

Outside accreditors declare Manship in “the ranks of the country’s strongest programs”

EXCELLENCE

IN MASS-COMMUNICATION EDUCATION

ANNUAL
REPORT
2015
2016

CELEBRATING ACHIEVEMENT

JAY SHELEDY

2016 National Journalism
Educator of the Year

JOLENA BROUSSARD

National Award-Winning
Public Relations Student

AMY BRITAIN

Our Most Recent Graduate
to Share in a Pulitzer Prize

MANSHIP SCHOOL OF MASS COMMUNICATION | REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS

LSU

L O U I S I A N A S T A T E U N I V E R S I T Y

2016 EDUCATOR OF THE YEAR

James E. “Jay” Shelledy, professional-in-residence and Fred Jones Greer Jr. Endowed Chair, was named the 2016 Educator of the Year by the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication. The award honors professors for outstanding achievement in preparing journalism students, advancing journalism education and promoting career development.



AEJMC, the nation’s largest organization of journalism professors, presented the award to Shelledy at its annual conference in Minneapolis in August.

As Manship School Dean Jerry Ceppos put it in his nomination letter, Shelledy “directs a sort of news empire in which LSU students investigate unsolved civil-rights murders by making Freedom of Information requests and helping families turn the page on a scarring chapter in their lives; learn to cover the Louisiana state legislature, or work with news editors around the state in fulfilling requests on a wide range of reporting assignments.”

“In student media and in the classroom, Jay has improved the journalism of several thousand students during his 11 years at LSU,” Ceppos said.

For six years, students in his field experience class have traveled to the rural South and Washington, D.C., to tell the stories of unsolved civil-rights era murders. The students also investigate cases of Louisiana convicts, usually being held for life without the possibility of parole, who appear to have been convicted unfairly. Shelledy this year expanded the class to include the Manship School News Service Statehouse Bureau that has covered the 2016 Louisiana legislative sessions for more than a dozen daily newspapers across the state, filing more than 400 stories since the first special session.

Students described Shelledy’s class as one of the best experiences of their time at LSU, with one describing him as “the type of nurturing, hyper-attentive mentor all students hope to encounter when they head off for college.” Jack Richards, a reporter with the Manship School Statehouse Bureau, recently said Shelledy was “possibly the best teacher I have ever had in my life, especially when it comes to practical, hands-on stuff.”

Before joining the faculty of the Manship School, Shelledy was editor of the Salt Lake Tribune for 12 years. He has more than 30 years’ daily newspaper and wire service experience and has been a Pulitzer Prize juror and an author.

ON THE COVER

*De'Andra Roberts, a 2016 Manship graduate,
is communications coordinator at General Motors in Detroit
Photo by Jesse Guillory, New Orleans*

CEPPOS NAMED FELLOW OF SOCIETY OF PROFESSIONAL JOURNALISTS

Dean Jerry Ceppos was named a fellow of the Society of Professional Journalists in May. It is the society's highest professional honor, recognizing those who have made an "extraordinary contribution to the profession."

"With a 45-year career of accomplishments under his belt, Ceppos has been an advocate for the industry, from educating students on journalism ethics to fighting for diversity in the newsroom," the society said in its announcement.

Previous honorees have included reporter and writer Walter Lippmann, broadcast journalist Edward R. Murrow, broadcast journalist and anchor Walter Cronkite and publisher Katharine Graham. Carl Bernstein and Bob Woodward, whose stories documented the Watergate scandal, and Ben Bradlee, executive editor of the Washington Post during Watergate, also were previously honored.

Ceppos became dean at LSU in 2011 after serving in the same capacity at the Reynolds School of Journalism at the University of Nevada, Reno. Earlier, he was vice president for news of Knight Ridder, then the nation's second-largest newspaper company. Knight Ridder owned the San Jose Mercury News, the Philadelphia Inquirer, the Miami Herald, the Kansas City Star and 28 other daily newspapers.

Before assuming his corporate role, Ceppos was executive editor and senior vice president of the San Jose newspaper and worked at the Miami Herald. He began his career at the Rochester (New York) Democrat and Chronicle.

In 1997, Ceppos was one of three people to win the society's first Ethics in Journalism award for acknowledging flaws in a Mercury News series. He has been active in journalism education, serving on the council that accredits journalism schools for 25 years, six of those as president. He is a former president of the Associated Press Managing Editors, a national group, and of the California Society of Newspaper Editors.

Ceppos received the award at the society's Excellence in Journalism conference in New Orleans in September.





TOP PUBLIC RELATIONS STUDENT

JOLENA BROUSSARD

Recent Manship graduate JoLena Broussard won the Ruth Edelman Public Relations Student Society of America Award for Achievement in Women's Leadership Development. The award included a cash prize and a three-month paid internship at Edelman's Chicago office.

Broussard also received the National Gold Key Award and two scholarships at the national convention in Atlanta. She was a university medalist, graduating in the Manship School and the Honors College with a 4.0 gpa in May.

Other honors include membership in the 2015-26 homecoming court, the Hugh Mercer Blain Service Award, the LSU Legacy Award and a designation as an LSU distinguished communicator. She was director of Imprint Communications and spent a semester studying at the University of Leicester.

Broussard is a graduate assistant working toward an M.B.A. at LSU.



OUR MOST RECENT GRADUATE TO SHARE IN A PULITZER PRIZE

AMY BRITTAIN

Amy Brittain is part of the Washington Post staff recently recognized with a Pulitzer Prize for "its revelatory initiative in creating and using a national database to illustrate how often and why the police shoot to kill and who the victims are most likely to be."

Brittain received her bachelor's degree with a concentration in print journalism from the Manship School in 2009 while working for four years as a reporter for The Daily Reveille. She held internship positions with the International Center for Journalists in Washington, D.C., in 2006; The Christian Science Monitor in Boston in 2007; The Arizona Republic in Phoenix in 2008; and MLB.com in San Diego in 2009.



**DOMINIQUE MCSHAN (2015 GRADUATE)
WROTE THIS LETTER TO MANSHIP PROFESSOR
JINX BROUSSARD**

Dr. Broussard,

I would like to personally thank you and the Manship School for truly preparing me to be an amazing public relations practitioner. I now oversee events, annual programs and social media for the University of Louisville Cultural Center and student organizations. I can honestly say that my professional portfolio, internships while in the Manship School and experience with Donate Life Louisiana helped me secure my new position.

Your practical teaching of strategic communication, relationship building and stewardship have made my transition into the workforce quite seamless. Everything from research, event planning, public speaking, sponsorship coordination, graphic design to presentation development and more seem to just come natural. I am rocking the boat at the University of Louisville like only a true Manshipper could!

Thank you for investing so much in me!

Geaux Tigers,

Dominique "Dom" McShan (2015 graduate)
Program Coordinator, Multicultural
Programming and Organizations
Cultural Center
University of Louisville
Louisville, KY 40208

“IMPRESSIVE SCHOLARLY ACTIVITY ENHANCED BY A
DYNAMIC SCHOLARLY ENVIRONMENT, COMPLETE WITH
RESEARCH LABORATORIES AND FINANCIAL SUPPORT.”

—THE ACCREDITING COUNCIL ON EDUCATION IN JOURNALISM
AND MASS COMMUNICATION SITE TEAM

TABLE OF CONTENTS

08 LETTER FROM DEAN

09 REACCREDITATION

10 STUDENTS

Undergraduate program

Graduate program

Student Media

International student travel

Internships



26 FACULTY AND STAFF

30 RESEARCH

34 OUTREACH

A Year of Political Events

Manship Prize

*Scripps Howard Academic
Leadership Academy*

Diversity

40 FINANCE

44 ALUMNI

48 SPEAKERS

50 REILLY CENTER

Dear alumni and other friends,

The past academic year epitomized the goal of theanship School: setting the highest standard for education in mass communication, a standard to which schools might aspire. Here's what that goal produced in the past year:

- ~ *A team of outside experts from our accrediting body declared that the school is "in the ranks of the country's strongest programs." We were unanimously reaccredited. This report is sprinkled with quotes from the team.*
- ~ *Tenanship students covered parts or all of the 19 consecutive weeks the Legislature was in session, the longest in the Legislature's 204 years of existence. The team produced 404 stories and 188 photographs for 13 daily newspapers in the state. It was our first-ever legislative bureau.*
- ~ *Professor Jay Shelledy, the students' bureau chief, mentor and editor, was named Educator of the Year by the Newspaper and Online News Division of the Association for Education in Journalism and Mass Communication.*
- ~ *We opened our remarkable Social Media Analysis and Creation Lab, the third research laboratory at theanship School. The others are the Public Policy Research Lab and the Media Effects Lab. The labs serve the citizens of Louisiana by producing knowledge uncovered by students and professors.*
- ~ *We received two big gifts, totaling \$2.55 million, from theanship and Lamar families for establishment of the country's first endowed chair in media diversity and for an expansion of our visiting-scholar program.*
- ~ *We sent about 25 students to Iowa to meet a dozen presidential candidates and to learn about the caucus process.*
- ~ *Our students organized and moderated the final televised gubernatorial debate, which made front-page news. It was one of many outreach efforts in a year dominated by elections and a state budget crisis.*

One LSU executive told me that he doesn't know how we accomplished so much. He hasn't seen anything yet. As the new academic year begins, we hope to help our students learn by studying the cataclysmic events that struck Baton Rouge this summer and the election campaigns for president, U.S. Senate, Congress and East Baton Rouge Parish mayor-president. Your ideas are very welcome.

Best,



Jerry Ceppos, dean | jceppos@lsu.edu | 225-578-9294



“Exemplary collaborative links with other entities on and off campus, including palpably visible energy and enthusiasm for creating cross-disciplinary alliances across the university and beyond.”

MANSHIP SCHOOL RECOMMENDED FOR FULL REACCREDITATION

A team of outside experts praised the Manship School, identifying it as being in “the ranks of the country’s strongest programs.”

The team, representing the Accrediting Council on Education in Journalism and Mass Communications, recommended re-accreditation of the school’s undergraduate and master’s programs. The team found the school in compliance on all nine of the council’s standards—governance, curriculum, diversity, faculty scholarship, student services, facilities and equipment, professional and public service and assessment of learning outcomes.

Dean Jerry Ceppos said he was most pleased with references to Manship’s interest in collaboration on and off campus.

The team noted many other strengths, including “a well-balanced full-time faculty that possesses a healthy blend of academic and professional credentials.” The school’s students came in for praise, too. The team noted “energetic, articulate and poised students who take pride in their program, the instruction they received and the extensive array of on- and off-campus opportunities available to them.”

Only 115 journalism and mass-communication schools, colleges or departments in the world are accredited, though at least 400 colleges and universities in the United States alone teach those subjects.



Photo by Renee Pierce

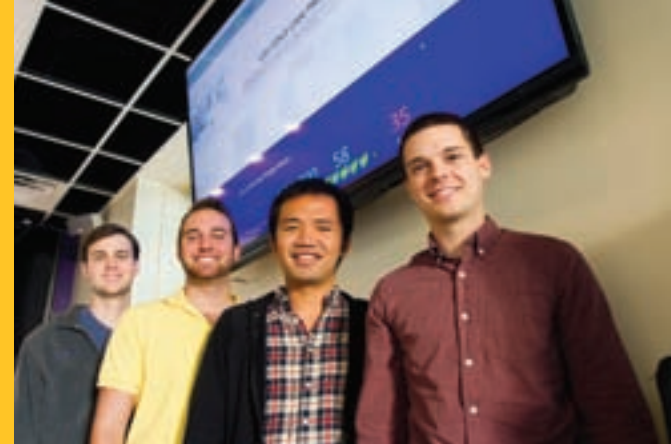


“Effective advising that, coupled with the advantage that comes from selective admission, leads to four-year graduation rates that are consistently 20 percent above university-wide numbers.”

20%
MORE
4-YR GRADUATES
UNIVERSITY-WIDE

STUDENTS

ENROLLMENT AND CURRICULUM



UNDERGRADUATE ENROLLMENT

In fall 2015, the Manship School welcomed 232 full-time, first-time freshmen planning to major in mass communication. Of the new freshmen class, 26.1 percent were minorities, and 35.3 percent were from out-of-state. The total number of mass communication majors and pre-majors was 1,064 (566 majors) as of fall 2015.

Of the students accepted into the school, public relations continues as the largest concentration with 231. Journalism is again second with 132 students. Digital advertising has 111 students (up 18 from last year), and political communication is up to 91 students (70 last year).

The Manship School continuously manages enrollment and school admissions and has the highest retention and graduation rates of any school on the LSU campus. In spring 2016, almost 91.5 percent of mass communication graduates started at LSU as freshmen, with the majority graduating in four years. To improve our freshman and undergraduate numbers, the Manship School will hire a recruiter to begin in fall 2016.

Manship counselors Courtni Guidry and Helen Taylor
Photo by Renee Pierce

UNDERGRADUATE CURRICULUM

Statehouse Course Great Success

The Field Experience class, led by Professional-in-Residence Jay Shelledy, expanded this year with the addition of a Statehouse Bureau that covered all three legislative sessions from the state Capitol. The class started in the fall when Professor Martin Johnson took applicants for the bureau into a training class focused on state government and the Legislature.

The Statehouse bureau was launched with a 10-student team in February. Those 10 students gave an average of two days a week to covering a general session that was sandwiched between two special sessions and printed stories for 13 daily newspapers. At the closing session, 19 consecutive weeks after the Legislature opened, the team was down to three full-time reporters. In all, the team dispatched 404 stories, some 188 photos and five videos.

It was an amazing experience for everyone. The second go-round in the 2017 spring semester will add clients, scope of coverage and broadcast reports.

The Field Experience class is home to two other student projects –the Cold Case Civil Rights Murders Project and the Wrongful Conviction Project. The fourth leg of the course is to supply features and news stories on a regular basis for the dailies of Louisiana.

The Cold Case Project had two stories that received statewide play and much talk. The first was a story revealing that former Gov. John McKeithen, who is credited with bringing racial integration to Louisiana, had in fact bribed KKK leaders to tone down the violence. Junior **Patrick Richoux** used FBI investigative documents from the time and an interview with McKeithen's secretary. The second, by senior **David LaPlante**, profiled a woman who was raised by a notorious Klansman and confessed to her on his deathbed of murdering blacks in east-central Louisiana. That story got national attention. The Baton Rouge Advocate reported it had received a record number of comments on the website story, some 1,500.

The Wrongful Conviction Project, while coming off a big year in 2015, did not have the time to write any stories, but the stories are coming. Shelledy has received a record number of petitions to look at individual cases.

ABOVE: Statehouse students; 2015 Cold Case team,
Photo by Olivia McClure

Other New Elective Courses

The School expanded its elective course offerings with a science communication course, sports writing and production course and a digital storytelling class.

Capstone Colloquium

The third Capstone Colloquium was held in April to showcase the work of Manship seniors in their final senior classes. The program gives fellow classmates a chance to see the creative work that seniors put into their projects so they can aspire to do the same. Clients, parents, faculty and campus colleagues also attend. In addition to our four concentrations, the LSU Advertising Federation, the Cold Case Project and the Statehouse Bureau of the Manship News Service also presented.



2016 master's graduates

Graduate Program

Dr. Martin Johnson, Kevin P. Reilly Sr. Chair in Political Communication, will serve as associate dean for graduate studies. Johnson has a deep interest in graduate education as “interim” during the past year.

Graduate Enrollment and Curriculum

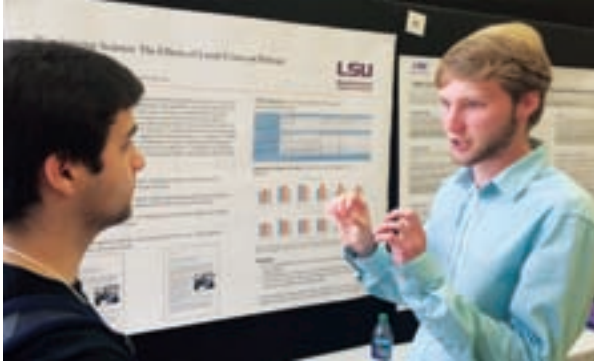
During the 2015-2016 academic year, the Manship School welcomed 21 new students to our Master's of Mass Communication (MMC) program and four new doctoral students. This is one of our most diverse cohorts of incoming students. Across both graduate programs, 46 percent of students hail from outside of Louisiana (representing 10 states in the U.S.) and 46 percent of students who entered our graduate programs in the 2015-2016 school year are African-American or multi-ethnic.

In the spring semester, we offered our first graduate course in the Manship School's Social Media Analysis & Creation Lab, taught by SMAC director Lance Porter. Each week, discussion leaders demonstrated examples of applications and technology that illustrate emerging media trends. The class also trained students on theory, methods and computing tools to analyze social media. Several students used the SMAC Lab's Crimson Hexagon monitoring software to gather data.

Manship School graduate students led the charge to make it easier for young people to vote in Louisiana. Students in Bob Mann's spring Breaux Symposium Research course on voting rights, the 2016 symposium topic, investigated practical solutions to promote electoral participation. They briefed state lawmakers on changes needed to make college identification cards valid for voting and that led to the introduction of HB 940 by Rep. Randal Gaines, which Gov. John Bel Edwards signed into law this May.

Two master's degree students, **Nick Chrastil** and **Tierra Smith**, covered the Louisiana legislature as part of the inaugural Manship School Statehouse program. They also participated in the innovative curriculum supporting the program, a semester of applied politics coursework followed by a fieldwork class at the Louisiana Capitol.





Young Kim with Dean Ceppos

2015-16 Graduate Student Accomplishments

Master's student **Annie Ourso** was selected as the 2016 Outstanding Graduate Student. Her research on wrongful convictions produced a full-page story in *The Advocate* on an Angola inmate held in solitary confinement for 28 years for not renouncing his membership in the Black Panthers. Her professional project included a complicated reporting effort on traffic/municipal court in New Orleans, demonstrating the difficulties experienced there by low-income residents and minorities.

Doctoral student **Mingxiao Sui** was awarded the 2016 Hamilton Fellowship for Media and Public Affairs Research. Her research investigates the influence of ethnic media in the contemporary era of media fragmentation. She will conduct online and lab experiments aimed at exploring the media choices of Latino and Asian immigrants in the U.S. and international students. Ms. Sui won the Top Faculty Paper award as well as the Top Theory Paper award from the Communication Theory and Methodology Division of the Association for Education in Journalism and Mass Communication at its 2016 conference in Minneapolis.

Doctoral student **Young Kim**, who recently graduated and accepted a tenure-track position at Marquette University, won the Top Student Paper award in the Public Relations Division of the National Communication Association. He also won third place in the Promising Professor award competition, recognizing outstanding teaching, in the Mass Communication and Society Division of the AEJMC at its 2015 San Francisco convention.

Doctoral student **Minjie Li** won the Best of the Web/ Best of Digital Award in the Digital Platform Design Competition from the AEJMC convention at its 2015 San Francisco meeting. He also won the top graduate student paper award from the Lesbian, Gay, Bisexual, Transgender and Queer Interest Group at the 2016 AEJMC convention in Minneapolis.

Doctoral student **Lindsay McCluskey**, who also recently completed her doctoral work and accepted a tenure-track position at State University of New York, Oswego, won the Promising Professor award for outstanding teaching in the Mass Communication and Society Division of the AEJMC at its 2016 Minneapolis conference.

Master's student **Wilton Jackson** joined the National Association of Black Journalists Board of Directors as the national student representative.

Master's student **Tierra Smith** earned a competitive position as the marketing & communication graduate assistant for the partnership between LSU and the Petroleum Institute in Abu Dhabi, United Arab Emirates.

Master's student **Lauren West** earned a Fulbright English Teaching Assistantship to teach English at the Murom Institute of Vladimir State University in Murom, Vladimir Oblast, Russia, during the 2016-2017 academic year. She plans to return to complete her master's degree.

Danielle Kelley was the Phi Kappa Phi Outstanding Master's Student

“Energetic, articulate and poised students who take pride in their program; the instruction they receive; and the extensive array of on-and off-campus opportunities available to them.”



Dr. Erin Coyle with University Medalist Michael Edmonson

OTHER RECENT PH.D. HIRES

Also recently hired as an assistant professor was 2015 graduate **Zeynep Altinay**, who will teach at Iona College (New York) in the Department of Mass Communication; and August 2015 graduate **Ellada Gamreklidze**, who will be a post-doctoral researcher at the Department of Journalism and Communication at Utah State University (Logan, Utah).

2016 INCOMING DOCTORAL STUDENTS

Kirill Bryanov

Kirill has a master's degree in political science (2015) from Central European University in Budapest, Hungary. His B.A. in political science (2012) is from Saint Petersburg State University in Russia. His master's thesis investigated implications of Russian media ownership for freedom of the press. Kirill wants to study media institutions, newsroom structure and digital news content.

Quincy Hodges

Quincy has bachelor's (2008) and master's (2012) degrees in journalism from Michigan State University. His master's research examined media effects on

attitudes about crime, violence and criminals as well as economic decline and development in Flint, Michigan. Quincy has been a reporter for City Business newspaper in New Orleans and at NOLA.com/The Times-Picayune and AOL: Patch.com.

Gawon Kim

Gawon recently completed a master's degree in advertising at the University of Tennessee-Knoxville. She has a bachelor's degree in advertising from Kookmin University (2014) in Seoul, Korea, and was an exchange student at Texas State University in San Marcos. Gawon's research interests include advertising and society, international advertising and the use of new media.

Tim Klein, Tiger Creek Capital Partners Fellow

Tim has a master's degree in mass communication (2015) from LSU and a bachelor's degree in communications (2012) from the University of Minnesota. His master's thesis examined approaches to investigative journalism in the muckraking era. Tim intends to expand this line of research to other historical eras in his doctoral work. He is the director and producer of documentary films, "What Are We Doing Here?" and "Tings Dey Happen."

Congratulations to our new 2015-2016 Ph.D. graduates

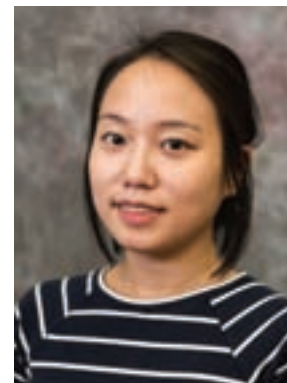
Young Kim is an assistant professor at Marquette University.

Eric Robinson is an assistant professor at the University of South Carolina School of Journalism and Mass Communication.

Adaobi Duru was hired as an assistant professor at the University of Louisiana in Monroe.

Lindsay McCluskey is an assistant professor at the State University of New York, Oswego.

Gheni Platenburg joined the faculty at the University of Montevallo (Alabama) as an assistant professor.



Kirill Bryanov, Quincy Hodges, Gawon Kim, Tim Klein

Photos by Renee Pierce

2015-2016 STUDENT ACCOMPLISHMENTS & AWARDS

National Awards

Taylor Curet won second place in the Hearst TV features competition and third place in national Broadcast Education Association sports competition. Taylor's work was also recognized by the Society of Professional Journalists as some of the best collegiate journalism of the past year.

National American Advertising Federation Vance and Betty Lee Stickell Award:
Maura Maher

Manship and Ogden Honors College senior **Valencia Richardson** was awarded a Fulbright Binational Internship in Mexico through the Fulbright U.S. Student Program.

Junior **Brittany Clark** was selected for the Penn State Summer Research Opportunities Program.

Junior **Joan Lyons** was one of three LSU students selected as a finalist for the prestigious Truman Scholarship.



Taylor Curet

LSU's Public Relations Student Society of America received nine awards—more than any other school at the 2015 national convention in Atlanta: three Teahan Awards, the Star Chapter Award, second place in the National Organ Donation Awareness Competition and four individual awards.

Manship senior **JoLena Broussard** won the Ruth Edelman Public Relations Student Society of America Award, and also received the National Gold Key Award and two scholarships.

Tara Hebert received the Public Relations Student Society of America National President's award.

Elizabeth Hilton and **Hannah McLain** each won a Ketchum Mindfire Campaign Challenge. They competed with students from 50 other top universities from around the world.



JoLena Broussard (center)



Regional Awards

National Student Advertising Regional Competition

Manship digital advertising students won the regional round of the National Student Advertising Competition in Johnson City, Tenn., for the second year in a row. The American Advertising Federation sponsors the competition.

The students developed an integrated marketing campaign for Snapple, this year's corporate client for more than 200 university chapters around the country. Manship senior **Paige Roberts** was named best presenter, and LSU AdFed president **Hannah Alkadi** won the Jan Gardner Memorial Scholarship, which recognizes academically talented students in advertising-related disciplines. Faculty members Yongick Jeong, Kasey Windels and Jennifer Macha advised the team.

In addition to Roberts and Alkadi, the other advertising students were **Ashley Estave, Madeline Engler, Sean Averette, Michael Grob, Jason King, Seth Hagan, Hailey Caldwell, Michael Haarala, and Alexandre DeBlieux.**



LOCAL AWARDS

Baton Rouge American Advertising Federation Addy Award Winners:

Gold: **Samantha Ramey**

Silver: **Hye Jung, Madeline Engler, Ashley Estave, Sean Averette, Charles Champagne, Will Bove, Amanda Winters, Taylor Kirkes**

American Advertising Federation of Greater Baton Rouge Scholarship: **Hye Jung**

Baton Rouge Area Association of Black Journalists scholarships:

Ward Colin (master's student);

Paige Vaughn (2016 spring graduate)

Jean Wheeler Women in Media Scholarship:

Kaci Cazenave

William Michelet Scholarship in public relations:

Chelsea Rainwater

WBRZ-TV externship for graduating senior:

Courtney Allen

Capital Correspondents Association Scholarship:

Laeh Alexander

Paul Gravel Federal Internship in Washington:

Joan Lyons

Inaugural winner of the John McGinnis Scholarship:

Deanna Narveson

UNIVERSITY AWARDS

University Medalists (4.0 GPA):

Michael Edmonson (December 2015)

JoLena Broussard (May 2016)

Justin DiCharia (May 2016)



Inaugural winner of the Michael Danna Scholarship:

Rose Velasquez

Tiger 12 Outstanding Seniors:

Jonathan Brown and Katherine Latham

LEADERSHIP LSU

The Manship School of Mass Communication was well represented in this year's Leadership LSU program. Out of the 57 members of the class of 2016, 17 were Manship School students. Leadership LSU helps students develop strong leadership skills to tackle challenges they will encounter on campus and beyond the LSU community.

LSU LOVE PURPLE LIVE GOLD AWARDS

ImPRint Communications (LSU's student-run public relations firm) won four Love Purple Live Gold awards: **JoLena Broussard** won the Legacy award, **Peyton Short** won the Agent Change award, **Baele Hasbrouck** won the Emerging Leader award and adviser **Dr. Hyojung Park** won the Faculty Adviser of the Year award.

Tom W. Dutton Awards—given to female students who have shown commitment to serving the community and to inspiring others to service:

Kaelen Delaune, junior, Volunteer LSU Domestic CHANGE Break, chair

Maria Do, senior, president and co-founder of Student United Way

Katherine Latham, junior, STRIPES, LSU Ambassadors, Student Government

Samantha Ramey; Middle: Cheryl Michelet and Chelsea Rainwater; Distinguished communicators

LSU 2015-16 HOMECOMING

Manship senior **Bianca Webb** was crowned 2015-16 homecoming queen in the fall. Two of her many accomplishments are creating a mentorship program for female students, Girls Today, Ladies Tomorrow; and a grass-roots initiative, the Geaux Feed Project to help fight hunger in the U.S.

The Manship School was well represented this year on the Homecoming Court. Five of 14 court members were Manship students: pre- mass communications major **Liz Braymer**, juniors **Katherine Latham** and **Joan Lyons** and seniors **JoLena Broussard** and **Bianca Webb**.

MR. AND MISS IMANI

Two Manship students, **Laeh Alexander** and **Sharod McClendon**, were crowned 2016 Mr. and Miss Imani scholarship pageant winners. The pageant is one of the premier pageants on campus and showcases 12 of LSU's top student leaders.

2016 MANSHIP STUDENT AWARD WINNERS

John Maxwell Hamilton Fellowship Award – **Mingxiao Sui**
Charles Manship Outstanding Graduate Student Award – **Annie Ourso**
David Yates Outstanding Senior Male – **Zachary Barnett**
Margaret Dixon Outstanding Senior Female – **Hannah McClain**
Hugh Mercer Blain Service Award – **JoLena Broussard**
Errol Savoie Student Writing Award – **Justin DiCharia**

KAPPA TAU ALPHA RECOGNITION

KTA is a college honor society that recognizes academic excellence and promotes scholarship in journalism and mass communication. Membership is only available to students in the top 10 percent of their class. Inductees are **Lindsay McCluskey, Mingxiao Sui, Elizabeth Macke, Annie Ourso, Danielle Kelley, Claire Cassreino, Madeline Engler, Elizabeth Kuebel, Kaelen Delaune, Katherine Gagliano, Caroline McCaffrey, Catherine Purser, Samantha Ramay and Karli Walleser.**

LSU DISTINGUISHED COMMUNICATORS

Students who earned Distinguished Communicator awards were **Laeh Alexander, JoLena Broussard, Evan Loukadakis, Lindsey Miller, Casey Ochoa, Valencia Richardson, Erinn Sala, Bianca Smith, Lindsey Spillman and Kristin White.**

SCHOLARSHIPS

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

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



KTA students
Photo by Renee Pierce



“Strong student media and an award-winning set of extracurricular activities that allow students to sharpen their professional skills and open doors to career opportunities.”

STUDENT MEDIA

BY STEVE BUTTRY, DIRECTOR

This has been a time of new structures for Student Media: a new organizational structure as three student newsrooms combine into one and new physical structures to send out KLSU's radio signal.

Student leaders proposed a reorganization of three Student Media operations for fall 2016. The staffs of The Daily Reveille, Tiger TV and LSUNow.com are unified into a single operation under the leadership of the two editors-in-chief, **Quint Forgey** (The Daily Reveille) and **Carrie Grace Henderson** (LSUNow.com) and the Tiger TV station manager, **Jeremy Krail**.

Forgey and Krail offered the proposal in the spring semester, in collaboration with outgoing LSUNow Editor-in-Chief **Deanna Narveson** and supported by the executive staffs of all three newsrooms. "We believe that becoming a digital-first media organization means producing in the medium most appropriate for that particular piece of news, whether it be in the form of a newspaper story, video package, photo gallery, tweet, map, graph or any combination of these formats," the students wrote in their proposal. The Office of Student Media quickly endorsed the proposal, and the unified newsroom started operations in the fall.

Another highlight of the spring semester was KLSU's increase in power and reach with the installation of a new transmitter and antenna, a project three years in the making. The Federal Communications Commission gave official authorization to increase power from 5,700 watts to 23,000 watts. This boost gives the station power to reach 85,000 to 100,000 more residents in Baton Rouge and the surrounding area.

The authorization followed installation of a new 15,000-watt transmitter, three times as powerful as the previous transmitter, which will remain as a backup. A new directional antenna to handle the increased power was installed atop Choppin Hall in March. The new equipment was purchased with a combination of Student Media capital funds and donations from the annual KLSU fund-raiser. The 2016 fund-raiser was successful again, bringing in more than \$31,000.

Tiger TV moved into the Louisiana political spotlight during the fall gubernatorial race, hosting a candidates debate in the Holliday Forum. U.S. Sen. David Vitter did not attend, but the debate among the other three candidates was televised over a statewide network. Tiger TV students organized the debate, inviting the candidates and working with WBRZ TV Baton Rouge and a statewide network. Tiger TV students led the debate planning and presentation with **Kira Schuette** producing and **Mitch Rabalais** moderating.

The Daily Reveille added a special edition for the Saturdays of home football games, distributing the Gameday edition to Baton Rouge hotels as well as tailgate parties across campus. The new edition was successful and will continue this fall. The sports staff of the combined newsrooms also launched an email newsletter highlighting the best coverage of LSU sports from all sources.

After much discussion about the future of Student Media, The Daily Reveille will continue publishing five days a week for the fall semester. A study of how other daily student newspapers are faring, and





Photos by Renee Pierce

how reductions in print frequency have worked at other newspapers has been completed and released this fall. Following release of the report, we will decide whether to continue daily publication in the spring or choose a new publication schedule.

The Student Media website started as lsureville.com, the Reveille’s website. But the site has become the digital home for all of our media products. After a few years of debate and discussion about what the website should be, it was redesigned and rebranded this year as LSUNow.com.

Legacy Editor-in-Chief **Keem Muhammad** asked to reduce the magazine’s publication schedule for the 2015-16 year, so it was published in print just once each semester; however, the magazine increased its digital content. Legacy will follow the same publishing strategy for 2016-17.

Gumbo yearbook sales increased more than 30 percent over 2015. The Gumbo staff, led by Editor-in-Chief **Valencia Richardson**, continued its popular Humans of LSU feature, which has more than 2,700 Facebook fans. The digital feature will take on a new dimension this year, thanks to a grant from the Knight Foundation Social Media News Challenge. The grant allowed purchase of augmented-reality software to use the Layar mobile app to give the 2016 yearbook a video dimension. Layar users will be able to scan two Humans of LSU photographs in the 2016 Gumbo. The app will launch related videos, giving the stories a digital dimension. We anticipate using Layar and related videos in other print products in the coming year.

Though advertising revenue for Student Media has declined, we had some financial successes for 2015-16. In addition to the Gameday edition, we added a winter version of the Tiger Survival Guide published each summer. The spring Living Expo was a successful event that will be repeated both semesters in 2016-17.



LEFT, TOP AND CENTER: 2015 Gubernatorial candidates Scott Angelle, Jay Dardenne, John Bel Edwards

LEFT, BOTTOM: LSU President King Alexander



Photo by Renee Pierce

MANSHIP WINNERS OF STUDENT JOURNALISM CONTESTS

Taylor Curet, second place in national Hearst Awards for television features, “Swimmer Legacy”

Taylor Curet, third place in national Broadcast Education Association, sports television feature competition, “Swimmer Legacy”

REGION 12, SOCIETY OF PROFESSIONAL JOURNALISTS MARK OF EXCELLENCE

Jacquelyn Masse, winner, television feature reporting, “Joseph Delaune’s Last Wish”

Taylor Curet, winner, television news and feature photography, “Funerals for the Forgotten”

Johnny Lombardi, winner, television sports photography, “LSU Hockey”

Taylor Curet, winner, television sports reporting, “Swimmer Legacy”

Wilborn Nobles III, winner, feature writing, “The Last Time I Saw My Mother”

Taylor Curet, finalist, television feature reporting, “Funerals for the Forgotten”

Courtney Allen, finalist, television general news reporting, “Smart Helmets”

LOUISIANA/MISSISSIPPI ASSOCIATED PRESS MEDIA EDITORS COLLEGE AWARDS

The Daily Reveille, general excellence, first place

Sam Karlin, The Daily Reveille, enterprise/investigative, first place, “Students Claim Tigerland Bars’ Dress Codes are Discriminatory”

Morgan Prewitt, The Daily Reveille, sports enterprise/feature, first place, “LSU Softball Team Embraces SEC Style of Bows, Glamour”

Javier Fernandez, The Daily Reveille, sports photos, first place, “Les Miles”

Caroline Arbour and **April Ahmed**, The Daily Reveille, layout and design, first place

Javier Fernandez, The Daily Reveille, sports photos, second place, “Rain”

James Bewers, The Daily Reveille, sports breaking news, second place, “LSU Community Puts Fandom Aside, Welcomes South Carolina”

Sam Karlin, The Daily Reveille, features, second place, “Lone Democrat John Bel Edwards Vies for Governorship on Higher Education Platform”

The Daily Reveille, editorials, second place, “Students, Leaders Must Rally Against Critical Budget Cuts”

Justin DiCharia, The Daily Reveille, personal columns, second place, “The Stigma of Mental Illness Needs to Go”

Zoe Geauthreaux, The Daily Reveille, spot news photos, second place, “Clinton”

Haskell Whittington, The Daily Reveille, feature photos, third place, “Modest Mouse”

Christian Boutwell, The Daily Reveille, sports breaking news, third place, “Inclement Weather Forces LSU to Cancel Season Opener”

INTERNATIONAL

TRAVELING SCHOLAR AWARDS

Three students were awarded scholarships to study abroad this summer.

The Jay Perkins Scholarship for Study Abroad was awarded to **Caroline Byrne**, a junior public relations major. She traveled with Manship's Media and Politics group in Europe.

The Adrienne Moore Scholarship in Media & Public Affairs was awarded to **Kia Sims**, sophomore political communication major, who also traveled with Manship's "Media and Politics in Europe."

The Luke S. Bashore Traveling Scholar Award went to **Drake Boudreaux**, a junior digital advertising major. He traveled to Greece to study Greek history in the Aegean.



MEDIA AND POLITICS IN EUROPE

Manship Professors Bob Ritter (retired) and Bob Mann led 20 LSU students (most of them Manship School students) on a month-long trip to London, Paris, Strasbourg, Berlin and Prague in the summer. The LSU Academic Programs Abroad program, "Media and Politics in Europe," focused primarily on political fallout of the continent's refugee crisis and the turmoil over the UK's decision to leave the European Union.

Among other things, the group visited the U.S. embassies in Paris and Berlin, spoke with former members of Parliament in London and Berlin, visited the CBS News London bureau and Radio Free Europe in Prague, and met with a variety of journalists and activists in all countries.



Drake Boudreaux in Greece, Caroline Byrne in Paris and Kia Sims at Versailles



Paige Vaughn

INTERNSHIPS

Internships are a vital element in the education of every mass communication student. Although having an internship by graduation is not required, we very strongly encourage our students to include at least one of these hands-on experiences. Our students can select from a broad range of local, regional, and national internships available in each of the school's curriculum areas.

We were also grateful again to have two Scripps Howard Foundation summer internship awards. These competitive awards help underwrite unpaid or low-paid multimedia internships. This year the Manship students selected for this honor interned at Javelin, a digital advertising agency in Alexandria, Virginia, and at HubCitySpokes, a digital and traditional media conglomerate in Hattiesburg, Mississippi.

If you're interested in helping underwrite students in this way, please contact Internship Coordinator Mary Ann Sternberg or Sara Courtney, development director, to find out how you may get involved.

2015-2016 INTERNSHIP EMPLOYERS OF FOR-CREDIT INTERNSHIPS:

All Star Automotive
 American Way (Dallas)
 Andrews Sports Medicine & Orthopedic Center
 Angela Marie Events
 BASF
 Baton Rouge Ballet Theatre
 BBR Creative
 Bite and Booze radio show/podcast
 Blink Jar Media
 Blue Spero/Apricot Lane
 Bobby Jindal Presidential Campaign
 Brew Agency
 Catapult Creative Media Inc.
 C-Bazz School of Comedy
 Checkmate Strategies
 Chloe (Paris)
 Country Day Preschool
 Cultivate PR (Austin)
 Dig Magazine
 Emergent Method
 Foundation for Historical Louisiana
 Fox 8 (New Orleans)
 Freebird Interactive, LLP
 FUSE
 Gatorworks
 Hannon Jewelers
 Hatchit, digital branding agency
 Indie Plate
 InRegister Magazine
 JCW Productions
 Jones Walker, LLP
 Juvenile Diabetes
 Juvenile Diabetes Research Foundation
 Kean Miller, LLP
 KSLA News (Shreveport)
 Louisiana Chemical Association
 Louisiana Department of Education
 Louisiana Department of Transportation and Development
 Louisiana State Senate
 Louisiana Travel Promotion Association
 Lamar Advertising
 LSU Agriculture Center
 LSU Auxiliary Services
 LSU College of Science (3)
 LSU Lod Cook Alumni Center
 LSU Office of Strategic Communication
 LSU Sports Information
 Mary Bird Perkins Cancer Center
 Melt
 Miss Zachary Pageant
 New Orleans Convention and Visitors Bureau
 Nomad: Two Worlds art project
 Octagon Media
 Of Moving Colors
 Office of Rep. Steve Scalise (Washington, DC)
 Old Governors Mansion
 Otey White and Associates
 Pierpont Communications (Austin)
 Postlethwaite & Netterville Professional Accounting Corp.
 Premier Pools & Spas (New Orleans)
 Red Stick Construction
 Scent Magazine
 U.S. Sen. Bill Cassidy's office (Louisiana)
 Simpli fi (Fort Worth)
 Solid Ground Innovations
 Strictly Marketing (Florida)
 T. Rowe Price (Maryland)
 Texas Roadhouse
 The EdSA Group
 The Foyer
 The Louisiana Marathon
 The Patent Pump
 The Political Firm
 The Tatman Group
 WAFB-TV
 WBRZ-TV
 Wright-Feigley Communications
 Zender Communications



Ambassadors at annual retreat at Fontainebleau State Park



Photos by Renee Pierce

MANSHIP AMBASSADORS

The Manship Ambassadors is a group of select students who have demonstrated outstanding achievement in academics and student leadership. The team of juniors and seniors present a positive image of the school and its students through internal and external events and activities. They receive training and many opportunities to develop their leadership and communication skills. Being selected as a Manship Ambassador is an honor and distinction in the Manship School. Some of their activities are:

- Give about 100 tours of the school each year
- Help with events such as the Hall of Fame gala, Quiz Bowl, etc.
- Plan and present an orientation for new Manship students
- Help with events in the Manship residential college
- Speak to high school groups and to Kickoff LSU groups of high school seniors
- Mentor freshman and sophomore Manship students
- Write the "Manship Weekly" newsletter distributed to all Manship students
- Help incoming students with their schedules at Spring Testing
- Contribute to the school's social media outlets
- Participate in many other programs and events throughout the school year

Ambassadors planning session



“A well-balanced full-time faculty that possesses a healthy blend of academic and professional credentials.”



Professor Jinx Broussard receiving LSU Legends award, (L to R) Todd Schexnayder, A.P. Tureaud Jr., Donald R. Cravins Jr., Jinx Broussard, Shaun Mena



FACULTY & STAFF

NEW FACULTY

The Manship School is proud to welcome five new faculty members who joined the school this fall.



Steve Bien-Aimé joins the Manship School as an assistant professor in journalism. He received his doctorate from the College of Communications at Penn State in May 2016. His research interests include race and gender portrayals in news and sports media. Bien-Aimé worked as a copy editor at The News Journal in Delaware and The Baltimore Sun.



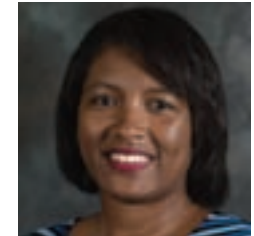
Diane Francis earned a Ph.D. from the University of North Carolina at Chapel Hill and will be an assistant professor this fall. She is interested in improving health outcomes among black and immigrant populations and is particularly interested in the effects of cross-border flow of health information. Francis has worked as a research assistant at UNC's School of Medicine Center for Infectious Disease.



Nathan Kalmoe joins the Manship School and the Department of Political Science as an assistant professor in political communication. His teaching and research interests relate to how U.S. politics integrate public opinion, communication, psychology, history and research methods. His work has appeared in many scholarly journals.



Soojin Kim is an assistant professor in visual communication. She received her doctorate in advertising from the University of Florida College of Journalism and Communications. Kim holds a master's in fine arts in advertising design from Ewha Womans University in Seoul and a master's degree in advertising from the University of Texas at Austin.



Shaniece Bickham, instructor, received her Ph.D. in Mass Communication with a minor in Educational Leadership and Research from the University of Southern Mississippi. Her research interests are in organizational influences on student media content and the effects of social media on traditional public relations practices. Shaniece has professional and teaching experience in both areas.

Headshots by Renee Pierce



FACULTY HONORS/AWARDS

The American Journalism Historians Association awarded **Erin Coyle** the 2015 Joseph McKerns Grant during its annual conference held in Oklahoma City.

Manship School Professor and alumna **Jinx Broussard** received one of two LSU Legends Award given by the A.P. Tureaud Sr. Black Alumni Chapter for her lifetime support of the LSU Alumni Association.

Lance Porter won the Baton Rouge American Advertising Federation Ralph Sims Award honoring lifetime achievement in education.

Hyojung Park, associate professor and ImPrint adviser, won the LSU Love Purple Live Gold Adviser of the Year award.

Cindy Carter and Hyojung Park won Tiger Athletic Faculty Teaching awards for excellence in teaching.



PROMOTIONS/CHANGES

Associate Professor **Andrea Miller** was promoted to full professor. She also serves as Associate Dean for Undergraduate Studies and Administration.

Assistant Professor **Kasey Windels** was promoted to associate professor.

Assistant Professor **Hyojung Park** was promoted to associate professor.

Martin Johnson, Kevin P. Reilly Sr. Chair in Political Communication, is the new associate dean for graduate studies.

Instructor **Tad Odell** is now teaching half time and working half time as an adviser in Student Media.

Assistant Professor **Mike Henderson** was named director of the Public Policy Research Lab.

Associate Professor **Lance Porter** was named director of the Social Media Analysis and Creation lab.

Switzer Chair **Len Apcar** was named interim director of the Reilly Center for Media & Public Affairs.

Associate Dean **Meghan Sanders** stepped down from her associate dean position to return to faculty. She will continue to run the Media Effects Lab and the Scripps Howard Academic Leadership program.

Assistant Dean for Finance **Mike Bosworth** won the Chronos Award, given to the staff member who has demonstrated extraordinary service during the year.



TOP TO BOTTOM: Hyojung Park, Mike Bosworth, Cindy Carter



TOP TO BOTTOM: Dean Ceppos with associate deans Meghan Sanders, Andrea Miller and Martin Johnson.

Switzer Chair Len Apcar with his class

NEW STAFF

Angela Fleming returned to the school as assistant to the dean after serving two years as strategic initiatives manager in the Center for Computation & Technology. She was the executive assistant in the Manship School from 2003-2014. She will complete a master's degree in May 2017.

Christine Derbins Graham is the information technology manager at the Public Policy Research Lab. In 2013, she graduated as valedictorian with a double major from the Manship School and the Department of Mathematics. After graduation, she was a geophysicist with Schlumberger in Houston.

Courtnei Guidry joined the staff as an academic counselor for undergraduate and graduate students. Previously, she was an academic coordinator in the College of Science, offering academic, career and personal advising. She is a licensed professional counselor with a master's degree in college counseling.

Amy Whitehead is our new communications manager. She received her master's degree from the Manship School. She is from Hattiesburg, Mississippi, and worked as a freelance writer and public relations specialist before coming to LSU.

Jessica McAlum is the new coordinator in the school, taking over the front desk in July. Jessica is a May 2016 Manship School alumna and has interned at the Alzheimer's Services of the Capital Area and the ALS Association Louisiana-Mississippi Chapter.



Photos by Renee Pierce



“Impressive scholarly activity enhanced by a dynamic scholarly environment, complete with research laboratories and financial support.”

Sensors allow researchers to create studies using eye tracking, heart rate, moods, emotions and facial expressions to gauge responses to media.

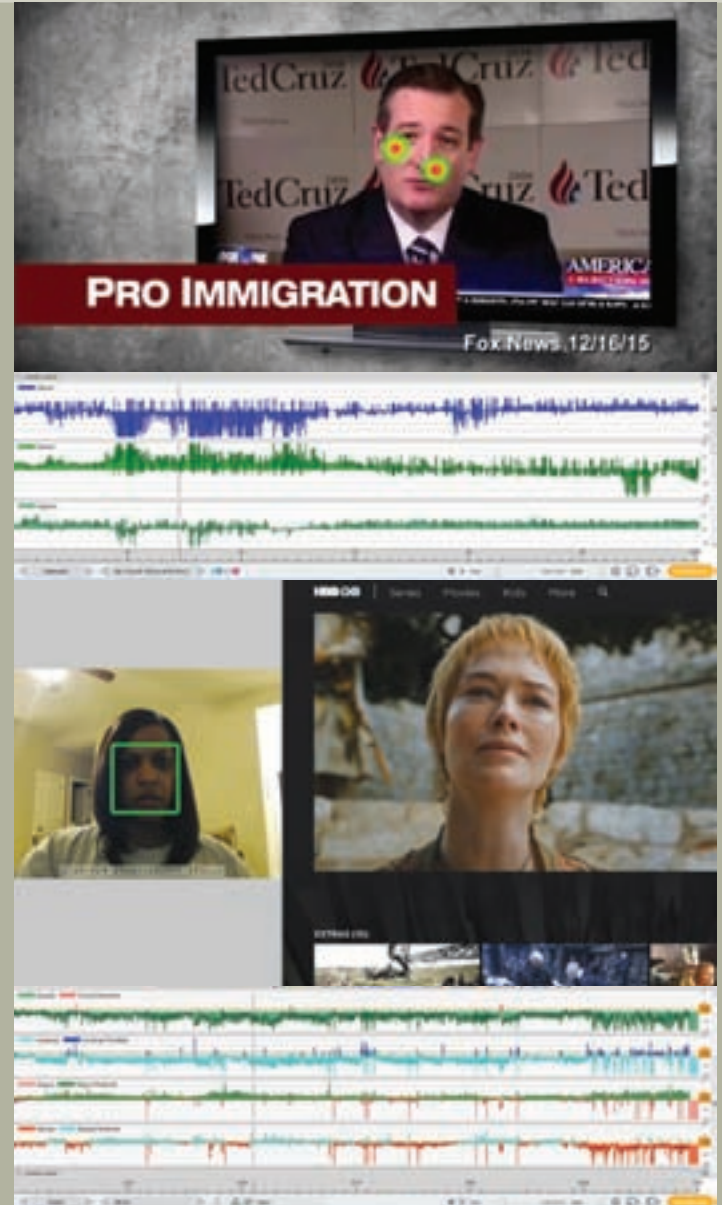
EXCELLENCE IN RESEARCH

MEDIA EFFECTS LAB

For the past eight years, the Media Effects Lab has served as a research and teaching facility dedicated to the exploration of how media consumers emotionally and cognitively process media content, as well as its psychological impact. Faculty and students, both undergraduate and graduate, use advanced experimental and survey methodologies to investigate theoretical and applied problems. In spring 2016, MEL introduced the iMotions solution significantly expanding the array of cutting-edge measures available to researchers.

The addition of iMotions allows researchers to create synchronized studies, integrating eye tracking, heart rate and other physiological measures into one platform. Manship researchers can also now objectively and unobtrusively analyze individuals' facial expressions to gauge moods, emotions and aversive responses to media. The integration of iMotions into the portfolio of lab features places the Manship Media Effects Lab in the company of research labs at Harvard, Stanford, Nielsen and Proctor & Gamble.

The Media Effects Lab is a state-of-the-art experimental research lab equipped with 16 computer stations, two eye tracking stations and a living room area for research in a more natural environment. One of the largest, most sophisticated communication impact labs of its kind within a mass communication program in the country, MEL's features allow researchers to measure audiences' physical responses (i.e. heart rate, skin conductance, etc.) to media messages, gather information on conscious and unconscious attitudes towards messages and track the usability of websites and social networking sites. Research is also conducted on behalf of various media-related industries. Experiments and projects can track individuals' responses to particular media content, helping content creators figure out what stimulates and resonates with audiences.





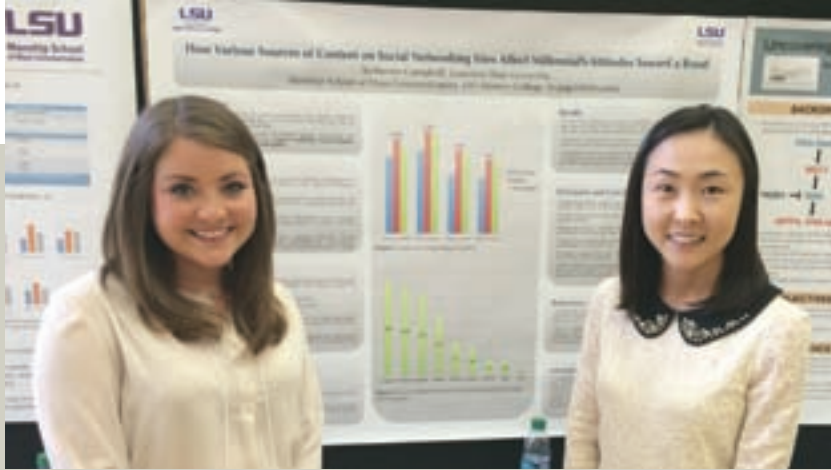
THE LSU SOCIAL MEDIA ANALYSIS AND CREATION LAB

This past fall, we opened the Social Media Analysis and Creation Lab. Associate Professor Lance Porter was named director in the spring. The SMAC Lab will increase civic engagement by empowering citizens in the effective and responsible use of social media. While social media listening centers are fairly common, we take this idea one step further by teaching students to proactively create compelling social media content.

Our listening center powered by Crimson Hexagon allows us to instantly track, analyze and research participation, conversation and sentiment in social media. Classes offered this past year included digital storytelling and a graduate course in emerging media. In addition, we established a unique social media panel that allows us to survey a representative sample of Twitter users and the content they produce. When combined with our syndicated research services, this panel enables us to know who produces what in social media, a research tool that is unparalleled in the world.



Photos by Renee Pierce



UNDERGRADUATE RESEARCH—DISCOVER DAY

Political communication major **Chris Handy** was selected from a pool of Manship applicants to represent the school as a 2015-16 LSU Discover Scholar. His research was on Depoliticizing Science: The Effect of Local Crises on Partisan Science Policy. His minor is biological sciences, and his adviser was Manship Assistant Professor Dr. Kathleen Searles.

The other eight Discover Day Manship students who presented their research were (listed with their advisers): **JoLena Broussard** (Dr. Meghan Sanders), **Katherine Campbell** (Dr. Hyojung Park), **Brittany Clark** (Dr. Angeletta Gourdine), **Caroline Holloway** (Dr. Kasey Windels), **Lindsay Miller** (Dr. Jensen Moore), **Valencia Richardson** (Dr. Kathleen Searles), **Lindsey Spillman** (Dr. Kathleen Searles) and **Kristin White** (Dr. Hyojung Park).

Discover Day is an opportunity for undergraduate students to share their research and creative activities with the larger university community and helps them prepare for graduate school and future jobs.



TOP LEFT: Katherine Campbell and Dr. Hyojung Park

TOP RIGHT: Chris Handy

BOTTOM: JoLena Broussard, Lindsay Miller, Kristin White, Valencia Richardson, Lindsey Spillman



“A generous, extensive and effective public outreach program that provides expertise and resources to the professions and communities it serves.”

OUTREACH

A YEAR OF POLICIAL EVENTS

IOWA OF THE TIGER

Manship School Professors Bob Mann, Martin Johnson and Bob Ritter (retired) accompanied 21 students to Des Moines, Iowa, in early January for the first-in-the-nation presidential caucuses. Over 10 days, students attended campaign rallies and other events, including a visit with the executive editor and assistant editors of the Des Moines Register. They also met with former Register political editor David Yepsen and NPR correspondent Sarah McCammon.

In all, students listened to and met all of the GOP candidates (except former U.S. Sen. Rick Santorum and former Florida Gov. Jeb Bush). They attended rallies for all the major Democratic candidates—Hillary Clinton, U.S. Sen. Bernie Sanders and former Maryland Gov. Martin O'Malley—and attended a rally by former President Bill Clinton.

During its time in Iowa, the group traversed the state, attending events in places like Des Moines, Council Bluffs, Marshalltown, Clear Lake, Cedar Rapids, Davenport and Winterset. Manship School students have made trips to the last three Iowa caucuses.





GOP Debate Watch Party—September 2015

A packed house of nearly 100 students and faculty gathered in the Holliday Forum to watch, discuss and analyze the Republican GOP Debate in an event set up by The Society of Politics, Communication and Law.

Democratic Debate Watch Party—October 2015

The Society of Politics, Communication and Law, in conjunction with the Reilly Center, held a debate viewing party.

Louisiana Speaks: Conversations about Election 2015—November 2015

The Reilly Center hosted a two-day event recapping the 2015 Louisiana governor's race. The panel featured journalists and policy analysts with an eye toward understanding how the media covered the issues in the race. Panelists included Dean Baquet from The New York Times and journalists from The Advocate, NOLA.com, Gambit Weekly and the News-Star, along with bloggers and policy analysts.

Solve the Budget—March 2016

The Manship School's Reilly Center for Media & Public Affairs along with WWNO New Orleans Public Radio hosted a Louisiana budget panel discussion in which students and experts deliberated the state budget crisis.

So You Think You Know Super Tuesday—March 2016

Manship and political science professors discussed Super Tuesday and the implications of the 2016 presidential election.

"Starving the Beast"—April 2016

As the Louisiana legislature continued with more cuts for higher education, a new and much-discussed documentary about reductions in public support for higher education at LSU and other universities was shown in April. Film Director Steve Mims spoke about the documentary, and LSU President F. King Alexander addressed higher-education funding.

Open Government in Louisiana—April 2016

Public and Press Access in the Pelican State: Open Government in Louisiana focused on government transparency.

SOUTHEAST COLLOQUIUM

The school hosted the annual meeting of the Southeast Colloquium in March. About 100 people—including registrants, faculty and students—attended the colloquium, which featured 57 research paper presentations and two research panels. The papers highlighted the research of graduate students and professors from across the country, and covered topics such as the role of positive news stories on audience engagement, privacy and free speech, themes from Donald Trump’s presidential campaign and news distribution.

JUST THE FACTS

The Manship School partnered with the American Press Institute for a March 12 fact-checking boot camp in the Holliday Forum.

Guest speakers included Adam Chodikoff of “The Daily Show,” Brooke Binkowski of Snopes.com, W. Gardner Selby of Politifact Texas and API’s Jane Elizabeth.

The program was sponsored by grant funds from The Democracy Fund, the Rita Allen Foundation and the Paul and Flora Hewlett Foundation. More than 60 journalists, public relations professionals, students and communication professors from throughout Louisiana registered.

DAN GILLMOR RECEIVED 2015 MANSHIP PRIZE

Dan Gillmor, professional journalist and nationally recognized leader in the evolving intersection of technology and journalism, received the 2015 Manship Prize in October.

Gillmor is director of the Knight Center for Digital Media Entrepreneurship at Arizona State University’s Walter Cronkite School of Journalism and Mass Communication and a fellow at the Berkman Center for Internet & Society at Harvard University.

He is credited with helping provoke a conversation and change in regard to the effect of technology on journalism. Currently, he is focused on the challenge that arises between the exercise of First Amendment rights and the right to privacy in digital media.

The Manship Prize is the only national award given by the LSU Manship School and recognizes an individual or organization based in the United States for their exemplary use of digital media and technology in the service of public affairs.





Alumnus Kyle Whiffield spoke to LSPA students

LOUISIANA SCHOLASTIC PRESS ASSOCIATION SUMMER INSTITUTE

–by Tierra Smith, master’s student and program coordinator

Twenty-eight teens representing four states filled the Manship School’s classrooms from June 5-11 as part of the Louisiana Scholastic Press Association Summer Institute, an intensive one-week journalism training program for high school students.

Students from Louisiana, Texas, Florida and Mississippi attended broadcast, design/multimedia and writing classes. They learned reporting and writing for print and digital platforms; created personal websites, and used multimedia storytelling platforms such as Story Maps and Storify. Students also received hands-on training in video production and anchoring.

Recognized as the Southeast’s No.1 high school media-learning program, the summer institute’s mission is to provide high school students with the skills needed to produce top-notch scholastic media, including newspapers, broadcast, yearbooks and multimedia. Students work closely with faculty and media professionals, using Manship’s state-of-the-art laboratories and production facilities.

SCRIPPS HOWARD ACADEMIC LEADERSHIP ACADEMY

Fifteen professors, administrators and communication professionals attended the ninth annual Scripps Howard Academic Leadership Academy on June 26-30 at the Manship School.

The academy, co-sponsored by the Scripps Howard Foundation and the Manship School, brings together academics and professionals to learn administrative strategies and gain insight into academic leadership.

More than 100 participants have graduated from the academy and hold various administrative positions at institutions around the country.



Photo by Renee Pierce



Photo by Renee Pierce

DIVERSITY

DIVERSITY 2016: RACE AND GENDER ON THE CAMPAIGN TRAIL

The Manship School and Reilly Center hosted a diversity and election panel in March, the day after Super Tuesday. The panel featured journalists and political analysts who spoke about diversity issues—particularly race and gender—that are being discussed in the election. The event was part of a series the school is hosting prior to the 2016 presidential election.

MEDIA DIVERSITY FORUM

The Forum's web resource on diversity and media issues continued to grow in 2015-2016. This year, with the help of its subject-matter experts/editors, the Forum added information about 300 new articles on African-Americans in media, Latinos/Hispanics in media, American Indians and the media, gender and the media, LGBTQ issues, religion and immigration from various news outlets, research resources and academic publications. In addition, the Forum included information about 11 new books on a wide array of topics on religion, gender, race and identity in its publication section.

CHAIR IN MEDIA DIVERSITY

The Manship family completed the nation's first endowed chair in media diversity, the Douglas L. Manship Sr. -Dori J. Maynard Chair in Race, Media and Cultural Literacy.



Charles and Carole Lamar contributed \$1.3 million to expand the Lamar Family Visiting Scholars program

“A true margin of academic and programmatic excellence made possible through significant annual payouts from a substantial permanent endowment.”

FINANCE AND DEVELOPMENT

1913 SOCIETY

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

We thank alumna Meg Casper, president of the Manship Alumni Executive Board and its members for managing a successful alumni outreach campaign this past year. This effort brought \$150,623 to the Manship Excellence Fund conducted annually since 1994. Next year’s fund drive chair is Dean Jerry Ceppos. This fund is vital to the school in supporting scholarships, guest lecturers, conferences, seminars and student travel.

HONORARY GIFTS

Mr. and Mrs. Frank P. Simoneaux in honor of Gary G. Hymel
Rolfe McCollister and the Greater Baton Rouge Business Report in honor of Jay L. Perkins
Regina and John Maxwell Hamilton; Karen and Jerry Ceppos in honor of Adrienne Moore

MEMORIAL GIFTS

Elizabeth Rosen and Christine Harris in memory of Dori Maynard
Donna Brazile in memory of Dr. Huel D. Perkins
Jeffrey P. Radighieri in memory of Patrick Sorrells
Gwen G. Bylinsky in memory of Gene M. Bylinsky
Louis D. Curet and David T. Harvey in memory of Jean Harvey Curet
Terri Ramos in memory of James W. Russell Jr.
Mr. & Mrs. David M. James in memory of Jean Harvey Curet & David M. James Jr.
Nancy N. Broussard in memory of James B. Broussard
Pamela Tischler in memory of William B. Evans
George D. Nelson Jr. in memory of Johnette W. McCullough
Barbara F. Schweikle, Randall and Gail Bashore, Brett R. Schweikle, Julie O’Bryant, Lisa Dunkum,
Robert & Karen J. Feathers in memory of Luke S. Bashore
Libby Jones and Baton Rouge Area Foundation to the Roberta Gilkison Falk Student Travel Fund
in memory of Roberta G. Falk
Dr. James Jackson to the Edward R. Jackson Computer Lab Fund in memory of his father.
James Kyle Bryan in memory of John Henderson Cade to the John Henderson Cade
Memorial Scholarship

**In memory of Mike Danna to the
Michael J. Danna TWILA Scholarship**

Melancon Farms, American Sugar Cane League, Mr. and Mrs. James Monroe, Billie Middleton, Mr. and Mrs. Ronald R. Anderson, Natachia Stelly, Gene Adolph, Susan Cannon, Stephen R. Stewart, St. Landry Parish Farm Bureau, Inc., Avoyelles Parish Farm Bureau, Samuel R. Irwin, René Danna, Dr. and Mrs. Kenneth R. Hogstrom, Tangipahoa Parish Farm Bureau, Southern Farm Bureau Casualty Insurance Co., Kevin D. and Mrs. Gwendolyn Seeger, Melanie S. Dennis, Cindy B. Hebert, David E. Lewis, Ben and Cyndie Randow, Loren W. Bozeman, Noel and Glenda Youngblood, Charles and Marsha Runnels, Mark and Gwenette Aubert, Camille Fontenot, Amanda J. Hamilton, Wendell and Michelle Miley, Lauren A. Knotts and Penny C. Heuser.

MATCHING COMPANIES

Albemarle Foundation
American Electric Power
AT&T Foundation
BHP Billiton
BlueCross BlueShield of Louisiana
Capital One Services Inc.
Digital Insurance
ExxonMobil Foundation
GE Foundation
PNC Foundation
PricewaterhouseCoopers LLP
Union Bank of California
YourCause



Rene'e Danna and Rose Velasquez, first Danna Scholarship recipient



The Manship family gave \$1.2 million to complete the Douglas L. Manship Sr.-Dori J. Maynard Chair in Race, Media and Cultural Literacy

Photos by Renee Pierce

FOUNDERS*\$500,000 or more lifetime cumulative*

Baton Rouge Area Foundation
 Imo Brown
 Fred J. Greer Jr.
 Charles and Carole Lamar and family
 Charles P. Jr. and Paula G. Manship
 Douglas L. Manship Sr. and family
 Kevin P. Sr. and Dee Dee Reilly
 and family
 Darlene and Thomas O. Ryder
 Scripps Howard Foundation

DEAN'S CLUB*\$100,000 or more during past year*

Erin S. Thrash
 Elizabeth B. Vance
 Mr. and Mrs. Peter H. Jensen
 Mr. and Mrs. Burke T. Moran
 Megan K. Moran
 Estate of Thomas J. Moran
 Tiger Creek Capital Partners LP

CHAIRMAN'S CLUB*\$25 ,000 or more during past year*

Scripps Howard Foundation

PARTNERS*\$10,000 or more during past year*

Baton Rouge Area Foundation
 BlueCross BlueShield of Louisiana
 Capital One Services Inc.
 Dee Dee Reilly and Family
 Nina Ritter
 Barbara F. Schweikle
 Mr. and Mrs. James E. Shelledy
 Whitney Bank

LEADERS*\$5,000 or more during past year*

Randall and Gail Bashore
 Margo and Clancy Dubos
 Gambit Communications Inc.
 Christine Harris

BUILDERS*\$2,500-\$4,999 during past year*

Louis A. Day
 Family of Mike Dunne
 ExxonMobil Foundation
 Penny C. Heuiser
 St. Landry Parish Farm Bureau Inc.
 Louisiana Farm Bureau Federation

SUSTAINERS*\$1,000-\$2,499 during past year*

American Advertising Federation
 —Baton Rouge
 American Electric Power
 Jinx and Robert Broussard
 Kyle Bryan, MD
 Jerry and Karen Ceppos
 Charlotte A. Combre
 Jacklyn H. Ducote
 Bebe E. Facundus
 Julian Feibelman
 Patsi W. Ferguson
 John A. Frazee
 The Andrew Goodman Foundation
 John M. and Regina Hamilton
 Liz Hampton
 Libby and Roger Jones
 Melancon Farms
 Mr. and Mrs. James Monroe
 PNC Foundation
 Mr. and Mrs. Jeffrey P. Radighieri
 Mr. and Mrs. Oliver G. Richard III
 Elizabeth Rosen
 Brett R. Schweikle
 Millicent Short
 Natachia Stelly
 Mr. and Mrs. Richard Tally
 Union Bank of California
 William Randolph Hearst Foundation

\$500-\$999

American Sugar Cane League
 Mr. and Mrs. Paul E. Anger
 John C. Burch
 Mr. and Mrs. Donald Cass
 Louis D. Curet (deceased)

deGravelles & Associates
 Ashley and Chester Dettlinger
 Fidelity Charitable Gift Fund
 Mr. and Mrs. Walter R. Fulton
 Mary Sue and Ron Garay
 GE Foundation
 Christine and Taylor D. Graham
 Mr. and Mrs. G. Lee Griffin
 John W. Grubb
 Brian J. Hales and Catherine Coates
 Mr. and Mrs. Cordell H. Haymon
 Dr. James W. Jackson
 Mr. and Mrs. Patrick E. McCarthy
 Stephen and Heather Moret
 Mr. and Mrs. Thomas H. Rainwater Jr.
 Mr. and Mrs. Ryan J. Rogers
 Stephen R. Stewart

\$250-\$499

Jonathan D. and Marwa M. Bhatia
 Daniel S. and Lizette Borné
 Brazile and Associates, LLC
 Donna L. Brazile
 Chris Y. Chandler
 Guy and Jonica M. Coates
 Colonial Pipeline Company
 Mr. and Mrs. Raymond C. Cullen
 Rene'e Danna
 Mr. and Mrs. Jay Dardenne
 Fred Diehl and Margaret J. Hobson
 James R. Engster
 Dr. Elizabeth T. H. and
 Michael R. Fontham
 Manny R. and Antoinette B. Garcia
 Greater Baton Rouge Business Report
 Dr. and Mrs. Kenneth R. Hogstrom
 Lambert Media LLC
 Howard M. Lambert
 Louisiana Business Inc.
 Louisiana Radio Network
 Mr. and Mrs. Michael Marsh
 Mr. and Mrs. Jeff McLain
 Arlene and David Morgan
 Public Relations Association of Louisiana
 Public Relations Society of America,
 BR Chapter
 Red Six Media

Mr. and Mrs. Todd G. Schexnayder
 Southern Farm Bureau
 Casualty Insurance Co.
 Mr. and Mrs. E. Stewart Spielman
 Tiger Rag Magazine
 Mr. and Mrs. Otey L. White III
 Sara and Cullen Whittaker

\$100-\$249

Gene Adolph
 Mr. and Mrs. Jim Amoss
 Mr. and Mrs. Ronald R. Anderson
 AT&T Foundation
 Avoyelles Parish Farm Bureau
 Erica M. Badinger
 Nicole R. Barbier
 Mrs. and Mrs. Marvin H. Bender
 Susan Cannon
 Mr. and Mrs. David C. Cardinale
 Margaret E. Casper
 Mr. and Mrs. C. Carl Chandler
 Mr. and Dr. Francis M. Coates Jr.
 Jeffery G. Cole
 Mr. and Mrs. Christopher E. Condeluci
 Sara Courtney
 Creative Communications Inc.
 Mr. and Mrs. William C. Credo III
 Robert Curry
 Kathryn E. Dennis and
 Genora C. Dancel
 Melinda A. Deslatte
 William B. Dickinson III
 Digital Insurance
 Mr. and Mrs. Robert J. Feathers
 Mary J. Finney
 Emilia P. Gilbert
 John W. Hart
 Mr. and Mrs. David Hopson
 Mr. and Mrs. Randall R. Hudson
 Mr. and Mrs. Gary G. Hymel
 Norisha R. Kirts
 Mr. and Mrs. Delos L. Knight Jr.
 Brad A. Lambert
 Megan C. Lawson
 Gilbert J. LeBreton
 Julie and Josh Lefebvre
 David E. Lewis

Mr. and Mrs. Rolfe H. McCollister Jr.
 Robert and Elizabeth Phillips
 PricewaterhouseCoopers LLP
 Mr. and Mrs. Frank P. Simoneaux
 Mack B. Solomon
 Laura A. Stockdale
 Tangipahoa Parish Farm Bureau
 Delia and Jeffrey Taylor
 TaRhonda M. Thomas
 Jason J. Viso
 Mr. and Mrs. Michael D. Williams
 Kathryn E. Yurk

Jean L. Kelly
 Lindsay L. Key
 Lisa M. Kirchner
 James L. Kleinpeter
 Treva E. Lincoln
 Raimy N. Living
 Jordy J. Luft
 Mr. and Mrs. Thomas C. Lund
 The Honorable Jennifer Luse
 Joseph S. Marler

Sarah M. Navoy
 Mr. and Mrs. George D. Nelson Jr.
 Craig and Renae Nunez
 Julie O'Bryant
 Mr. and Mrs. Marvin G. Osborn Jr.
 Gina M. Palermo
 Amanda C. Paxton
 Margaret T. Perkins
 Madeline B. Peters
 Mr. and Mrs. Glenn Clair Picou

Renee Smith-Tadie
 Kristian S. Sonnier
 Amelia M. Tritico
 Mr. and Mrs. Michael Joseph Tullier
 Beverly B. Vial
 Tangy D. Walker
 Mr. and Mrs. Bert Wallace
 Mr. and Mrs. Leland W. Williams
 Noel and Glenda Youngblood
 YourCause, LLC

\$99 AND UNDER

Smiley G. Anders
 Robert B. Anderson
 Jennie Armstrong
 Mr. and Mrs. Loyd Arnold
 Mark and Gwenette Aubert
 Masudul K. Biswas
 Sara and Roy Bongiovanni
 Lance S. Bordelon
 Loren W. Bozeman
 Marian B. Braud
 Stephanie and John Cargile
 Alexandra R. Castillo
 Adam K. Causey
 Julie R. Christian
 Nancy C. Davis
 Melanie S. Dennis
 John Y. Devereaux
 Mr. and Mrs. Paul Ray Dry
 Lisa L. Dunkum
 Donald B. Engler
 Jeffrey A. English
 Camille Fontenot
 Gaylyn L. Fullington
 Nancy Malone Gautreau
 Mr. and Mrs. Eugene Gilbert
 Lindsey M. Gonzales
 Mr. and Mrs. Todd Graves
 Amanda J. Hamilton
 Cindy B. Hebert
 Samuel R. Irwin
 Ryan and Lindsay Newport Jackson
 LCDR Gerald J. Johnson
 Megan E. Johnson



The estate of Baton Rouge restaurateur T.J. Moran made a \$250,000 gift to the Manship School to support the Washington program and internships in media and public affairs

Col. and Mrs. Floyd A. McBride,
 USA (Ret.)
 Robert M. McCorkle
 Billie Middleton
 Wendell and Michelle Miley
 Mr. and Mrs. Delbert E. Moon
 Mr. and Mrs. John Patrick Moulis
 Joel P. Mullen
 Mr. and Mrs. Thomas R. Murrel

Mr. and Mrs. Edward Rabalais
 Raising Canes USA, LLC
 Ben and Cydnie Randow
 Red Stick Wings LLC
 Thomas E. Rodgers
 Kathleen and Eric Rosenberg
 Charles and Marsha Runnels
 Mr. and Mrs. Bryan Rushing
 Kevin and Gwendolyn Seeger

ALUMNI

42ND ANNUAL HALL OF FAME GALA

The school honored Dr. Alfred N. Delahaye, Craig Kelley, Charles McBride and Jeffrey Wright (deceased) at the Hall of Fame gala on Sept. 9 at Juban's Restaurant in Baton Rouge.



Dr. Alfred N. Delahaye (BAJ '49 and MJ '51) is a Nicholls State University professor emeritus and LSU alumnus. He earned his bachelor's and master's degrees from the LSU School of Journalism and is responsible for helping to inaugurate the school's Alumni Association. Delahaye received his doctorate from the University of Missouri School of Journalism before landing at Nicholls State University in Thibodaux, LA, where he established the school's mass communication degree program.



Joseph Craig Kelley (BAJ '82) is a public relations specialist with 28 years of experience in coordinating communication strategies for high-profile organizations, executives and individuals. For 24 of those years, he served as chief of communications and press official for the Indianapolis Colts organization's staff, coaches and players. Kelley was one of the NFL's most senior PR specialists in terms of service to a franchise, having the longest tenure of any PR executive in Colts history.



Throughout his professional career, **Charlie McBride** (BAJ '62) has used his journalism skills to help shape public policy and to promote the value of good government. He has an outstanding professional record, particularly in the public policy arena where he has effectively used his communication and leadership skills over more than four decades to identify solutions, develop proposals and legislative strategies, and influence government on national and international platforms.



Jeffery Wright (BAJ '82) co-founded Wright-Feigley Communications in Baton Rouge with Stuart Feigley in 2006. Since that time, they grew the agency and worked for prominent clients such as Campus Federal, LCTA Workers' Comp, BASF, Keep Louisiana Beautiful and others. Trained as an advertising account executive, Wright became known for his acumen in strategy, public relations and crisis communications. Wright passed away on Sept. 19, 2014.



Photos by Renee Pierce

Todd G. Schexnayder (BAJ '81) was honored with the T.C. Shields Award for Outstanding Alumni Service, presented to him at the Hall of Fame gala on Sept. 9, 2016. The award honors a Manship alumnus who has performed outstanding service that promotes the mission of the Manship School. Todd has served the school as president of the Alumni Executive Board and on numerous committees. The award is named for T.C. Shields, an LSU Journalism School alumnus and instructor who gave his life to save fellow soldiers in WWII.



Hall of Fame committee

HOW TO NOMINATE A CANDIDATE FOR HALL OF FAME

Alumni and faculty of the school are invited each year to make nominations to the Hall of Fame. The Hall of Fame honors alumni, faculty or friends whose distinguished careers reflect on the school in three areas: (1) outstanding professional record; (2) demonstrated distinguished service to the profession including interest in and dedication to the school; (3) a personal reputation at the local, state or national level for outstanding character and citizenship for a period of time to reflect great credit and honor upon the university. No university employee, while in active service, is eligible for the award.

The deadline to submit nominees is Jan. 27, 2017 for the 2017 Hall of Fame induction. The event will be held in May, 2017.



“An ambitious, thoughtful plan to enhance the digital and social media literacy of its students, as well as members of the Baton Rouge community.”

Amy Brittain



Richard Gingras



DD Breau

SPEAKERS

DECEMBER 2015

COMMENCEMENT SPEAKER:

RICHARD GINGRAS, director, news & social products, Google

MAY COMMENCEMENT SPEAKER:

Louisiana Commissioner of Administration and Manship School alumnus JAY DARDENNE

AUGUST COMMENCEMENT SPEAKER FOR THE UNIVERSITY CEREMONY:

AMY BRITTAIN, Pulitzer Prize-winning Manship alumna and youngest LSU commencement speaker.

2015-16 OUT-OF-STATE SPEAKERS

Freda Agboka, global purchasing communications manager, General Motors, Detroit
 Ofori Agboka, human resources director, General Motors, Detroit
 Mohamed al-Azdee, assistant professor, University of Bridgeport, Connecticut
 Dean Baquet, executive editor, The New York Times
 Brooke Binkowski, reporter, Snopes.com
 Brandi Boatner, digital experience manager, IBM Global Technology Services, New York
 Adam Bryant, writer and author, The New York Times
 Angi Cater, New Haven (Connecticut) Register
 Adam Chodikoff, senior producer, "The Daily show" New York
 Dominic Ciardini, business development manager, Integrated Media Solutions, East Coast; The Economist, New York
 La'El Collins, Dallas Cowboys offensive lineman
 Dr. Richard Davis, Department of Political Science, Brigham Young University, Utah
 Donna Dees, activist, organizer, speaker, filmmaker
 Sean Donovan, principal, The Richards Group, Dallas
 Jane Elizabeth, senior research project manager, American Press Institute, Arlington, Virginia
 David Fenton, founder and CEO, Fenton Communications, New York
 Abby Gardner, owner and founder, Scottie Public Affairs, Pittsburgh, Pennsylvania
 Dan Gillmor, professor, Arizona State University Walter Cronkite School, Phoenix
 Aimee Heckel, Boulder (Colorado) Daily Camera
 Mike Hengel, formerly Las Vegas Review-Journal

Alex Holt, reporter, The Atlantic, Washington
 Elise Hu, NPR international correspondent, South Korea Bureau
 Taylor Huckaby, communications officer, Bay Area Rapid Transit, San Francisco
 Jihii Jolly, writer, The New York Times
 Kelsey King, social media manager, Visit Mississippi Gulf Coast
 Chris Kerns, vice president, research and insights, Spredfast, Austin
 Jonathan Krim, technology editor, The Wall Street Journal
 Sarah Laborde, Fleischman-Hillard, Houston
 Eddie Lacy, running back, Green Bay Packers
 Ivan Lajara, Kingston (New York) Daily Freeman
 Mikie Mahtook, outfielder, Tampa Bay Rays
 Rebecca Matulka, deputy director of digital, U.S. Department of Interior
 Marcy McGinnis, freelance visiting faculty, lecturer and communications trainer, Stoney Brook University, New York
 Steve Mims, screenwriter, director, editor, cinematographer, Austin
 TaRonda Thomas McKee, reporter, 9News, Denver
 Shaista Obaidi, British journalist and activist
 Jason Plotkin, York (Pennsylvania) Daily Record
 Amber Phillips, reporter, The Washington Post
 Michelle Rogers, content editor, Redding Record Searchlight, California
 W. Gardner Selby, reporter, PolitiFact Texas
 Marcus Spears, ESPN college football analyst
 Joe Wanko, web developer, R/GA, New York
 MaryJo Webster, Minneapolis Star Tribune

LOCAL AND REGIONAL

- Dr. F. King Alexander, LSU president
Scott Angelle, Louisiana Public Service Commissioner
Emily Arbour, brand manager, product innovation, Community Coffee
Christy Benoit, development and communications director, Baton Rouge Ballet Theatre
Skip Bertman, former LSU baseball coach and athletic director
Chelsey Laborde Blankenship, social media director, FUSE
Denise Bottcher, state director, AARP Louisiana
Pamela Bordelon, columnist, The Advocate
Honorable James Brady, U.S. District judge, Baton Rouge
Rodney Braxton, president of Southern Strategy Group's Louisiana office
DD Breaux, LSU gymnastics coach
Chris Broadwater, Louisiana State representative
Dawn Buckley, multimedia expert and manager, NOLA Media Group
Roger Cador, Southern University baseball coach
Joey Capone, assistant brand manager, Community Coffee
David Ching, sportswriter, ESPN, Baton Rouge
Debra Coltharp, LSU horticulturalist
Jodi Conachen, general manager, communications, Community Coffee
Beth Courtney, CEO, Louisiana Public Broadcasting
Joe Coussan, public information officer, Louisiana Economic Development
Ryan Cross, campaign manager, Scott Angelle for Governor
Kevin Cunningham, partner, Southern Strategy Group's Louisiana office
Ross Dellenger, LSU beat writer, The Advocate
Melinda Deslatte, reporter, Associated Press, Baton Rouge
Joel DiGrado, former communications director, U.S. Sen. David Vitter, R-La.
Keith Dierberg, general manager, GSD marketing, Community Coffee
Lynelle Dixon, Partnership in Education coordinator (Volunteers in Public Schools)
Shea Dixon, Geaux 247 Sports
Jacques Doucet, sports anchor and reporter, WAFB-TV, Baton Rouge
Jeff Duncan, sports columnist, NOLA.com/The Times-Picayune
Clancy DuBos, Gambit, New Orleans
Lindsey Duga, project manager, Gatorworks, Baton Rouge
Joshua Duplechain, marketing manager, LSU E.J. Ourso College of Business
Chrissy Dupuy, public relations director, Cancer Services of Baton Rouge
Sydni Dunn, interim director of external relations and communications manager, LSU College of Engineering
Chris Dykes, co-founder/CEO, Freebird Interactive, Baton Rouge
John Bel Edwards, then-State Rep. District 72 and current Louisiana governor
Amber Ferchaud, communications manager, Entergy Louisiana
Matt Flynn, NFL quarterback, New Orleans Saints
Penny Font, editorial director, Baton Rouge Business Report, 225 Magazine
Bill Franques, LSU Sports Information
Andrea Gallo, City Hall/government reporter, The Advocate
Jill Rigby Garner, author, speaker and founder of Manners of the Heart
Amy Gill, sports director, WVLA-TV, Baton Rouge
Mark Grant, director, CBS Sports
Chris Hagan, sports anchor and reporter, WVUE-TV, New Orleans
Jen Hale, sideline reporter and NBA Pelicans courtside reporter, NFL on Fox, New Orleans
Stephen Handwerk, executive director, Louisiana Democratic Party
Kendall Hebert, director of development, Cristo Rey Baton Rouge Franciscan High School
Casey Rayborn Hicks, spokeswoman, East Baton Rouge Sheriff's Office
Sarah Horn, author, Baton Rouge
Kali Johnson, Solid Ground Innovations
Jacob Jolibois, digital storyteller, Mesh Integrated Marketing & Advertising, Baton Rouge
Johnny Jones, LSU basketball coach
Gerron Jordan, reporter, WAFB Channel 9, Baton Rouge
Rebecca Kelley, research and instruction services librarian, LSU Libraries
Norisha Kirts, senior consultant, Emergent Method, Baton Rouge
John Knotz, brand manager, digital marketing, Community Coffee
Blythe Lamonica, associate, Harris Deville & Associates
Melissa Landry, principal, Landry & Associates
Maya Lau, reporter, The Advocate
Robert Lee, Cold Case Project volunteer, Ferriday, Louisiana
Rainy Living, unit manager, Altria Group Distribution, Lafayette, Louisiana
Lauren Leist, speechwriter for Louisiana Gov. John Bel Edwards
Zac Lemoine, coordinator for external affairs, LSU President's Office
Bill Lodge, former reporter, Dallas Morning News and The Advocate
Lloyd J. Lunceford, lawyer, Taylor, Porter, Brooks & Phillips, LLC
Chase Lyons, co-founder, City Pork restaurants
Paul Mainieri, LSU baseball coach
Liz Mangham, managing partner, Southern Strategy Group's Louisiana office
Charles Maldonado, The Lens, New Orleans
Kenneth Miles, LSU assistant vice chancellor for Academic Affairs
Les Miles, LSU football coach
Jan Moller, executive director, Louisiana Budget Project
A.G. Monaco, director and associate vice president, LSU Human Resource Management
Ashley Montagnino, marketing and special events manager, Capital Area United Way
Daryl T. Moore, freelance writer, 225 Magazine
Hillar Moore III, district attorney, East Baton Rouge Parish
Judge Robert Morrison, chief judge, 21st Judicial District Court
Matt Moscona, radio host, 104.5 ESPN--Baton Rouge
Steve Myers, special projects editor, The Lens, New Orleans
Stanley Nelson, reporter, Concordia Parish (Louisiana) Sentinel newspaper

Theresa Thao Nguyen, account executive, Rokit Science,
Baton Rouge
Wilborn Nobles, metro news reporter, NOLA.com
Cydney Palmer, local digital OOH strategist, Lamar
Advertising Company
Scott Rabalais, sports columnist, The Advocate
Phil Rainier, vice president, corporate strategy and development,
Premier Health Urgent Care
Liz Reyes, news anchor, Fox 8 WVUE New Orleans
Jenny Ridge, Mental Health Association of Baton Rouge
Jim Richardson, LSU professor of economics and public
administration
Randy Rosetta, NOLA.com / The Times-Picayune LSU beat writer
Gordon Russell, managing editor of investigations, The Advocate
Susan Saurage, president, Saurage Marketing Research
Robert Scott, president, Public Affairs Research Council of Louisiana
Marsha Shuler, Louisiana Division of Administration
Matthew Sigur, food and entertainment reporter, The Advocate
Melissa Silva, Mental Health Association for Greater Baton Rouge
Zack Smith, photographer, New Orleans
Lisa Stansbury, owner, Stansbury Creative Consultants,
Baton Rouge
Lori Steel, community outreach coordinator, Louisiana Organ
Procurement Agency
Philip Stelly, public information office, Orleans Parish
Sheriff's Office
Robert Stewart, Baton Rouge Business Report
Tommy Talley, filmmaker & agency founder, Baton Rouge
Beth Torina, LSU softball coach
Mike Triplett, ESPN.com—Saints writer and reporter
Ramon Vargas, reporter, New Orleans Advocate
David Worrell, creative director, BRZOOM
Ben Watson, New Orleans Saints tight end
Kyle Whitfield, digital director, The Advocate
Aeneas Williams, NFL Hall of Famer
Kelsey Wingert, KALB sports director, Alexandria, Louisiana
Steve Winham, former director, State of Louisiana Executive
Budget Office
Alice Womble, health management resource consultant, Blue Cross
and Blue Shield of Louisiana
Stafford Wood, owner, Covalent Logic
Kaci Yoder, 225 Magazine
Renita Young, multimedia/business reporter for NOLA.com

JOHN S. AND JAMES L. KNIGHT FOUNDATION GRANT

by Steve Buttry

We awarded 12 grants to 22 students for projects under the Social Media News Challenge, funded by our three-year grant from the Knight Foundation.

The students used a wide range of social-media platforms for projects, some of which are continuing this fall. Some highlights including the following:

Master's student **Danielle Kelley** developed Organ Connections, a website, database and Facebook page to help recipients of organ donations connect with the families of the donors.

Taylor Simien and **Alex James** used their Building a Better Baton Rouge Facebook group to build awareness and encourage dialogue about issues relating to income inequality in the community.

Lamar Family Visiting Scholar **Paige Brown Jarreau's** science writing class helped bring some science students into the Challenge for a project called Fox Finders of Baton Rouge. They are using various social media applications to collect reports and videos of foxes in the community and encourage drivers to watch for the foxes and to study the foxes' habits and diets.

Jalisa Jones, Julia Hebert and **Ward Colin** traveled to cities throughout the South to produce videos about Southern Hip-Hop and the Black Lives Matter movement.



NETWORKING NIGHT

Twenty-three employers and almost 60 students took part in the Manship Networking Night on March 29 in the Holliday Forum. The event, in collaboration with the LSU Olinde Career Center, allows students to talk to potential employers about internships and jobs. Some of the employers present included BBR Creative, Jones Walker LLP, WBRZ-TV (sponsor) and MESH Integrated Marketing and Advertising.



“An impressive collection of special enterprises—the Reilly Center for Media & Public Affairs, Media Effects Lab and the Public Policy Research Lab—that give the program cachet and substantive impact.”

REILLY CENTER FOR MEDIA & PUBLIC AFFAIRS

Elections in Louisiana and presidential politics provided the setting for several events beginning with an expert panel on political polls which discussed declining response rates and unreliability of results.

On Nov. 30, Dean Baquet, executive editor of The New York Times and a New Orleans native, met with hundreds of students, delivered a noon lecture and was a featured guest on a panel assessing the media coverage of the Louisiana governor's race. Two more panels convened to discuss campaign tactics and finance. Louisiana Public Broadcasting produced a TV program from the discussions.

The state's budget crisis brought together two faculty experts on public finance and politics, a leading investigative journalist, a business lobbyist and a public finance advocate to look for ways the new government could balance the state's budget. The "Solve the Budget" panel included three Manship student questioners as well.



Dean Baquet



2016 BREAUX SYMPOSIUM

Former U.S. Sen. John Breaux of Louisiana addressed this year's annual Breaux Symposium, "This Great Experiment in Human Progress: Race, Voting and Mass Communication a Half Century After the Voting Rights Act" – held in the Holliday Forum April 11-12.

Nearly 51 years after passage of the federal Voting Rights Act of 1965, the Reilly Center hosted the two-day symposium to examine the current state of political participation in the United States, as well as race relations in the run-up to the 2016 presidential election.

The Reilly Center for Media & Public Affairs sponsors the annual symposium, and this year The Race in the Americas group joined as the symposium's co-sponsor.

VOTE EVERYWHERE AND GEAX VOTE

Manship students **Valencia Richardson, Madison Melancon and Kaylin Parker** signed up more than 200 LSU students to vote, and provided assistance with questions about absentee ballots and early voting. All three students were Vote Everywhere ambassadors, part of a national program sponsored by the Andrew Goodman Foundation. They also worked to arrange a polling place on campus and to modify LSU identification cards so students could use them to vote. Both Madison and Kaylin attended the annual gathering for the National Campaign for Political and Civic Engagement at the John F. Kennedy School of Government at Harvard.



Sen. John Breaux

Madison Melancon and Valencia Richardson with Gov. John Bel Edwards after he signed HB 940, a bill they worked to get through the Legislature. The bill will make college identification cards valid for voting.

THE 2016 LOUISIANA SURVEY

by Michael Henderson, director, Public Policy Research Lab

In 2016, the Louisiana Survey drew substantial state and local media coverage. Among the most compelling findings, the survey shows that a large share of Louisiana residents remain disgruntled with the direction of the state, increasingly dismayed with economic conditions, and concerned about the state's fiscal situation. The share of respondents who said that budget issues are the most important problem facing the state jumped from 7 percent in 2015 to 26 percent this year. The budget now tops the public's list of priorities facing the state for the first time on record.

Yet, the public is not so gloomy about all topics. Half of state residents give Louisiana a grade of A or B as a place to live. Among public services, state colleges and universities receive the highest marks, with 59 percent assigning a grade of A or B.

Each year, the Reilly Center commissions the Louisiana Survey, administered by the Public Policy Research Lab. The Reilly Center created the annual survey to serve as a barometer of statewide public opinion. It tracks trends in public views about state government and services over time. The 2016 survey also includes measures of partisan polarization, opinion on school reform, support for the Taylor Opportunity Program for Students, beliefs about the causes and solutions for poverty in the state, attitudes toward public memorials to the Confederacy and opinions on a variety of social issues such as abortion and gun rights.

Each year, the survey grows in value as events and conditions drive important changes in public perceptions, opinions and behaviors. The full 2016 report can be found at www.pprllsu.com/projects/.



Michael Henderson

PRESS LAW & DEMOCRACY PROJECT

The Manship School's Press Law & Democracy Project focused on open government during the 2015-16 academic year. In cooperation with the Reilly Center, the 2016 Louisiana Survey included several questions on citizens' attitudes towards access to state and local government information. The results, which were released in April, showed broad support for the principles of transparency and public access to government records, but the level of support varied depending on the specific kinds of records at issue.

The poll results were released at a panel discussion on access to government information in Louisiana featuring experts in open government laws of Louisiana including: Linda Lightfoot, former executive editor for The Advocate; Robert Travis Scott, president of the Public Affairs Research Council of Louisiana; Lori Mince, partner in the litigation section of Fishman Haygood, L.L.P.; Lee Zurik, anchor and chief investigative reporter for WVUE-TV in New Orleans; and moderator Erin Coyle, assistant professor in the Manship School.



MANSHIP SCHOOL OF MASS COMMUNICATION

Jerry Ceppos, dean and William B. Dickinson Professor

Andrea Miller, associate dean for undergraduate studies and administration; Huie-Delmon Professor

Martin Johnson, associate dean for graduate studies; Kevin P. Reilly Sr. Chair and professor in political communication; professor in the Department of Political Science; Thomas O. and Darlene Wood Ryder Distinguished Professor

Faculty

Leonard Apcar, Wendell Gray Switzer Jr. Endowed Chair in Media Literacy

Steve Bien-Aime, assistant professor in journalism

John Breaux, distinguished professor; senior Reilly Center fellow

Jinx Broussard, Bart Swanson Endowed Professor

Steve Buttry, director, Office of Student Media; professional-in-residence

Cindy Carter, Tiger TV adviser; professional-in-residence

Erin Coyle, assistant professor; holder of the F. Walker Lockett (Bank One) Distinguished Professorship

Louis Day, Ouachita Parish Chapter Alumni Professor

Joshua Darr, assistant professor in political communication; assistant professor in the Department of Political Science; holder of the Scripps Howard Professorship

Margaret DeFleur, Doris Westmoreland Darden Professor

Melvin DeFleur, distinguished professor

William B. Dickinson, distinguished professor emeritus

Roxanne Dill, instructor, journalism

Diane Francis, assistant professor, public relations

Ronald Garay, professor emeritus

Joshua Grimm, assistant professor; holder of the Tom Jarreau Hardin Professorship

John Maxwell Hamilton, Hopkins P. Breazeale Professor and Doris Westmoreland Darden Professor; senior scholar, Woodrow Wilson International Center for Scholars, Washington, D.C.

Michael Henderson, assistant professor; director, Public Policy Research Lab

Jun Heo, assistant professor; holder of the Thomas O. and Darlene Wood Ryder Distinguished Professorship No. 5

Ralph Iazard, Sig Mickelson Professor Emeritus

Yongick Jeong, associate professor; holder of the Remal Das and Lachmi Devi Bhatia Memorial Professorship

Nathan Kalmoe, assistant professor, political communication; assistant professor in the Department of Political Science

Soojin Kim, assistant professor, visual communication

Laura Lindsay, professor emerita

Robert Mann, professor in Media and Public Affairs; Manship professor

Tad Odell, instructor; Student Media adviser

Hyojung Park, associate professor; holder of the John H. Bateman (Bank One) Professorship

Jay Perkins, associate professor emeritus

Raymond J. Pingree, assistant professor; holder of the G. Lee Griffin Professorship and a Thomas O. and Darlene Wood Ryder Professorship

Lance Porter, associate professor; director of the Social Media Analysis and Creation Lab; holder of the Mary P. Poindexter Professorship

Bill Ross, distinguished professor emeritus

Meghan Sanders, associate professor; director, Media Effects Lab; holder of the Douglas Manship Sr. Professorship and a Doris Westmoreland Darden Endowed Professorship

Kathleen Searles, assistant professor in Mass Communication and the Department of Political Science; holder of the William K. "Bill" Carville Professorship in Communication & Political Empowerment

Jay Shellely, Fred Jones Greer Jr. Endowed Chair in Media Business and Ethics

Judith Sylvester, associate professor; holder of the Belo Corporation Professorship

Sadie Wilks, instructor, public relations

Kasey Windels, associate professor; holder of the Thomas O. and Darlene Wood Ryder Distinguished Professorship No. 2

Manship School Staff

Mike Bosworth, assistant dean for finance

Sara Courtney, development director

Angela Fleming, assistant to the dean

John Friscia, broadcast engineer

Courtnei Guidry, counselor

Jessica McAlum, coordinator

Renee Pierce, network manager

Linda Rewerts, assistant dean for administration

Mary Ann Sternberg, internship coordinator

Helen Taylor, assistant dean for student services

Amy Whitehead, communications manager

Reilly Center Public Policy Research Lab

Michael Henderson, director

Belinda Davis, deputy director

Michael Climek, business manager

Christine Graham, technology manager

Meghan Sanders, director, Media Effects Lab

Student Media Staff

Steve Buttry, director

Cindy Carter, Tiger TV adviser

John Friscia, engineer and KLSU adviser

Jann Goetzmann, administrative specialist

Molly Holmgren, advertising director

Tad Odell, adviser

Megan Stone, business manager

Affiliated Faculty

James Garand, Emogene Pliner Distinguished Professor, Department of Political Science

Stacia Haynie, dean, College of Humanities and Social Sciences

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Louisiana State University
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