication's six national journalism awards from the Alliance of Area Business Publishers.
- **Sevetri Wilson ('08)** was named to Inc. Magazine's Female Founders 100, a list of the 100 women the magazine says are building America's most innovative and ambitious companies.
- **Jeremy Woolsey ('01)**, art director for films like "Hidden Figures" and "Pitch Perfect," has been invited to join the Academy of Motion Picture Arts and Sciences 2020 class.
- **Emergent Method**, a Louisiana-based management consulting firm, and **Red Six Media**, a full-service media and advertising agency in downtown Baton Rouge, were included in the prestigious Inc. 5000 list, which annually recognizes the top 5,000 fastest growing businesses in the U.S. Both organizations were founded by Manship School alumni.





# MANSHIP SCHOOL GRAD LEADS SOCIAL MEDIA FOR THE NEW ORLEANS SAINTS AND PELICANS

Alex Restrepo, center, captures real-time footage during a Saints-Falcons game.

## WRITTEN BY RACHEL HOLLAND

**M**anship School alumnus and Louisiana-native Alex Restrepo is working for his favorite teams, the New Orleans Saints and Pelicans. As the director of social media for the New Orleans Saints football team and the New Orleans Pelicans basketball team, he's just as excited to be a part of the organization as he was watching the games as a child.

"I grew up a die-hard Saints fan, born and raised. My earliest memory is watching Saints football with my dad, and he's the biggest Saints fan that I know," Restrepo said.

Now in his 11th year with the team, Restrepo said his decision to attend LSU and study public relations at the Manship School set him up for career success. As a student working for LSU Athletics, Restrepo worked with multiple LSU national championship teams including football, basketball and baseball, and even helped the Saints when they played a handful of games at Tiger Stadium following Hurricane Katrina.

"I helped with PR stuff," Restrepo said. "It was the bare minimum of things

like passing out box scores, running coffee, you name it. I just wanted to be seen and in the mix, and the next year the Saints called me again for game day assistance. During my last year at LSU, I would drive from Baton Rouge to New Orleans for Sundays to work the game. I wanted to get my name out there. I didn't know where it would lead, but I wanted to work the home games."

After graduating in 2007, he sent his resume to all 32 NFL teams and ultimately landed an internship with the New England Patriots. After working in Boston for a year, he landed another position on the Sports Information team at Rutgers University, focusing on wrestling and volleyball, and assisting on men's and women's basketball and football.

He ultimately moved back to Louisiana, looking for a job closer to home. The connections he made while a Manship School student led him to what he thought would be a short stint with the New Orleans Saints.

"This was the July after they won the Super Bowl, so there was a lot more media attention, a lot more responsibilities for content, and they asked me to help with training camp.

It was only supposed to last for a few weeks," Restrepo said. "When I got there, I realized they didn't have any social media channels yet. Most teams did not — again, it was very new. So, my first week here I went to Doug Miller, the executive director of football communications, and asked if he would mind if I started a Twitter account. They were more than happy to give it to me, and I used that as my foot in the door."

Once working for the Saints, Restrepo said he took time to learn other communications skills like videography.

"One of the best things I learned from my job at the Patriots: nothing is ever beneath you and make it so they can't afford to lose you," Restrepo said. "I was trying to do whatever I could, so I would never have a last day. That was a year-long internship that turned into social media coordinator."

"The best decision I made going to LSU was the doors that were open and the relationships I built there that I still have to this day," Restrepo said. "I can't put a value on it for my career but also personally. You can't get that experience anywhere else."



Victoria Yu

# ADVERTISING ALUMNA LAUNCHES NONPROFIT TO HELP SMALL BUSINESSES AMID COVID-19

When the emergence of COVID-19 impacted small businesses across the country, 2011 Manship School alumna Victoria Yu sprang into action. Yu helped launch a nonprofit called Main Street Relief, a nationwide volunteer corps helping small businesses survive and recover from economic crises like the COVID-19 pandemic. She oversees all communications, public relations and public affairs for the nonprofit.

“I wanted to help empower small business owners to participate in solutions available to them as COVID-19 shut down the country,” said Yu, who works full time as the director of communications at the Lyndon B. Johnson School of Public Affairs at the University of Texas at Austin.

Yu said the idea started when her colleague and co-founder Michael Hole helped his parents navigate their options for emergency financial help for their small, family-owned business. The process was complicated and intimidating, and he worried about other small businesses

across America, especially mom-and-pop shops with even fewer resources and time.

With many of those small businesses suddenly having to temporarily shut down, Yu and Hole wanted to make sure that American business owners could keep their doors open with the help of their neighbors. Less than two months after they launched Main Street Relief, more than 100 people from across the country joined the nonprofit’s volunteer network to help small businesses in their hometowns respond to and recover from COVID-19.

“Main Street Relief has demonstrated to me that tenacity and creativity go really far. Sometimes, things don't go as planned, but, hopefully, I have helped to uplift others through Main Street Relief,” said Yu, who previously served as the deputy communications director for Mike Bloomberg 2020 Texas.

While at the Manship School, Yu was active in Student Media. She start-

ed in Tiger TV, later moved to The Reveille, where she met her now-husband, who was editor-in-chief at the time, and eventually landed in advertising. She called the experiential learning she received from Student Media “invaluable.”

“LSU Student Media helped me hit the ground running in my early career and set me up to be successful,” she said.

Yu is putting the skills she learned from the Manship School and Student Media to work. Main Street Relief has grown tremendously since launching in April and now, with 100 volunteers, the organization supports restaurant owners, freelancers and more across 15 states. Furthermore, the organization has partnered with numerous public and private entities to strengthen its reach among small businesses.

“Main Street Relief's work is important because it impacts all the places close to home: where we live, where we work, where we play,” Yu said.

# JOURNALISM ALUMNA'S REPORTING SPARKS NATIONWIDE WALMART AND DRUGSTORE POLICY CHANGE

Journalism alumna Tori Mason, who graduated from the Manship School in 2015, is a testament to the powerful impact journalists' news stories can have. Mason, a reporter for CBS4 Denver, sparked a change at Walmart's 4,700 stores nationwide after she covered a story highlighting the company's practice of placing multicultural hair care and beauty products in a locked case at the Denver store.

In June 2020, Mason interviewed a local Walmart customer who believed locking up those products was discriminatory against people of color. After her report went viral, a Walmart representative reached out to Mason and shared that Walmart had decided to discontinue placing multicultural hair products in cases.

Following Walmart's policy change, Walgreens and CVS announced they, too, would remove beauty and hair care products for people of color from locked cases. For a story that had been covered for years in the news media and the legal system, this was a historic step.

"It's not the quick policy change in a big store like Walmart that makes me proud of this story," Mason said. "I'm proud because every person of color, who once felt humiliated and criminalized while waiting to get shampoo unlocked, won't feel that pain anymore. This story was important to me because I waited to get those products unlocked too." Mason, who



participated in Tiger TV Sports while at the Manship School, attributes part of the story's success to "timing, awareness and strategy."

Mason and her team shot it two weeks prior to airing. She wanted to ensure it did not get lost in the thick of Denver's protest coverage at the time. Mason traces the skills she used to communicate this story back to

a singular class at Manship: a print journalism course with Jay Shelledy, director of Student Media and Greer Chair in Media Business and Ethics from 2005-2017.

"Nothing in that man's class was easy — NOTHING," Mason said. "Shelledy taught me persistence, creativity and stamina — the three things you need to be a policy-changing journalist."

# MANSHIP SCHOOL SUPPORTERS

## MANSHIP SCHOOL HALL OF FAME 2020

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. Joining the current 130 members of the Manship School Hall of Fame this year are Donna Britt, retired broadcaster for WAFB-TV; George Lockwood, former Manship School faculty member; Jim Michie, former Director of News Media Services for U.S. Customs and Border Protection; and Herb Vincent, Associate Commissioner for Communications for the Southeastern Conference. Although the 46th annual Hall of Fame Gala slated for March 2020 was rescheduled due to the COVID-19 outbreak, we continue to celebrate their distinguished careers in communications and strong support of the Manship School.

## 1913 SOCIETY DINNER

The 1913 Society, named for the year journalism courses were first offered at LSU, honors alumni and friends who are major investors in the Manship School. Members of the 1913 Society are honored each year at the Manship School's annual 1913 Society Dinner. This year's event took place at the Hilton Baton Rouge Capital Center and featured food, drinks and guest speaker Mark McKinnon, a political adviser, media columnist and television producer.



*Political adviser and television producer Mark McKinnon speaks at the 1913 Dinner.*



*Cathy Dardenne, Louisiana Commissioner of Administration Jay Dardenne, Matt Dardenne and Corey Shircliff at the 1913 Dinner.*

# DONOR PROFILE

## Q&A WITH MANSHIP ALUMNA & SUPPORTER WHITNEY BREAUX

### Q: TELL US ABOUT WHAT YOU DO FOR A LIVING.

**A:** At Lilly, we unite caring with discovery to create medicines that make life better for people around the world. As the COO of Global Marketing, I'm responsible for driving innovation and transformation initiatives to ensure our global brand teams create meaningful connections and remarkable experiences so people feel genuinely cared for. When I understood that marketing extended beyond creative television commercials and appreciated the critical business decisions marketers are responsible for, I was hooked!

### Q: WHAT WOULD YOU TELL A PROSPECTIVE STUDENT ABOUT THE MANSHIP SCHOOL?

**A:** If you are serious about learning from industry leaders and professionals who have been at the top of their respective industries, the Manship School is where you want to be. ... Manship affords you not just the education but also the real-world experiences that separate you from other job candidates. As a Manship graduate, that name on your resume is recognizable anywhere.

But even more so, it's the network of Manship graduates. I can't tell you how many friends and people I graduated with ... I've remained friends with to this day. ... You become an immediate member of the family when you enter the School because we all survived media writing 101. ... We all share a common experience that defines who we are as an alumni group, and it's a really unique and close-knit community that you now have access to.

### Q: WHAT'S YOUR FONDEST MEMORY FROM YOUR TIME AT MANSHIP?

**A:** At its core, my Manship story centers on the people – my classmates, faculty and staff. My son, Jason Jr., was born the fall of my senior year. Helen Taylor, David Kurpius and Linda Rewerts wouldn't accept anything less from me than to graduate (with my son) on time with my Spring 2009 class. The Manship School wrapped their arms around me and Jason and said, "We've got both of you!"

### Q: IS THAT WHY YOU STARTED GIVING BACK TO THE MANSHIP SCHOOL?

**A:** Oh, yes. No Doubt. ... [Manship faculty and staff] knew that I had potential to still do great and amazing things, and being a mom was just going to add to the professional and leader I would become.

### Q: WHAT HAS COVID LIFE BEEN LIKE FOR YOU?

*(Breaux was diagnosed with stage 3 breast cancer on March 20, 2020.)*

**A:** [My cancer diagnosis] caught me completely off guard. I was supposed to be in South Africa for six weeks to help lead a product launch in the country, starting in March. So, in some way, COVID helped me sit still long enough to discover what was going on in my body. Due to COVID-19, I've not had family members with me at any of my doctor appointments or there to support me during chemotherapy. It's been especially hard for an extrovert to be away from my friends who live around the world that I would often see during



Whitney Breaux with her son, Jason

- B.A., Political Communication, 2009; LSU MBA, 2011
- **Favorite Class?** Political Communication Capstone with Professor Bob Mann and Media Law with Professor Craig Freeman
- **Three words to describe yourself:** Limitless, exciting, whole
- **Profession:** Chief Operating Officer and Global Marketing Transformation Advisor, Lilly BioMedicines Business Unit, Eli Lilly and Company (a health and pharmaceutical company)

my business travels. Lilly has transitioned seamlessly to the virtual work environment, but I miss our in-person interactions and travels.

### Q: WHAT ARE YOU PASSIONATE ABOUT?

**A:** I'm passionate about breaking glass ceilings, building bridges between unlike things and creating new paths for others to follow. I'm passionate about producing the next generation of exceptional leaders. Whenever someone says "it can't be done," I pride myself on always finding a way to make it happen.

# THANK YOU

We are so grateful to you for another year of steadfast support. To our donors, thank you for trusting us to honor your passion and for choosing to make an impact at the Manship School. Because of you, we are able to create opportunities, open doors and provide valuable research. Because of you, we continue to lead the conversation and prepare the next generation of leaders.

As we enter the 2020-2021 academic year, we are pleased to continue with a structure of multiple development officers supporting the Manship School with a few changes to the team's structure. Chelsea Fontenot and Christopher Luke have transitioned across campus to the E.J. Ourso College of Business. Continuing on our development team are Senior Director of Development Eric Guerin and Directors of Development Ellen Mathis and Grace Fiorenza Hermes. We welcome to the team Directors of Development Danielle Stackus and Kris Elmore and Development Services Coordinator Kasi Davis. We are eager to continue driving the Manship School into a successful future.

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*This annual report is dedicated to  
the late Martin Johnson, who served as dean  
of the Manship School from 2018-2020.*