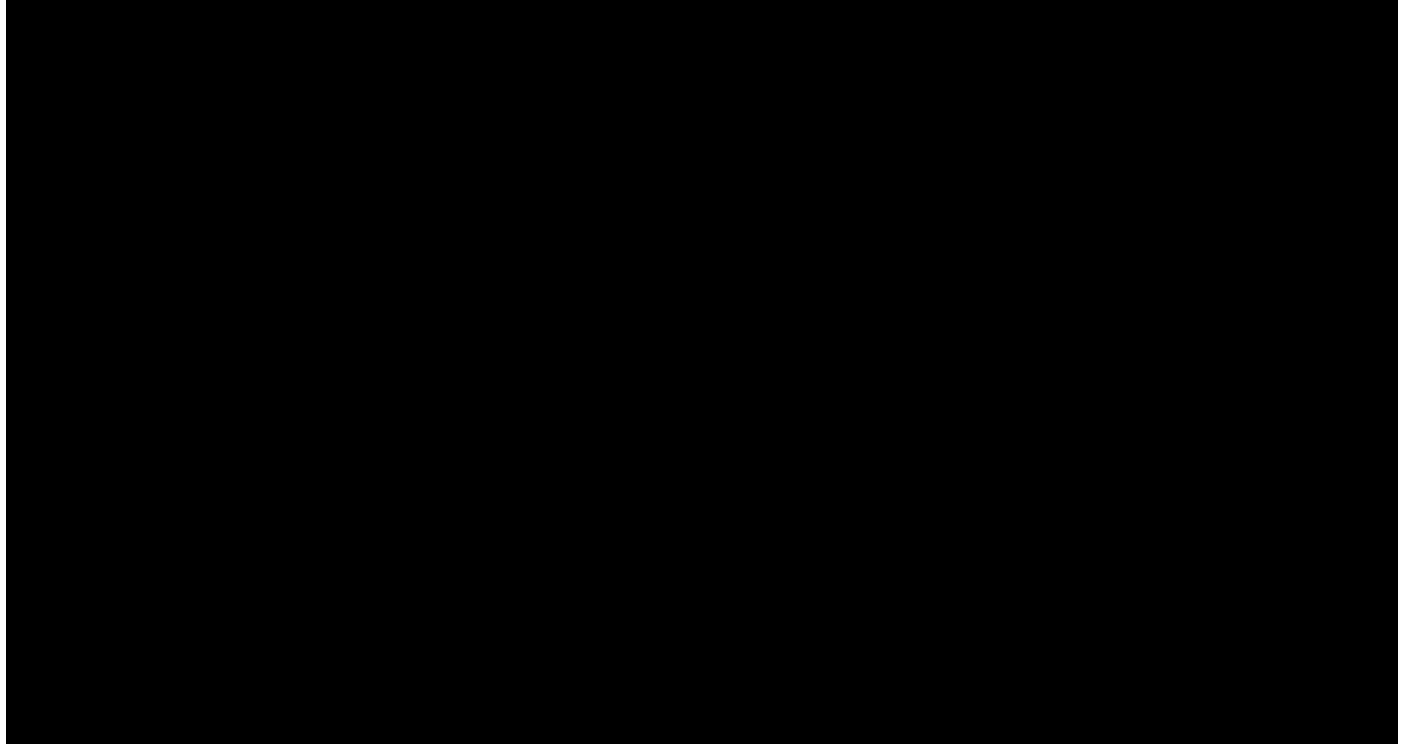


Vol. 1, No. 1, Spring 1998

Cypress Lake News

Newsletter of the Department of Communication • University of Southwestern Louisiana

photo by Claire Taylor



From left, Paul Barefield, department head, Liberal Arts Dean David Barry, department engineer Jim Moore and computer lab director Mike Maher opened the shipment of computers in January.

New computers improve instruction

WHEN STUDENTS ENTERED THE department's computer lab on the first day of spring semester 1998, they found big, new, fast color computers, rather than the familiar old 9-inch-monitor black-and-white Macs that had reached senescence about three years ago.

Over the semester break the department installed 20 Macintosh 8600 computers, each with a 17-inch monitor and built-in ethernet. Courses in desktop publishing, editing, advertising and public relations will utilize the latest versions of QuarkXpress page layout software and Adobe Illustrator graphics software. Even the introductory sound production course uses digitized sound control software.

Department head Paul Barefield said the new hardware and software will tremendously improve the classroom experi-

ence for hundreds of students. "Our accreditation guidelines stipulate that we must make available for students the kind of hardware and software they will encounter when they enter the work force," Barefield said. "This equipment will allow us to do that. We thank the USL administration, particularly President Authement and Dean David Barry, for approving the \$60,000 expenditure that purchased this equipment."

The department considered computers running the Windows operating system, because of Apple Computer's rumored demise, said Mike Maher, who directs operation of the department's computer labs. "However, the installed base of Macintoshes is so large that, even if Apple folded tomorrow, software would continue to be written for these machines throughout their anticipated product life. And

Apple remains the predominant computer in the graphic arts, printing and publishing industries. Locally, for example, the *Daily Advertiser* just invested \$1 million in Apple equipment."

This semester the computer lab is open from 8 a.m. to 11 p.m. on most weekdays. It is also open five hours on Sundays. Eleven classes utilize the facility, and in the late afternoons and evenings graduate students keep the room open for students to complete course projects and papers.

The lab now has Internet access through the campus-area network. Adjunct instructor Phil Ward is teaching a new course in Web page design, which gives students the basics of HTML (Hypertext Markup Language), as well as principles of layout and design for the World Wide Web.

The old computers will still be used for writing courses in a Wharton Hall lab.

Cypress Lakeside Briefs

Advisory council forming

The department has formed a Corporate Communication Council to advise and assist the department in student job placement, curriculum design, equipment acquisition, fundraising, internships, guest lectures and other projects and objectives.

Members have been chosen for their stature in the community and their leadership in communication fields.

Robert Tujaque Sr., Whitney National Bank vice president, will chair the council. Tujaque is also current president of the USL Foundation.

Members who have thus far accepted appointment to the council are:

- Doug Cochrane, president and CEO, Cochrane Technologies.
- John Miller, president and CEO, Acadiana Strategic Marketing Group; publisher, *The Daily Advertiser*.
- William H. (Bill) Robbins, III, geologist.
- Carol Ross, partner, Right Angle Advertising.
- Larry Sides, president and CEO, Sides & Associates public relations firm.
- Keith Simon, public relations director, Acadian Ambulance Service.
- W. O. Toce, Jr., D.D.S.
- Joe Varholy, president and station manager, KLFY-TV 10.

Other members will be announced in the next newsletter.

Cliff Aucoin Endowment started

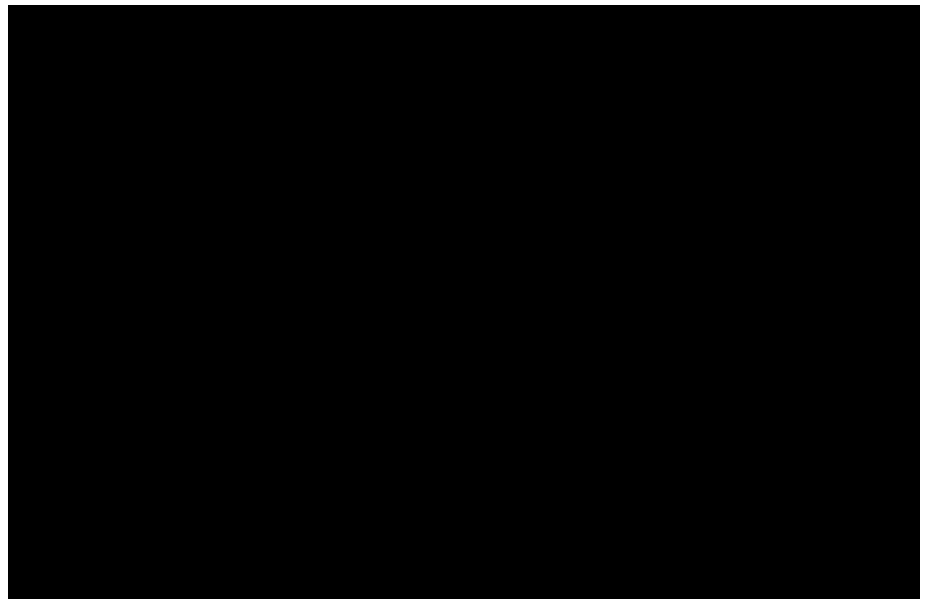
A scholarship endowment has been created in honor of former debate coach Cliff Aucoin, who was Mayor of New Iberia at the time of his death in 1997. Aucoin joined the department in 1985 and served as debate coach until taking office as mayor in 1993. Before joining the faculty, Aucoin taught debate at New Iberia Senior High. He held bachelor's and master's degrees from USL. Contact the USL Foundation, (318) 235-5206, for information about the endowment.

Four positions to be filled

The department is now interviewing candidates for faculty positions in mass communication, advertising, interpersonal communication, and training and development.

Hirsch endowment funded

Susan and Steven Hirsch of Scarsdale, N. Y., contributed \$10,000 to the USL Foundation in the name of Stephen's father, Jacob Hirsch. Their gift created a permanently endowed scholarship for the department. Jacob Hirsch was a native of New Iberia who graduated from USL in 1934.



Renovations move up in priority

Renovations and additions to the department's home building have moved up to No. 2 on USL's capital improvements list. Burke Hall, which houses most of the department's faculty, is due for an addition of floor space toward Judice Hall, as well as modernization of the existing classrooms and offices. By moving the project to No. 2, the USL administration increases the likelihood that these renovations will be funded in the foreseeable future; however, funds have yet to be approved by the legislature. Burke Hall has been renamed Burke-Hawthorne Hall, in honor of the late Doris Hawthorne, who contributed generously to the communicative disorders department, which is housed on the second floor of the building.

Simmons Endowment grows to \$15,000

AN ENDOWMENT HONORING THE LATE Robert E. Simmons has reached its goal of \$15,000. It will generate a perpetual annual scholarship for communication students.

Simmons headed the department from 1990 until his death in November 1993. Immediately prior to his death the department had earned national accreditation.

Simmons compiled a remarkably broad range of accomplishments during his career. He worked as a reporter for seven years, writing for such papers as the *Atlanta Constitution* and the *Minneapolis Star*. Immediately prior to coming to USL, he was director of research for the College of Communication at Boston University.

His book *Communication Campaign Management* was one of the first books on this subject. He authored dozens of journal articles and conference papers, but also coauthored with Camelia Sadat *My Father and Me*, a book about Camelia's father Anwar Sadat.

Simmons taught communication courses for several years in Brazil and spoke fluent Portuguese. He did consulting work in Asia and Africa for the U. S. Agency for International Development. He also did management training work for such corporations as Alcoa, Dow Chemical, and the national bank of the Netherlands, as well as for the U. S. armed forces and the governments of Saudi Arabia, Egypt and Brazil.

Simmons was a native of Tylertown, Miss. He received his bachelor's degree from Florida State University, and his master's and doctoral degrees from the University of Minnesota.

Contributions to the Simmons endowment came from his family, from faculty and students, from the department honor society, Sigma Gamma Mu, and from the Rotary Club of Lafayette.

A committee will choose a winner of the first scholarship later this year.

Communication miniconference attracts scholars

Dwight Teeter, dean of the College of Communication at the University of Tennessee at Knoxville, was keynote speaker for USL's 1997 Louisiana Mini-Conference. Held in November, the conference had as its theme *Excellence and Leadership in Communication Scholarship*.

Teeter, the 1991 Society of Professional Journalists Distinguished Professor of Journalism, spoke on "Press Freedom, Ethics and Responsibilities."

The conference featured five student research sessions and four faculty/professional panels, which covered such aspects of communication as interpersonal and intercultural communication, the Internet, network television, academic affairs, publishing, and finding a job. Student research papers presented at the conference were selected by 11 judges from five states.

LCMC participants included students and faculty from USL, Louisiana State University, Southeastern Louisiana University, University of Southern Mississippi, Northeastern Louisiana University, Southern University and McNeese State University.

Since its inception in 1993, LCMC has grown in the number of participants and the quality of research papers presented. This conference holds the unique position of being the only one of its kind in the state of Louisiana. Jung-Sook Lee coordinates the conference. It is modeled on the Big Ten University Miniconference.

—Anastasia Egorova

Department will hold banquet April 24

At its annual awards banquet April 24, the department will honor students and alumni for their achievements. The event will begin at 6:30 p.m. in the Lafayette Petroleum Club. Alumni are encouraged to attend. Tickets are \$11 and are available through department secretary Jo Ann Mendoza (318) 482-6103.

Sigma Gamma Mu, the department honor society, coordinates the banquet.

Ed Roy is 1997 Outstanding Alumnus

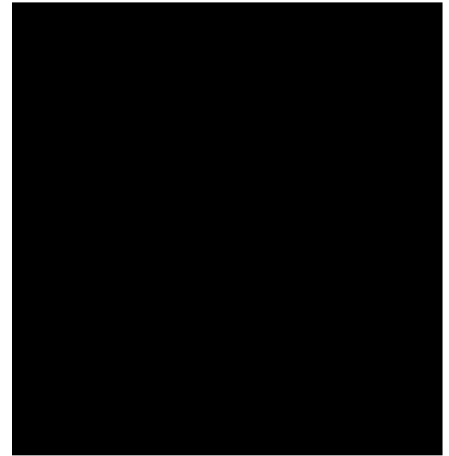
Ed Roy was named the department's 1997 Outstanding Alumnus. Roy is well-known regionally not only as a media weather reporter, but also as a parish councilman and as a 1996 candidate for mayor-president of Lafayette.

While at USL he won two national college debate titles, and won an "Order of Highest Distinction" award in individual speaking and debate events. After graduating in 1971, Roy pursued a master's degree in meteorology at both Texas A & M and Florida State.

A certified flight instructor, Roy has flown some 10,000 hours. In 1980 he won the Keesler Air Force Base "Eye of the Storm" award for flying through hurricanes. He has served as a Civil Defense weather officer for six Louisiana parishes and as a board member of the Red Cross.

Roy has been a Wing Commander for the Confederate Air Force, and served for two years as the chairman of the Beau Bassin District of the Boy Scouts.

Among Roy's business interests are a commercial weather service, a typesetting company, SkyTrak Radio Network, as well as expert witness work in court cases in-



volving meteorology or aviation. He has owned a trophy company and two dive shops.

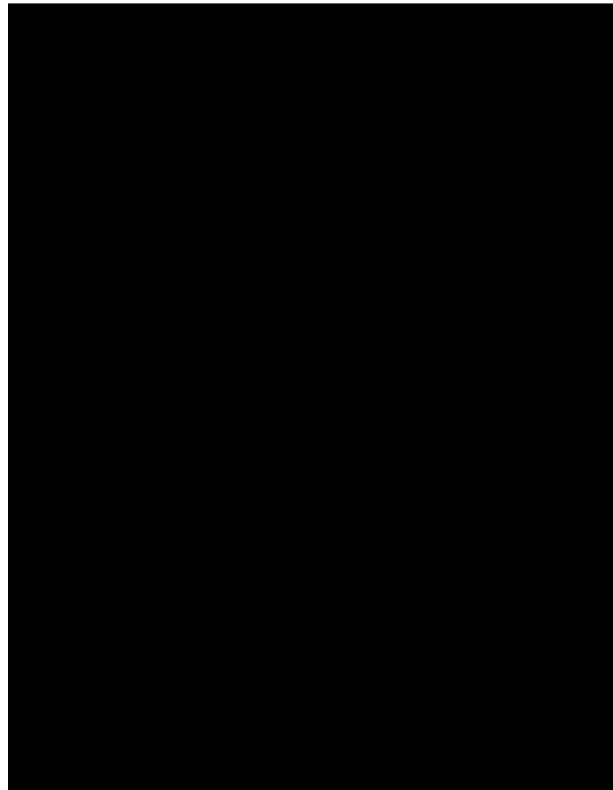
He retains an interest in professional speaking, serving as an announcer for air shows and as a motivational speaker for banquets and other events.

Previous honorees were Chris Allain, owner of a video production house and columnist for *Videography* magazine, and Larry Sides, owner of a public relations agency in Lafayette.

photo by Susan Merritt

Film nears completion

Tim Dee, right, confers with Hollywood actor John Ashton prior to shooting a scene for "My Uncle Sidney," which is based on a short story by James Lee Burke. Dee, an assistant professor, directed the film and is now editing it in preparation for festival competition. Burke, a nationally famous writer of detective stories, many of them set in south Louisiana, is a former USL faculty member.



Poister, Porche join faculty

AT AGE 27, JEFF Porche blends right in with students.

But Porche is not your average student. He already has his undergraduate degree from LSU and his master's degree from Shippensburg University of Pennsylvania.

He is currently teaching four classes while doing dissertation research on films



Porche

shot in New Orleans.

"I've gotten mistaken for a student many times," Porche said. "When I'm in the bookstore they always ask me for my student ID. I laugh about it. I don't mind right now, but in a few years I might."

That's because in a few years, Porche will be known as Dr. Porche. He is currently working on his Ph.D. at the University of Southern Mississippi, where is writing his dissertation.

But for now, the Houma native is more than happy to be at USL.

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The *Nova* episode "Superbridge" that aired on PBS last fall was researched and developed by newly appointed Assistant Professor Geoff Poister.

The two-part documentary told the story of the construction of a bridge over the Mississippi near St. Louis, and the effects of the bridge on those who use it.

Poister also researched the *Nova* one-hour documentary, "Hawaii Born of Fire." It demonstrated the unusual ecology of volcanoes.



Poister

(continued on p. 8)

Faculty post a productive year of scholarship

Department head **Paul Barefield** served on the selection committee for the Jacob Javits Fellowship Foundation (one of 29 scholars selected nationally). He is a board member of the American Communication Association, and serves on the editorial board of the new online *American Communication Journal*. He is working on a biography of former federal judge J. Skelly Wright.

Janet Bridges' article, "Changes in News Use on the Front Pages of the American Newspaper, 1986-1993," will be published *Journalism & Mass Communication Quarterly* later this year. She also received a "best paper" recognition from the Media Management & Economics division at the AEJMC national convention this past summer. The paper was titled, "Rosse's Model Revisited: Moving from Linearity to Concentric Circles to Explain Newspaper Competition." Bridges is beginning work on a public relations book.

Robert Buckman completed a reference book, *Latin America 1997*, published by Stryker-Post Publications of Harpers Ferry, W. Va. The company publishes reference books each year on the major regions of the world.

Phil Stryker approached Buckman about authoring the 1997 edition after he read an article Buckman had written on Guatemala for the *Washington Times* in January 1996.

While convalescing at home from hip surgery in March 1997, Buckman rewrote the overview chapter. He also rewrote several of the historical sections, added new sections on the culture of each country, and included heretofore omitted information on the mass media of each country. He updated each chapter to reflect the changes since the 1996 edition, such as the ouster of the Ecuadorian president and the presidential elections in the Dominican Republic, Nicaragua and Bolivia.

To update the chapter on Mexico, Buckman drove to Monterrey to observe the historic July 6 mid-term election, reporting on the event for the *Tampa Tribune* and the *Washington Times*. Buckman is gathering material for the 1998 edition.

Bill Davie served as head of the Radio-Television Journalism Division of AEJMC for the past year, and was responsible for 20 sessions at the annual convention in Chicago. Davie is also serving as the AEJMC liaison to the Radio-Television News Directors Association. He is an ex officio member of the RTNDA board of directors, which means planning sessions for the annual Convention this year in San Antonio. He also serves as the chair of the Broadcast Education Association's News Division.

He involves his students in area news productions through both KRVS-FM and Acadiana Open Channel, Lafayette's public-access television station. On KRVS his

students produce "Louisiana Focus," a program fashioned after National Public Radio's "All Things Considered" and "Morning Edition." Students also produce "University News Weekly" on AOC. Davie recently completed chapter on the partisan press titled, "A Bloody Battle — the Color of Ink," for an upcoming text on journalism history.

Timothy Dee is in the final stages of postproduction on his film, "My Uncle Sidney," based on the short story "Uncle Sidney and the Mexicans" by James Lee Burke. The film, starring Hollywood favorite, John Ashton ("Beverly Hills Cop I & II," "Midnight Run"), will be ready for festival competition soon. James Lee Burke is himself a former USL faculty member whose novels have won national acclaim.

Kathleen Kelly's second book, *Effective Fund-Raising Management*, is the first academic textbook ever published on fund raising. The 680-page book was published in the fall of 1997 by Erlbaum. Experts hailed it as a landmark in defining the field of fund raising. Kelly also published a chapter in another book, *Major Issues Facing Fund Raising*.

During the past year Kelly spoke to The Indiana University Center on Philanthropy, the University of Houston School of Communication, the Public Relations Society of America national conference, and the conference of the National Soci-

ety of Fund Raising Executives. She also spoke to a regional conference of the Council for Advancement and Support of Education, and published an article on gender discrimination in the CASE national magazine, *Currents*.

Kelly was elected to the National Commission on Public Relations Education, which will develop curriculum guidelines for the 21st century. She was appointed to the editorial board of Sage Publications' new series of public relations books, and she served as an accreditation board site review team.

Jung-Sook Lee is finishing a book chapter about the history of American advertising for a forthcoming text titled *Three Centuries of American Media*.

Her most recent publications include an article based on an experiment with public service announcements, entitled "Audience Recall of AIDS PSAs Among U.S. and International College Students," (with William R. Davie), which appeared in *Journalism & Mass Communication Quarterly* (spring 1997), "Communicating Interdisciplinarity," (with William R. Davie) in *Disciplines and Interdisciplinarity in the New Century* (ed. by Lewis Pyenson), and papers on "Media Convergence and Research," and a "Racial History of the Cinema in Louisiana," which she coauthored with USL colleagues William R. Davie and Timothy R. Dee.

Lee was elected as Research Chair (1997-98) of the Communication Technology & Policy Division of AEJMC and will

coordinate paper competition for this division for the Baltimore convention. She also serves as newsletter editor (1996-98) for the Research Division of the Broadcast Education Association.

Mike Maher published a book chapter on journalism history and a journal article on press coverage of population issues.

His book chapter discussed press coverage of the Scottsboro Boys, an infamous case from the 1930s involving two white women who accused nine young black hoboes of rape. The chapter was published by Greenwood Press in *The Press on Trial*. Maher also coauthored the concluding chapter of the book.

His journal article, "How and Why Journalists Ignore the Population-Environment Connection," showed that population growth remains a taboo topic among reporters, even when they report environmental problems that clearly originate in population growth.

Maher wrote the cover story for the Summer 1997 issue of the *SEJournal*, the national publication of the Society of Environmental Journalists. He also contributed an article on public opinion and the environment to *Trends*, a journal published by the National Park Service.

In 1997 Maher also presented papers at two national and two international conferences: the national AEJMC meeting in Chicago, the International Association of Business Disciplines conference in Orlando, the conference on Framing in the New Media Landscape in Columbia, S. C.,

and the conference on Human Dimensions of Natural Resource Management in the Americas, which met in Belize.

Pat Rockwell received a junior faculty research grant over the 1997 summer to continue her study of vocal cues to sarcasm. Station manager Dave Spizale and the KRVS staff assisted her work, as did Tim Dee, who aided her in editing and copying her master tape. The journals *Applied Psycholinguistics* and *Communication Research Reports* have accepted her research papers for publication. She was also elected President of the newly formed Louisiana Communication Association. Its 1998 convention will be in New Orleans Aug. 15-16. Alumni can join by sending her a check for \$10, made out to the Louisiana Communication Association.

Laura Rouzan contributed to a chapter on The Early Black Press in *Black Press, U.S.A.*, third edition. She described the founders and mission of the first African American-owned newspapers in the South; *L'Union* and *La Tribune de la Nouvelle Orleans*. She also authored a paper titled, "Black White and Blues: Assimilation of an American Art Form," which was submitted to the *Journal of Communication*.

Kitty Valdetero revised the workbook, *Interactive Communication*, used for the Communication 200 speech classes. She continues to supervise graduate assistants who teach these courses. She also serves on the Acadia Parish School Board.

Hebert, Ward serve as adjunct faculty

Two retired LSU faculty members have joined the department on an adjunct (part-time) basis. Both have decades of teaching experience, as well as considerable experience in writing and public relations.

Elsie Hebert, who teaches advertising courses, headed the LSU advertising program for 25 years. She has served as national chairman of both the AEJMC advertising division and the American Advertising Federation academic division.

She has also held advertising or public relations positions with the U. S. Army, Exxon and Nicholls State University. She edited and copublished two Alabama weekly newspapers for 11 years, and was a

writer for WAFB-TV in Baton Rouge. She also edited about 50 books for the LSU Press.

She won the AEJMC advertising division Distinguished Service Award in 1995. The American Advertising Federation gave her its Distinguished Advertising Educator award in 1994.

She earned her doctorate from the University of Texas.

Phil Ward teaches desktop publishing, editing, and writing classes. This semester he initiated a course in World Wide Web design and production.

Ward has written more 350 freelance articles on subjects ranging from snakes

to teachers' strikes to small-claims courts to food connoisseurs. He was a regular columnist for *Louisiana Life* magazine for 17 years. He advised the LSU student newspaper and coordinated scholastic journalism contests for many years. He was State Director and President of the Louisiana Scholastic Press Association.

Ward has also done considerable photography work; as a freelancer he has held six one-man photo exhibits in art galleries. He has also worked as a consultant for three political campaigns.

Immediately prior to teaching at USL, Ward was assistant metro editor and area editor for the *Alexandria Daily Town Talk*. He now lives in Breaux Bridge.

Alumni & Students

Peter J. Shapiro, M.S. '83, has been named director of distance learning and technology at William Paterson University in Wayne, N. J. In this position he will build a menu of courses and workshops that bring faculty expertise to distant students. After leaving Lafayette, Shapiro spent 14 years in Chicago, working at Chicago State University as instructor of Broadcasting, assistant professor of learning resources, director of audio production services and as media services specialist.

During the last two years he served as the telecommunications director for the Chicago Consortium of Higher Education, a videoconferencing and distance learning network. At the consortium he coordinated the setup of a video conferencing network of 27 sites that included partners in higher education, the public school system and the state. While in Chicago he also did freelance corporate video production through his company, Sound Reflections. "Relocating back East was an opportunity for both my wife and I to be closer to family," Shapiro said. He is originally from Forest Hills, N.Y., and his wife, Laura Scheinberg, is a native of Clifton, N. J.

Calvin Lear, '86, a public relations graduate who became a respected journalist, drowned while snorkeling on the Caribbean Island of St. Kitts on Nov. 23, 1997. He was 37. A native of Lafayette, Lear began his career as a reporter for *The Daily Advertiser* in 1987, working as a business writer, court reporter and later as Acadiana editor. He joined Acadiana Bureau of the Baton Rouge daily, *The Advocate*, in 1990. He received several awards from the Louisiana State Bar Association for his coverage of trials and legal issues. Lear was known for his wit and for the fairness and depth of his reporting.

He is survived by his 21-month-old son, Oliver, and his wife, Gale, who is currently pregnant with their second child, due in April. A trust fund for the Lear children has been set up. Donations can be made to the Calvin Lear Children's Trust Fund, c/o Midsouth National Bank, P.O. Box 3745, Lafayette, La., 70502, attention Jenny Fontenot. The account number is 20904149.

Lois Nemetz, M.S., '89, is doing adjunct work for LSU-Eunice, teaching two or three classes a semester. In the fall she

taught one course each in Eunice, Crowley, and Opelousas. "I know it's a lot of driving, but I love what I do," she said. To add one more destination to her itinerary, she and her husband Jeff also have a photography studio in Abbeville. They live in Lafayette. After earning her master's degree, she and her husband moved to Memphis for a year, then returned to Lafayette. She taught speech at Carencro High for five years and did part-time teaching for LSU-Eunice.

Kim Guidry Bourque, '89, is director of community relations at Terrebonne General Medical Center, which employs 1,500 in Houma. She plans to complete her master's degree requirements at USL later this spring. She and her husband Tommy Bourque, USL '88, live in Houma. He is a commercial loan officer with Hibernia Bank. Kim said any qualified graduates looking for health care communication jobs could call her at (800) 256-8377, or contact her by email at comrelations@cajunnet.com.

Robyn Blackwell, '89, M.S. '94, is state coordinator for the Operation Life-saver Program. She supervises traffic safety programs, recruits volunteers and works with legislators on safety issues. She and her husband Richard live in Lafayette.

Denise Dugas Justice, '91, M.S. '93, is a media writer for Behavioral Health Inc., an advertising and public relations company affiliated with Louisiana Health Systems.

Athena Smith-Dupre, M.S. '92, recently published a book entitled, *Humor and the Healing Arts: A Multimethod Analysis of Humor Use in Health Care*. (She spells her name Athena du Pre in this book.) Her research began with her master's thesis, which she expanded in her doctoral dissertation at the University of Oklahoma. Athena also is a coauthor of *Partnership for Health: Building Relationships Between Women and Health Caregivers*, with Beck and Ragan. Smith-Dupre teaches communication courses at Southeastern Louisiana University.

Ashley Bourg, '94, is an account manager at Charter Cypress Hospital, a Lafayette rehabilitation hospital. She is re-

sponsible for promotions, social services, and special events. She previously sold space for Hardy Outdoor Advertising in Lafayette.

Monica Hebert, '93, is senior partner at Morvant Marketing Group, a Lafayette marketing and public relations firm. She previously worked for Davis Partners and the Graham Group in Lafayette. She is the Acadiana Advertising Federation vice president, and is a member of the USL Vermilion Club, an athletics support group.

Jennifer Gros, '93, is an account executive for Davis Partners, a Lafayette advertising and public relations firm. She handles public relations for area banks and health care facilities. She is a board member for the March of Dimes leadership team.

M. Diane Hollems, M.S. '95, recently passed preliminary examinations and became a doctoral candidate in the Department of Speech Communication at Louisiana State University. Her dissertation will be on "Evangelical Communication," continuing the work of her USL thesis, but focusing on the influence of group memberships on interpretation of ambiguous messages. Her theoretical framework will be the spiral of silence and she will be conducting a series of surveys. While at LSU Hollems is teaching courses in business communication and marriage and family communication.

Eric Must, '96, and his wife Meles are living in Spain, where Eric is studying at the University of Barcelona. To do that, he won a highly competitive \$22,000 Rotary Foundation scholarship, which provides transportation, lodging and tuition for a year's study abroad. Eric wrote via email, "We've been enjoying the friendship of wonderful people from all over the world: Brazil, Germany, California (a country of its own), Japan, etc. It's truly been rewarding and we both have gained tremendously from it. I just finished my first SIX day exam (with dictionary in hand!!!!). I'm running short on active brain cells but hope to make a recovery before the next one."

Eric is studying international commerce and recently began an internship with the U. S. Dept. of Commerce's Foreign Commercial Service at the American

Consulate. He can be reached at memust@ctv.es.

Three members of the mass communication class of 1996 are at KATC TV 3 in Lafayette:

- **Tiffany Soileau** is the 5 p.m. news producer. She and her husband Chad have one girl, McKenzie. Tiffany is originally from Opelousas.
- **Angela Gros** is the 6 and 10 p.m. news producer. She went from video producer to producer in a matter of one year. She writes and gathers news for the nighttime newscasts. Angela is from Livonia.
- **Jason Cavnignac** produces the morning news program, *Good Morning Acadiana*. He has also reported news stories for the show. He is originally from Chalmette.

Benji Langlinais, '96, is chief videographer for Video Park, Inc., in Baton Rouge. The Erath native had worked for KATC-TV 3 in Lafayette during his student years, and gained experience in everything from videography to producing and directing.

Kendal Matassa, '97, is the public relations coordinator at Eatel, where he was an intern during the fall semester of 1997.

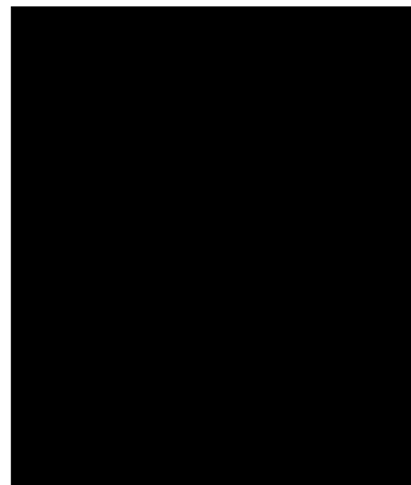
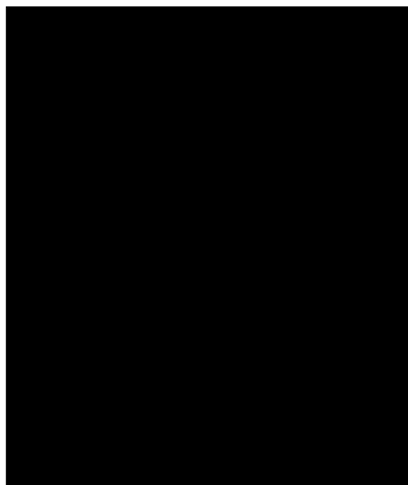
Theresa Comeaux Touchet, '97, is a producer for KATC-TV 3 in Lafayette. She also does reporting. While at USL she was a member of the Ragin' Jazz dance team and was on the 1996 homecoming court. She is working on an MBA, and is married to Mike Touchet.

Leah Taylor, '97, who went off to seek her fortune in Hollywood right after graduating, has joined the public relations department of the United Talent Agency. She began in the UTA trainee program, working in the mailroom for about three and a half months, then she became an assistant to two junior talent agents. When UTA began its in-house public relations department, she landed her first salaried position.

She's not only making a lot more money these days, she's also utilizing her personal creativity and public relations training. "It makes me so proud to be a USL alumna, and I let everyone over here know it," Leah wrote by email. "Everybody I work

with is from the East Coast, so it's been my duty to educate them on how HOT it is down South. Now, they all want to mosie on down there." She can be reached at 639 Rose Ave., Apt. 4, Venice, CA 90291; leah99@earthlink.net.

Jon Sebastien, '97, is also living in Hollywood, working on the production team for "Make Me Laugh." He has just become the proud poppa of a baby boy. Jon had worked as a production assistant for the "Jenny Jones Show" in Chicago.



Why are these men smiling?

Obviously because they're in the company of Christine Price, who earned her master's degree in 1996 with an emphasis in public relations. Price now works for Hayes, Domenici and Associates, a McLean, Va., marketing and public relations firm. If those names sound familiar, you're right: The principal owners are Leslie Hayes, wife of former Louisiana Congressman Jimmy Hayes (who was a national champion debater while at USL), and Rose Ann Domenici, sister of New Mexico Sen. Pete Domenici. Many of their clients want to maintain a high profile in Washington, D. C.

As an account executive, Price works with many well-known clients. In the photos above, Tom Selleck was in town to receive an honor from Congressional Award Foundation, a program that helps young people become active in their community. (The CAF is among the accounts that Price serves.) Bob Dole was another featured guest at the CAF event.

In March 1998, Price worked with Hillary Clinton and former first ladies in publicizing the national first ladies' library, which will be established in Canton, Ohio. She has also coordinated a Library of Congress event involving President Clinton and key members of Congress. Among her firm's other clients are Kellogg's (the cereal company), the National Race for The Cure (for breast cancer), and the Discovery Channel. A native of Manassas, Va., Price has fond memories of USL and Louisiana. She admits of the D.C. milieu, "Sometimes it's kinda surreal."

Students distinguish themselves and the department in academic competitions

Ad Federation

Advertising students won the only award bestowed upon a Louisiana university vying in the District Seven Ad Federation competition. USL students won for the "Best Media Plan" in a campaign they designed for Pizza Hut. **Mark Smalley** was singled out for his work on the plan.

Four undergraduate Mass Communication/Advertising majors (along with one Visual Arts major) won 1997-98 Acadiana Advertising Federation Scholarship

Awards. Two graduating seniors won \$250 scholarships: **Anne Pendergrass** and **Paul Pousson**. Two other seniors, **Lisa Mocerri** and **Mark Smalley**, won \$500 awards.

Public Relations

Valerie Keller won the Jack Sanders Memorial Scholarship for 1997-98 from the Public Relations Association of Louisiana. This was the first time a USL student has won the \$2,000 award.

(continued on next page)

Poister—continued from p. 4

He has also produced and directed “The Spirit of Hiroshima,” a one-hour documentary that contrasts the lives of three atom bomb survivors with a young family living in Hiroshima today.

Poister teaches video production courses, photography and reporting. Prior to joining the faculty he was completing his doctoral course work at Syracuse.

Before joining academe, he worked as an independent filmmaker and recording engineer. Among his other film and television credits are:

- “Kasthuri,” a 30-minute documentary on the south Indian movie business;
- “The Nature of Life,” a six-part educational series produced for McGraw-Hill publishers;
- Seven programs for the Vermont Public Television series, “Crossroads,” featuring such subjects as a poet, a sculptor, a Buddhist Christmas-tree farmer, an opera singer and a mask-maker;
- A promotional film on the New England McIntosh apple industry;
- Work for the Tracy Ullman show and Jim Henson Productions.

Poister also studied theory and composition at the Berklee College of Music, and composed and recorded two albums of original music.

He says he entered the university teaching business by accident. After earning a master’s degree from Syracuse in broadcast media, he was working in Boston when a Syracuse prof called and asked him to come back and teach there.

“I didn’t want to leave Boston, so they offered to fly me back and forth,” Poister

said. He accepted, then he discovered he liked teaching: “I liked contact with students and sharing ideas. It kept me fresher to be around people who are learning and discovering things.”

Eventually he felt he had to emphasize either teaching or film. He chose teaching. “I realized if I could get a permanent post at an institution, it was possible to do both, because my research would be continuing to produce documentaries.”

Poister entered the doctoral program at Syracuse, which combines sociology and anthropology with filmmaking. In February he shipped his completed dissertation back to his committee. He hopes to defend it soon and earn the Ph.D. in May.

With the dissertation out of the way, Poister is starting to come up with some documentary story ideas. Many involve Louisiana: “I try to focus on the area I’m in. One thing that drew me to Lafayette is that the culture here is very unusual.” One idea he’s developing is a documentary that would contrast Louisiana life with outsiders’ stereotypes. He’s also fleshing out a documentary proposal on the present and future of New Orleans jazz.

Porche—continued from p. 4

“I hope to stay here for a while,” Porche said. “I love it here. It was awkward at first teaching students who were only a few years younger than me, or even my age. But now it’s not as bad as it used to be. The students respect me and they pay attention. It (age) is not much of a problem.”

In fact, many times Porche’s age helps him when dealing with students.

“I think I can relate to them a little better,” Porche said. “The older teachers teach a lot about theory, but I can give the students examples that they see every day. I understand them.”

—Ben Berthelot

Students—continued from p. 7

The Baton Rouge chapter of Public Relations Society of America awarded its 1997 Outstanding PRSSA Student Award to **Ben Berthelot**. The USL senior won the \$1,000 award in competition with students from LSU and McNeese.

Hearst Competition

Two students have placed in the top 20 of the annual Hearst Journalism Awards in radio division competition. **Lori Meaux** won a \$500 award for eighth place; **Joanna Spielberg** placed 15th. The department will receive a \$500 matching grant from the Hearst program as a result of Meaux’s winning entry.

The competition is open to students from more than 100 universities.

Debate

The dramatic interpretation duo, **Kyle Broussard** and **Garland Theriot**, placed first at a McNeese tournament, with their scene from “Jekyll and Hyde.” They qualified to perform at the National Individual Events tournament in Flagstaff, Ariz.

The debate team placed sixth in Sweepstakes at the Sunset Cliffs Classic Forensic Tournament in San Diego, in a field of 33 other teams. In Parliamentary Debate, **Omar Thibeaux** and **Tasha Jolivette** placed first in the Novice Division; **Michael Arton** and **Erin Delahoussaye** placed sixth in the Open Division.

At the Louisiana Intercollegiate Forensics Tournament in Alexandria, Feb. 28-Mar 1, **Jolivette** and **Thibeaux** placed second in Parliamentary Debate. **Mandy Sonnier** placed second in Communication Analysis, with a speech about media framing theory.

Cypress Lake News

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