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Cypress Lake News

Newsletter of the Department of Communication • University of Louisiana at Lafayette

Fish and Game Supper Nets \$4,200

Alumni and friends of the department dined on everything from Alligator Primavera Pasta to venison chili and fried bream at the first fundraising event sponsored by the department's new Corporate Communication Council.

The Oct. 2 event at the UL Alumni House included some of the best-prepared wild game dishes available anywhere.

In addition to food prepared by experienced camp cooks, the event featured wild game dishes done by four professional chefs: Gilbert Decourt (Gilbert's), Derek Trotter (Le Triomphe), Brian Blanchard (I Monelli) and Pat Breaux (City Club).

The camp cooks prepared such staples as duck gumbo, fried oysters and rice dressing, along with grilled redfish and other dishes.

Les Frères Michots added a festive air to the supper with their traditional Cajun tunes. The event raised \$4,200, which will help the department in such underfunded areas as faculty travel and equipment maintenance.

Camp cooks and their dishes were: Ira



Telling fish stories to Department Head Paul Barefield are event cochairmen Bill Robbins, left, and Oran Toce, right. At right are Les Frères Michots.

Oertling and Robert Tujaque, pot roasted ducks; Rusty Citron, duck gumbo; Richard Comeaux, rice dressing; Brad Mendoza, grilled ducks; Hartley Duncan, grilled red-

fish; Bruce Broussard, fried oysters; Randy Graber and Hollis Collins, fried bream; Wally Toce, venison chili; Herman Thibeaux Jr., raw oysters

Site team recommends reaccreditation

A visiting team of four professionals has recommended that the department be reaccredited by the Accrediting Council on Education in Journalism and Mass Communication.

The team visited campus January 23-26. Its members were Joe Foote, team chairman and dean, College of Mass Communication and Media Arts, Southern Illinois University; Larry Bowen, professor of communications, University of Washington; Mary Ann Ferguson, associate dean for research, University of Florida; and Maxine Lynch, communication consultant, Cleveland, Ohio.

Accreditation by ACEJMC signals that a department meets national standards. Only 108 communication programs in the United States are accredited. Having a degree from an accredited school is advantageous to students and alumni who seek employment or admission to graduate and professional schools. The department was first accredited in 1994.

Reaccreditation is not official, however. The site team's recommendation must be sustained first by the ACEJMC Committee on Accreditation, which meets in Chicago March 25. That committee's decision must finally be approved by the full

Accrediting Council, which meets in New York May 5-6.

In its written report, the site team summarized the department's strengths:

- "A department chair who emphasizes collegial leadership and who is respected by his faculty and campus leaders;
- "A dedicated, entrepreneurial faculty who provide a high quality of instruction and student advisement, and who participate actively in student-centered extracurricular activities;
- "A highly productive faculty, many of

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Communication Department

whom have achieved national visibility;

- “A department that respects the disparate elements within it and values its collegiality;
- “A department that offers a diverse student body, faculty, and multicultural perspective and one that contributes to the preservation of southwest Louisiana’s unique culture. New faculty are helping to sensitize students to the importance of globalization in the media;
- “A public radio station that strives to involve students in all aspects of its operation;
- “A growing equipment inventory that allows students to enter the digital age;
- “Initiatives in new media that provide students with expanding multimedia opportunities.”

Programs that seek accreditation must comply with 12 accreditation standards, ranging from administration to internships to diversity to curriculum. The site team found the department out of compliance in one standard, budget. The site team’s report noted the operating budget was “insufficient to support a department of this size and quality.” The team reported that the department needed more tenure-track faculty positions, more competitive faculty salaries, and more funds for instructional equipment maintenance.

The heart of the accreditation process is the self-study, which the faculty wrote in preparation for the site team visit. Michael Maher compiled and edited the self-study, and wrote the introductory overview of the department and university setting.

The site team reported that the self-study was “clear, complete, well-organized, and insightful. It seemed to have broad-based faculty input.”

Highlights of the self-study, listed by accreditation standard, are as follows:

1. Governance and Administration.

Department Head Paul Barefield won the 1998 Administrator’s Award of Excellence from the Southern Speech Communication Association.

2. Budget. The current state administration has supported higher education funding, and university-wide faculty salaries are now very close to the Southern Regional Education Board average. The recently initiated TOPS scholarships (Tu-

tion Opportunities for Students) has more than tripled scholarship support for Communication students. From 1997-98 to 1998-99, the number of awards went from 41 (fall) and 40 (spring) to 116 (fall) and 111 (spring). The amount of these scholarships increased from \$82,773 in 1997-98 to \$258,675 in 1998-99. However, the department’s budget for faculty professional travel, library acquisitions, supplies and support staff remains thin, particularly in comparison to national averages.

3. Curriculum. As of the 1999-2001 catalog, the university requires fewer hours for graduation. This is part of a nationwide trend, designed chiefly to reduce the number of semesters students take to earn the degree. Degree requirements have dropped from 134 semester hours to 125. The department revised its curricula by dropping four hours of free electives (which students typically expended on health and physical education courses), and by dropping one social science and one history elective. The journalism curriculum kept the history elective but dropped two social science electives. The department added one one-hour course, a foreign language lab, to remain within the ACEJMC curriculum guidelines.

The public relations program was named 1 of 23 “Premier Programs” in the country by a 1998 Marquette University study. The department has also revised its advertising program.

4. Student Records. Advising degree templates have aided the department in 100 percent compliance with the ACEJMC 90/65 rule, which mandates that students take at least 90 semester hours of coursework outside the department. Sixty-five of those hours must be within the liberal arts and sciences.

5. Instruction/Evaluation. The department’s 1999 outstanding alumnus, Louis Resweber, initiated a \$10,000 endowment for an annual award for outstanding teaching in the department. The first winner, named at the May department banquet, was Ty Adams, who has initiated two popular courses in computer-mediated communication.

Student success in regional and national competitions is a good indicator of the quality of instruction. For the past three years, broadcasting students have placed in the top 10 of the Hearst Awards competition, the most prestigious national

student journalism competition. Additionally, journalism students have won almost 100 awards since 1995 in competitions sponsored by the Society of Professional Journalists and the Southeastern Journalism Conference.

6. Faculty. Since the 1993-94 accreditation cycle, the department has borne the tragic deaths of three faculty: Department Head Robert Simmons, 1993; Ron Rich, 1996; and Jung-Sook Lee, 1998. Most faculty have extensive professional experience in addition to teaching experience. Of the current 14 full-time faculty, five have between 10 and 20 years’ experience, four have more than 20, two have one to nine years’ experience, and three have no professional experience outside teaching.

7. Internships. Carol Rusaw now supervises the internship program, which is required in journalism and public relations and highly recommended in advertising and broadcasting sequences. In addition to working 10 hours a week under the supervision of a communication professional, students complete a learning contract, a career plan, a learning journal, and a resume. Internship students meet weekly on campus to share experiences and seek advice about their internship job.

8. Equipment/Facilities. Since the previous accreditation cycle, department faculty have secured funding from university or off-campus sources for \$532,000 in equipment. The department’s two computer labs have CPUs that are less than two years old. The Macs have just been upgraded to 128 MB of random access memory. Broadcasting equipment remains fairly current, with the exception of the sound production lab, which is the department’s top-priority need.

Renovation of Burke-Hawthorne Hall is No. 1 on the university’s capital improvements list. The coming legislative session will determine whether those improvements will be funded. A new student self-assessed fee, titled the Student Technology Enhancement Program (STEP), now generates about \$2 million annually for technology incentives on campus. In 1999 faculty secured more than \$64,000 in STEP funds. STEP grants should improve the timeliness of future equipment upgrades.

9. Scholarship/Research. Since the 1993-94 accreditation review, faculty have produced seven books, 48 journal articles, 20 book chapters, and 100 conference or

panel papers. This level of scholarship is the more remarkable given the faculty's three-course teaching load. A two-course teaching load is typical at comprehensive research universities.

10. Public Service. Each faculty member engages in a wide range of community and professional service. These range from holding office in professional organizations to producing a university news segment for Acadiana Open Channel, the area public-access television station. The department serves the area journalism professions by hosting many journalism conferences and seminars, including the Southeastern Journalism Conference (1999), the Society of Professional Journalists Region 8 & 12 Conference, and regular symposia on journalism topics. A number of department courses serve area nonprofit agencies.

11. Graduates/Alumni . In its 1994 accreditation review, this was the department's sole out-of-compliance standard. Since that time the department has initiated this newsletter, as well as Outstanding Graduating Senior Award and an Outstanding Alumni Award. The department has also formed a Corporate Communication Council, which includes many alumni, to assist in graduate job placement, fund raising, curriculum and facilities planning. Fund-raising efforts that have netted the department three \$100,000 endowed professorships, almost \$100,000 in scholarship endowments, and a \$10,000 endowment for an annual outstanding teaching award. The department's Web site includes

a chat room and listserv for alumni and other friends of the department.

As part of the accreditation effort, the department surveyed its December 1996 and May 1997 graduates to measure their level of satisfaction with their course work, and to assess whether they had found jobs in communication fields. Ninety percent of the respondents had found jobs in communication fields. Of those, about half said their jobs were directly related to their program of study; the other half said that their jobs were somewhat related to their degree training. In measuring graduates' overall level of satisfaction with their course work, graduates gave the department a rating of 4.19, where 5 was the top score, a very high level of satisfaction, and 1 was very low satisfaction.

12. Diversity. The department's student demographics are very close to those of the Acadiana area. Black or Hispanic students are 25.5 percent of department enrollment and 27.1 percent of the area population.

Since 1994 the department has employed a full-time black faculty member. Additionally, this semester an adjunct black faculty member, Thomas Jones, began teaching international communication law. He is a former Visiting Fellow in the Human Rights Program of Harvard Law School.

The department has an active chapter of the National Association of Black Journalists, and its adviser, Patricia Holmes, has initiated a university-wide summer study program in Ghana.

Department banquet April 28

The department will hold its annual awards banquet Friday, April 28. The department will recognize an outstanding alumnus or alumna. Faculty also honor outstanding graduating seniors and recognize students who have won competitive awards. The event will begin at 6 p.m. at the Lafayette Petroleum Club. Alumni are invited to attend. For more information contact Sigma Gamma Mu adviser Carol Rusaw at (337) 482-6932.

SPJ symposium on the black press

The ULL chapter of the Society of Professional Journalists will host a symposium on the history and functions of the black press. The symposium will meet March 14 in Wharton Hall Auditorium at 7 p.m.

Former faculty member Laura Rouzan will discuss the origins of the black press in Louisiana. Symposium organizer is Anne Engammare, a native of Switzerland, who is a journalism senior and the current *Vermilion* editor.

Environmental journalism

The department initiated a new course in environmental journalism in the 1999 fall semester. It gave students the basics of covering such issues as coastal erosion, air and water pollution, urban sprawl, flooding, endangered species and population growth.

Students heard weekly speakers from such regulatory agencies as the Army Corps of Engineers and the La. Dept. of Environmental Quality. They also took a field trip to the Old River Control Structure and to Rivers Bend nuclear power plant.

Poret to contribute \$30,000 for public relations scholarship

Ory Poret, a 1947 graduate, has announced that he will donate \$30,000 to initiate an endowed scholarship in public relations. Poret, who also donated \$30,000 to the College of



Ory Poret

photo by Terri Fensel

Business Administration, said public relations was an integral part of his 40-year career in state government. Poret headed the State Land Office at his retirement in

1980. During his career he issued many press releases and frequently testified before legislative hearings on land title matters. A native of Cottonport, Poret began his studies at ULL (then SLI) in 1940. He was among hundreds of students who resigned from the university and enlisted shortly after the Pearl Harbor attack. He served in the Pacific through the war. While a soldier, Poret remembers, he received many letters from SLI President Joel Fletcher, who wrote former students, praising them for their courage and devotion to their country. After honorable discharge from the Air Force he re-enrolled at SLI and completed a business degree.

Poret has been a regular contributor to the University's Alumni Annual Fund drive. He also purchased his brick in the Alumni Association's Walk of Honor project, and he attended his 50-year Golden Class Reunion in 1997.

Poret has asked that his \$30,000 endowment be allowed to grow, by not deducting earnings from the invested principal for 10 years.

He said he hopes that each endowment will, after 10 years, provide a full scholarship. The Ory G. Poret Scholarship in Public Relations will go to a junior or senior student who has maintained a good academic record.

Faculty professional updates

Ty Adams coordinated the American Communication Association national conference, hosted by the department in October. He also participated in the Maguire Oil and Gas Institute, held at SMU in Dallas, during the summer. Adams has written two grant proposals funded for more than \$44,000 by the Student Technology Enhancement Program, a new student self-assessed fee that generates a pool of \$2 million a year for campus technology improvements. One STEP grant has purchased additional RAM, software and hardware for the department's Burke Hall computer lab. A second grant has purchased classroom presentation equipment and computer peripherals for the H. L. Griffin auditorium.

Paul Barefield is currently serving as President of the American Communication Association and (with Ty Adams) was responsible for the 1999 convention, held in Lafayette. He continues to serve on the editorial boards of the *American Communication Journal* and the *Communication Law Review*. He was the first recipient of the Excellence in Administration Award from the Association for Communication Administration.

Janet Bridges will publish "A Discussion of Traditional and Computerized Survey Techniques to Reach Target Publics and a Field Experiment to Determine Their Media Use" in the next *Journal of Promotion Management*. She and **Patricia Holmes** won an instructional improvement minigrant to purchase a series of eight videotapes for use in CMCN 110, *Mass Media and Society*. The tapes cover the history and current practice of many mass communication professions.

Robert Buckman published an article in the September *Quill* about Alejandra Matus, a Chilean journalist who is living in exile in Miami. Matus' book, *The Black Book of Chilean Justice*, was critical of the court system. That system issued an arrest warrant against her, forcing her into exile. The Inter-American Human Rights Commission has told the Chilean government it was dissatisfied with its response in her

case. Buckman also published articles about the Matus case in the *Washington Times* and the *Dallas Morning News*.

Buckman also had an article in the Aug. 28 *Editor & Publisher* about the Louisiana case that has been appealed to the Supreme Court on the issue of whether the media can be sued for invasion of privacy if someone illegally records a telephone conversation, then reports the contents of the conversation at a news conference, and the media report it.

This summer Buckman published articles on Louisiana's Congr s Mondial in the *Washington Times* and the *Atlanta Journal-Constitution*. He also covered for the *Washington Times* former Louisiana Governor Jimmie Davis' 100th birthday party.

William R. Davie has been appointed by the Broadcast Education Association to head the Broadcast News Writing syllabus project, which is intended to help teachers on a nationwide basis with ideas on how to introduce students to radio and television journalism. He and other broadcasting scholars are collecting course plans and will offer many of the best syllabi over the Web. The goal of the project is to produce a chapter in *Mass Communication Education*, a book offering a broad comparative view of modern education in electronic media. Davie also has been researching an introductory text for Allyn and Bacon Publishers, titled *Principles of Electronic Media*, which will focus on new digital domains in the converging world of electronic media. In the summer he traveled with colleague Carol Rusaw to present a paper in Rome, Italy, on communication internships.

Kathleen Kelly was awarded the 1999 Jackson, Jackson & Wagner Behavioral Science Prize at the Public Relations Society of America (PRSA) national conference in Anaheim, Calif., this past October. Presented by the PRSA Foundation and funded by an endowed grant from the firm of Jackson, Jackson & Wagner, the prize "recognizes individual behavioral science researchers whose scholarly work enhances the understanding of concepts and theories that contribute to the effective-

ness of public relations practice." Previous recipients include James Grunig, Everett Rogers, and Robert Heath.

This fall, Kelly also was reappointed by UL Lafayette to the Hubert J. Bourgeois Research Professorship in Communication. In the summer, Kelly was invited to Washington, D.C., to present her paper, "Stewardship: The Missing Step in the Public Relations Process," to the Commission on Public Relations Measurement and Evaluation, which is establishing standards for the field. Stewardship—as it applies to fund raising—was also the topic of Kelly's keynote speech to the National Catholic Educational Association's Secondary School Conference in Boston in June.

News coverage of the 1998 Mexican forest fires typically focused on the smoke, rather than on the biodiversity catastrophe caused by the fires, according to a paper presented this summer by **Michael Maher** at the national conference of the Association for Education in Journalism and Mass Communication. Maher is revising and expanding this paper for submission to a science communication journal. In the summer Maher also presented a paper on media coverage of world population conferences, to the Global Awareness Society.

Maher also participated in the Maguire Oil and Gas Institute, held this past summer at SMU in Dallas, to gather information for his course in Environmental Journalism. During the year he coordinated the department's accreditation effort, and edited the work of faculty contributors into the finished self-study. Maher also recently won a university Instructional Improvement Minigrant to attend the University of Missouri "boot camp" in computer-assisted reporting.

Geoff Poister has won \$9,000 in grants for a documentary film about young, emerging jazz musicians in New Orleans. The documentary follows the lives of three musicians over a year, so Poister travels to New Orleans almost every week. Funding has come from the Freedom Forum Professional Publishing Program, \$5,000; and from the makers of Tabasco sauce and

Community Coffee, \$2,000 each.

Poister is also finishing shooting for an experimental documentary that deals with gender issues between men and women in a light-hearted manner. Poister also just signed a book contract to publish his dissertation: *Family Photographs East and West: China, Japan, India, and the U.S.*

Patricia Rockwell edited and published the first volume of the *Louisiana Communication Journal* for the Louisiana Communication Association. In August 1999 she was a panel member at the Louisiana Communication Association's annual convention, along with colleagues Kitty Valdetero, Brenda Comeaux-Trahan, Carol Rusaw and sociology department

head Eddie Palmer. The convention topic was implementing service learning in communication courses.

Rockwell has also been appointed a member of the National Communication Association's Service-Learning Task Force.

She was also appointed to the university's Internal Review Board. She has recently published two articles: "The effects of attorney nonverbal communication on credibility," (with Amy Ebesu) in the *Journal of Credibility Assessment and Witness Perception*; and "Developing communication skills through service learning," in the *Academic Exchange Quarterly*.

Carol Rusaw joined colleague Bill Davie in facilitating a workshop, "How to

Make Your Internship a Real learning Event" at the International Organizational Behavior Teaching Society conference in Milan, Italy, in July. Rusaw also had an article, "Uncovering Training Resistance: A Critical Theory Perspective," published in the December 1999 edition of the *Journal of Change Management*.

Pat Watters, who taught journalism from 1991 to 1993, died in August at age 72. He was a former *Atlanta Journal* city editor and was the author of six books. He also wrote for the *Atlantic Monthly*, the *New York Times Magazine*, and many regional publications. He enjoyed his brief teaching stint in the department, and moved to Abbeville in his retirement.

Swain heads advertising sequence

New advertising sequence head William Swain brings to his position a wealth of professional experience, as well as diverse teaching credentials.



Swain

Swain joined the faculty in the 1999 fall semester.

He has credentials from many phases of mass communication. He reported for

the Alexandria, Va., *Gazette*, and he edited *Professional Pilot* magazine and *Form* magazine. He was a public relations representative for the Southern Railway System in Washington, D.C., and ran his own full-service integrated communication agency in Knoxville, Tenn.

Swain also served as director of marketing for the University of Alabama College of Continuing Studies. He earned his Ph.D. from Alabama.

He taught at Texas Tech and Northwestern State University in Natchitoches before joining the UL Lafayette faculty. He was President of the Northwestern Faculty

Senate in 1998-99. In addition to advertising, Swain has taught many public relations courses, including campaigns, case studies, special problems, and principles of public relations.

Swain has initiated changes in the advertising sequence, reconfiguring CMCN 332 and 336 (respectively, Radio-TV Advertising Copywriting and Print Media Advertising) into a two-semester sequence, Advertising Creative Strategy I and II. He reasoned that, in the real world of advertising, client needs and creative strategy are more important than the advertising medium itself.

NABJ recruits new communication majors

The campus chapter of the National Association of Black Journalists has begun visiting area high schools to encourage students to major in communication, according to Patricia Holmes, NABJ adviser. "Chapter members plan to follow the national NABJ mission by becoming involved in the community," she said.

NABJ president, Julie Roberts, encouraged students of all races to join. NABJ is not just for African-American students, she said, "Any students can join, and anyone who comes will be welcomed."

NABJ was founded in December 1975. It now has 74 professional chapters and 51 student chapters, comprising 3,000 members. For further information, contact Patricia Holmes at ULNABJ@yahoo.com.



Patricia Holmes, center, joined ULL football coach Jerry Baldwin to speak at Acadiana High for Black History Month. With them are, from left: first row, students Krystal Dorsey, Shanea Morrison and Shavon Savoy; standing, teachers Cynthia Ford, Sheila Trahan and Joe Robinson; and Keicia Hawkins, right.

Alumni and student news

Francis Arceneaux, '57, graduated in speech communication. He served in the U.S. Air Force for 20 years, retiring as a major in 1978. He later held a position for 17 years with the Lafayette Parish School Board. Now, Arceneaux says, he "enjoys his 13 grandchildren and plays golf." Arceneaux's wife, Lynette Kleinpeter, graduated in home economics from UL. Their oldest child of four is following his dad's footsteps by serving in the U.S. Air Force after having graduated from UL.

Peter Mayeux, '65, recently completed a CD-ROM-format interactive history of the mass media in Nebraska. Mayeux is a professor of communication at the University of Nebraska-Lincoln.

After graduating from what was then the department of speech, Mayeux spent two years at the University of Iowa, then returned and taught broadcasting at ULL from 1967-69. He has been teaching broadcasting at the University of Nebraska-Lincoln since 1969. He is a native of New Iberia.

James L. Sterling Jr., '76, is a industrial salesman for ISOCOLA, Inc., a industrial valve company located in Lafayette. His duties include cold calls and presentations, as well as managing existing accounts. While at UL, he was a member a Phi Kappa Psi, and enjoyed being part of programs such as international student hour, where he was privileged to talk to students from around the globe. He also had a weekly radio show called "oldies but goodies," music he still enjoys today. "There's nothing like oldies," Sterling said. He remembers some of his favorite professors were Bernard Crocker and Ronald Kern.

Shortly after graduating from UL with a degree in broadcasting, he landed his first job as a camera man for KATC TV-3. He worked at such jobs as film chain operator and switcher. He had aspirations to write and produce commercials, but attributed a small market to the reason he chose to leave the broadcasting business. He branched into real-estate sales before finally venturing into the world of industrial valve sales.

He currently manages accounts rang-

ing from Lake Charles to New Orleans. Sterling says when he's on the road doing business he often tunes in to KRVS, where he enjoys the French programming. Sterling said that he tried to move away from Lafayette twice, but always came back to the place he calls home.

Wanda Lemon Lastrapes, '79, is director of Teacher Education Services at Old Dominion University. That program is the largest teacher-preparation school in Virginia. Lastrapes and her staff of three academic advisers process from 200 to 250 applications for student teaching placements in an average semester. She coordinates all requests for field experience placement for Old Dominion education majors. Her bachelor's degree was in speech education. She also earned a master's degree in education in 1984.

Cynthia Judice, '80, is committed to helping others. She is an active member of the Diabetes Association.

Her current job in pharmaceutical sales allows her commitment to reach new heights. Through establishing relationships with doctors, nurses and diabetes educators, she markets pharmaceutical products for type-2 diabetes.

She earned her bachelor's degree in speech communication with a minor in public relations.

"I would like to have majored in (public relations) but at the time it was only offered as a minor," she said. She said she has only fond memories of UL.

Perry Ledet, '80, has just begun a new career as an educator. "The call to teach" encouraged him to return to UL and complete his master's degree in education in December 1998.

Ledet noticed a change in student attitude from his undergraduate days when he recently came back to study education. He said, "When I returned to school, I saw kids without much motivation, who want the easy way out."

Currently teaching math and science at Crowley Middle School, Ledet said, "Teaching is a whole different animal."

He enjoyed his time as an undergradu-

ate, studying radio and television broadcasting as an opportunity to grow socially and intellectually. After graduating from UL in radio and television broadcasting, Ledet worked in the television industry in different production capacities for 15 years. He has been active in local community theater such as the Abbey Players, as well as participating in Big Brothers/Big Sisters of Acadiana.

In January 1999 **Gary Cruice, M. S. '82**, left his position at Delgado Community College to accept a position with Interactive Systems Interantional — a software development company based in St. Rose. "This is the first time in roughly 18 years that I haven't been teaching!" Cruice writes. "My position title is Analyst. ISI develops software for corporations and much of our work is Web- or server-based. I work with clients and staff to develop the initial product requirements and the system requirements that guide the design and implementation of our software systems."

Cruice interviews managers and users to determine what they expect a computer system to do. "I observe work practices and accumulate artifacts (mostly forms) that folks use to do their work," he writes. "In other words, I capture business rules and document workflow. I then have to convert the actual workflow into an information flow for the system to be built."

This logical design includes explanatory text and diagrams. These are converted into a physical design of the system (database design and more). Cruice does not write the computer code, but acts as an in-house subject matter expert for the designers and programmers who implement the system. Finally, he helps devise a testing plan and conducts testing.

"Currently, we have a big project in Greece," Cruice writes. "Since I get along with the client and can do analysis, I'm now in Greece most of the time. Sounds great, but it means much time away from home being under the gun!"

Constance Gatlin, '91, is development director at Cathedral-Carmel Elementary in Lafayette. Her duties include promotions, publicity, and fund raising. She

is a link between school administration, teachers and parents. Gatlin has worked at Cathedral-Carmel for 20 years. She returned to college while her two daughters were also in college, to advance her career. She earned a degree in public relations.

She credits two teachers for her success: Mike Maher, for teaching her desktop publishing, and Virginia Cromwell, for teaching her public relations theory and grant writing.

In addition to her full-time job, she owns her own business called "Chicken-Up." She sells pots used specifically for cooking chicken. Gatlin serves on the board of directors for the Lafayette Downtown Development.

Anna G. Mallory, '82, lives in Oklahoma City with her husband and three children, age 6, 10 and 12. She has been teaching Jazzercise for more than 10 years. She also has a new job working part time for the Putnam City School district in Oklahoma City under special services, teaching grades 6-12.

After graduating in interpersonal communication, Mallory received her teaching certificate in Texas for speech, drama and English. She spends her spare time teaching two Sunday school classes. She also does volunteer work at her children's schools.

Mallory has many fond memories of her years at UL, including her role in the school play. She said, "I liked Dr. Barefield a lot. When I think about Burke Hall, I have warm feelings."

Allison Prendergast, '83 is a senior communication specialist for Waterford 3, the oldest nuclear power plant in Louisiana. Prendergast is enthusiastic about her job with Entergy, and has worked there for 10 years. "This summer has been a whole new challenge for me. I entered the nuclear part of the industry," she comments. Among her various job responsibilities, Prendergast has kept up with technology by doing Web publishing for Entergy. She also hosts tours, talks with the media, and publishes employee newsletters.

"I love my job," Prendergast adds. "Some people get a degree and end up not liking what they do. I am really grateful to have a job that is exciting and that I enjoy doing." Entergy employs a number of UL graduates and she is glad to see familiar faces.

Prendergast has fond memories of UL. Growing up in New Orleans, she had many colleges to choose from. She is proud to be a graduate of the mass communications program and believes that UL gave her a strong foundation. One of her fondest memories was working for UL's radio station, KRVS. She was also in the Honors Program and remembers how wonderful her professors were, especially Gerald Flannery and Honors Program Director Patricia Rickels.

Prendergast believes that the name change is good for the university. "The main way that the university can get recognized is to perform—have quality programs and produce quality students," she adds.

Prendergast is married to **Mike Prendergast '83**, who graduated in petroleum engineering. He is now a supervisor for the Minerals Management Service for the Department of the Interior. They and their two children, Jack, 8, and Kate, 4, reside in Luling. While juggling jobs and parenting, the Prendergasts still manage to have time to be involved in the community. Mike has been an assistant soccer coach, and Allison does volunteer work for a local school.

Prendergast not only values her education, but she also believes that her success is due to hard work and dedication. "Every job I've had, whether it be at a radio station, or a low-paying media job, they have all helped me to get where I am today and I am truly blessed."

Jordan Jones, '88, uses his public relations training to design oil spill exercises for an oilfield service firm. Jones began his career with La Place & Associates, a public relations firm. He later worked for the National Guard. Jones, his wife, Richele, and their two children live in New Orleans.

Lorri McCarthy, '88, has been working for six years as regional manager with Cable Time Advertising. She supervises sales, production and office staff. "I have great staff and enjoy my work," Lorri said. Her responsibilities include managing sales of advertising on cable.

Prior to this position, Lorri worked with Fox Cable Station as advertising sales manager. "I took that job four days after I graduated from USL, although I got a bachelor's degree in public relations."

Lorri is State Director of the American Advertising Federation. Together with faculty members Jung-Sook Lee and William Davie, she participated in establishing the ULL student chapter of American Advertising Federation. Lorri is married and expecting her first child.

John Sanchez, M.S. '88, was awarded the 1999 Excellence in Teaching Award from the College of Communications Alumni Society at Penn State University, where he is a faculty member. Sanchez is a nationally recognized authority on Native American issues and media coverage. He has been inducted into the National Native American Archives.

Sandra West, '89, went directly to work following graduation as public relations director of Malco Bowling, Inc. (Acadiana and Lafayette Lanes). Her duties included improving the image and awareness of bowling, writing company newsletters, and setting up various marketing activities involving local schools.

"I was a workaholic," says West. "I was so driven to be number one." She moved to the Alexandria area and became an account executive for KZMZ 96.9 radio station. Some of her clients included Coca-Cola, The Alexandria Mall, Coors Brewing, and Cuco's Mexican Restaurant. "Radio is the best-kept secret in PR," says West. "After a while, you become a private PR consultant with each of your clients because they trust you so much."

She and her husband Troy live in Bunkie and have three children: Spencer, 2; Zachary, 4; and Christopher, 7.

Jeff Gremillion, '92, has returned to New York as managing editor of *Gear* magazine, which covers popular culture and men's fashion for a national readership. Early-90s alumni will recall that Gremillion edited the yearbook titled *A Shock to the System*. It was controversial for its photo of a semi-nude couple in bed, as well as for a photo illustration of the bulldog mascot sitting atop a U.S. flag. Gremillion won awards, as well as a First Amendment lawsuit against the university administration, over the book. After graduation he earned a master's degree from Columbia, then served a one-year stint editing the *Columbia Journalism Review*. He

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has since worked for *Aspen Magazine* and *Mediaweek*. In February 1999 he returned to Lafayette as political writer for *The Times of Acadiana*. He was promoted to managing editor, but left in November to work for *Gear*.

Danielle L. Wood, '92, is currently copy editor for *The Daily Advertiser*. Some of her past jobs have been with *The Ville Platte Gazette* as sports editor and reporter for *The Daily World* in Opelousas. Danielle's favorite professor at the University was Paul Barefield. She says, "He was funny, but tough. I learned a lot from him." She is married and has one child.

Hydi Stuart, '93, enjoys volunteering her public relations skills to the Lafayette Performing Arts Society and the American Heart Associations. When not volunteering her time, she works for Oilfield Services in the payroll and accounting department. Stuart has been working for Oilfield Services since graduating. She resides in Lafayette.

Cynthia Devillier, MS '96, is the development director for the Lafayette Natural History Museum & Planetarium Association.

D'Lane Wimberley, '97, is an administrator for Briney & Foret Law Firm in Lafayette. She handles marketing, personnel management, and all other operational is-

ses. The firm employs five UL students part-time. Wimberley, who was the department's and the college's outstanding graduating senior, also does volunteer work for the UL Alumni Association.

Mireille Cameron, '97, has moved to New Orleans as part of her promotion to account executive with Planet Symphony, a Lafayette-based Web design group. "I really wanted to get into a bigger market, personally and professionally," she writes of her recent move. "I am still a bit shell-shocked, but in time I will get used to this new apartment and new city." She can be reached at mireille@planetsymphony.com, or at 5227 Coliseum St., N.O. La. 70115. "Make your Mardi Gras reservations early!" she adds.

Jon Sebastien, '97, is associate producer for The Leeza Gibbons Show in Los Angeles. His address is 1825 Whitley Ave., Apt. 101, Los Angeles, CA.,

Leah Taylor, '97, is a junior publicist in the fashion department at People's Revolution, a Los Angeles publicity firm with a fast-growing and impressive client list. "I work on such accounts as designers Randolph Duke and Vivienne Tam, rock 'n' roll clothiers Lords on Melrose Ave., the boutique hotel International House in New Orleans, The Avalon in Beverly Hills and The Sunset Marquis in West Hollywood. It's a very fast-paced, demanding and difficult job, but there are so many avenues I can take with this. I'm definitely looking forward to what lies ahead." Leah's first job on the West Coast was with United Talent Agency.

In less than six months from graduation **Lori Meaux, '98**, made it to the position of weekend anchor at KLFY-TV 10. This post and hosting the morning show are considered "anchors-in-waiting" slots. In her student days, Meaux won a Hearst Award, the most prestigious journalism competition, in 1998.

Troy LeBlanc, a junior from New Iberia, won The National Mark of Excellence Award for Radio Sports Broadcasting at the 1999 National Convention of the Society of Professional Journalists. The report by LeBlanc focused on the ups and downs of the Louisiana IceGators professional hockey team. The SPJ convention was held in Indianapolis.

In the 1999 fall semester, the **debate squad** placed second in the sweepstakes award at the University of Houston Debate Tournament and third in sweepstakes at the LSU tournament. **Tasha Jolivette** placed first in speaker points at the LSU event. She also won the impromptu speaking event at a tournament hosted at Northeast Louisiana University in 1999.



Jolivette

Graduate student **Melissa Wilson** won the Top Student Paper award at the Louisiana Communication Association convention held in Hammond.

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