

Cypress Lake News

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 Newsletter of the Department of Communication • University of Louisiana at Lafayette • www.comm.louisiana.edu/

Broadcasting students document CajunBot quest

STUDENTS IN PHIL AUTER'S Documentary Production class got to cover a nationwide news event in videotaping the progress of CajunBot, the university's self-navigating six-wheeled all-terrain vehicle.

CajunBot was among 15 finalists winnowed from 106 entrants in the Grand Challenge, an engineering competition sponsored by the Defense Advanced Research Projects Agency (DARPA).

Competitors sought to build a vehicle that could navigate its way across the desert along the California-Nevada border. The prize was \$1 million.

Students from the Center for Advanced Computer studies, directed by faculty members Arun Lakhota and Charles Cavanaugh, put together CajunBot with components cobbled together on short notice from local small businesses. CajunBot itself was originally a duck hunting all-terrain vehicle loaned by a preacher in Melville, La.

The UL team was up against entries from the likes of Cal Tech and Carnegie-Mellon, who had sponsors like Intel, Boeing and B. F. Goodrich.

This Cinderella story line proved irresistible to major news organizations like CNN and ABC, who sent crews to Lafayette to videotape the CajunBot crew's preparation.

At the invitation of Lakhota, communication students set out to document the race from start to finish. Each broadcasting student headed a different task. Crystal Naquin wrote a detailed story line. Amanda McKinney researched the subject



photo by Jason Landry

Amanda McKinney videotapes a Team CajunBot student.

matter, the target audience and creative strategy. Sean O'Regan wrote a shooting schedule and shooting script and listed archival material to be used, people and equipment needed, crew assignments, locations, and possible re-creations.

Dale Van Brocklin managed both
(continued on page 2)

Doug Manship Jr. is 2004 Outstanding Alumnus

Gov. Kathleen Blanco joined students and faculty in honoring Doug Manship Jr. at the annual Communication Banquet April 23.

Manship, the department's 2004 Outstanding Alumnus, is publisher of the Baton Rouge daily, *The Advocate*, as well as its Saturday and Sunday editions, and the Internet site, a converged site with WBRZ-TV Channel 2. He is the fifth member of his family to serve as publisher of the newspaper. The Manship family is well known for its generous support of LSU - Baton Rouge, site of the Manship School of Journalism.

Doug served

in the U.S. Army before attending UL Lafayette, where he received a degree in radio/television/speech in 1968. During that time, he worked on *The Vermilion*, serving as editor during his senior year.

After graduation, he worked for the family newspapers in advertising, the pressroom, circulation, and as director of promotions. In 1973, he became the newspaper's first full-time Washington, D.C., correspondent. He returned to Baton Rouge six years later and served as news features editor, then later became an editorial writer. In 1995, Doug launched *The Advocate Online*. He was named *Advocate* publisher in October 1999.

Doug serves on the board of directors of Capital City Press, Louisiana Television and Broadcast Corporation, and Mobile Video Tapes. In addition, he is on the board of directors of the LSU Foundation.



photo by Ashley Coussou

Doug Manship Jr. and his wife, Dianne, received CommuniCajuns shirts at the department banquet, along with Gov. Kathleen Blanco. Presenting a shirt to Gov. Blanco is Department Head Michael Maher.

Maher named department head

MICHAEL MAHER, who has edited this alumni newsletter since its inception, has been named head of the Department of Communication. He replaces Paul



Barefield, who has retired to Gulf Shores, Ala.

Maher joined the faculty in 1989. Prior to that he was director of the university's Office of Public Relations and News Services. In that capacity he was startup editor of the university magazine, *La Louisiane*. He also produced video programs, brochures, press releases and other materials for the university.

"I've worked for UL Lafayette since 1974, but prior to that I was a student from 1968-1972, earning a degree in English," Maher said. "And even before that, my Dad was head of the Agricultural Engineering

Department, right across Hebrard Boulevard in Lee Hall. I can remember being on this campus since the 1950s."

Maher's master's degree is from the University of Maine. Three years after joining the faculty he took a leave of absence and moved his family to Austin, where he completed his doctoral course work in journalism at the University of Texas from 1992-1994. He finished his dissertation the following year while teaching full-time.

Maher chaired the department's most recent accreditation effort and edited the departmental self-study, which is the backbone of the accreditation process. He was also actively involved in the department's chief fund raiser, the annual Fish and Game Supper, which he headed in October 2003. He studies media coverage of environment and offers an environmental journalism course.

Maher's first priority was expanding the faculty to cover the department's growing undergraduate enrollment. The UL Lafayette administration has approved add-

ing a new position, instructor of visual communication, to cover the popular, high-demand courses in desktop publishing, Web design and photojournalism.

Additionally the department has filled tenure-track positions in public relations and advertising. An second public relations faculty position should be filled for fall 2005.

"With the addition of new faculty and with construction starting on a new wing later this year, the department has a great opportunity to advance," Maher said.

The new wing will house three computer labs and a large multimedia classroom that can be used for Media and Society courses. It will also give the department additional office space for faculty and graduate assistants.

A major priority in the coming years will be rebuilding enrollment in the graduate program and renewing departmental accreditation, Maher said.

Alice Ferguson will take over as editor of *Cypress Lake News* effective with the next issue.

CajunBot, continued from p. 1

scouting footage and "weekly rushes." He also shot Team CajunBot as they departed the Lafayette airport for California. Marcy Punch oversaw the tape log and paper edit, a hard-copy version of the editing process.

Each member of the class picked a master scene to write. This enabled the entire class to have creative control without stepping on each other's ideas.

The entire class shot video footage, primarily around Abdalla Hall, where Team CajunBot did most of its work.

Jason Landry worked with Marcy Punch to handle most of the editing,

Danielle Alsandor was in charge of the audio paperwork, which included shot lists for narration, narration script, and a dubbing cue sheet.

Lingjing Bian created the first draft, which included revisions from the rough-cut, graphics, transitions, narration, music, and sound effects.

Jonas Landry addressed the post production paperwork, which included client approval form, production team release forms, talent release forms, location permission forms, archival material usage forms, and music release forms.

Sean O'Regan traveled to California and Nevada to videotape CajunBot at the DARPA Grand Challenge.

Unfortunately CajunBot did not win, but then, nobody won. No entrant completed the course during final competition in April.

However, the university got great national news coverage, and the class completed a polished 15-minute documentary of the CajunBot quest. The story will continue next year as UL again enters the next DARPA Grand Challenge.

—Sean O'Regan contributed to this article



Debaters win trophies in two tournaments

The Speech and Debate Team won trophies from two north Louisiana tournaments. Senior Dustin Reed won first place trophies in dramatic interpretation, prose interpretation, and programmed oral interpretation at a tournament in Monroe. Novice debaters Chrissi Cefelli and Nic Bernard took the top place in their division of parliamentary debate at a tournament in Shreveport. The novice team of

Lauren Burke and Amanda Lopez garnered third place at the same tournament. Cefelli won the top speaker award in her division of parliamentary debate at the Monroe tournament.

Debaters, from left, are: (first row) Kyle Guidry, Chrissi Cefelli, Sara Swisher (assistant coach) and Dustin Reed; (second row) Amanda Lopez, Tameka Dauterive, Lauren Burke and Nic Bernard.



CommuniCajuns shirts available
Sigma Gamma Mu Communication Honor Society has developed a "CommuniCajuns" long-sleeved shirt. The fiery UL-red shirts are great for games or any UL function. SGM President Jessica Russo models one above. They're available in small, medium, large, and extra large, and sell for \$20. To purchase yours, contact the Communication Department at (337) 482-6103.

Editing suites ready for fall

The department will install five new digital video-editing suites for the broadcasting program. The suites will greatly increase student access to high-quality editing equipment. Funds for the room renovation and equipment came from the university's Student Technology Enhancement Program and Scientific Equipment funds.

Alumni Chapter to Meet

The Communication Alumni Chapter will meet Friday, Aug. 20, at noon in the UL Alumni Center. On the agenda will be future events, fundraisers, and election of officers. The meeting will be brief and interested alumni are invited to attend. For more information contact Chapter President Kim Neustrom Richard at (337) 482-1437.

Graduate student slain on campus

Department faculty and students were deeply saddened and dismayed by the murder of Ting Chen, a first-year communication graduate student from Shanghai, China, on May 14. Chen's body was found in the UL Conference Center in the room of Haiming Luo, a biology graduate student who is also from Shanghai. He was arrested near Buffalo, N. Y., and charged with second-degree murder.

Hebert wins national award

Adjunct Professor Elsie Hebert received the Charles H. Sandage Award for Teaching Excellence from the American Academy of Advertising. "The Sandy," as it's called, recognizes outstanding contributions to advertising teaching. AAA gives only one award a year to nominees from across the nation. Prof. Hebert received the award at last year's AAA national conference.



Feast set for Oct. 16

The 2004 Fish and Game Feast will be held from 5 to 8 p.m. Oct. 16 at the Alumni House. The event features redfish, oysters, ducks, shrimp, venison and other wild game dishes, prepared by some of the best area 'camp chefs.' Tickets are \$50. For further information contact department secretary Jo Ann Mendoza at (337) 482-6103.

Faculty updates

Ty Adams is currently working on a submission for a second textbook titled *Internet 101: Understanding the Internet and the World Wide Web* for Addison Wesley-Computer Publishing. This text is an in-depth examination of computer-mediated communication and its uses in everyday life. Adams recently coauthored a paper titled "Cable Broadband Monopolization and the Future of Internet Communications: The Carrier Commercialization of Content." His coauthor, Scott Newsom, an attorney at Taylor & Carls of Orlando, Fla., presented the paper at the National Communication Association conference. They will submit the paper to *Communication Law Review*. In August Adams will take over duties as director of the department's graduate program.

Phil Auter has published individual and coauthored works about the Arab satellite news network, Al-Jazeera, in two journals and one book.

Another book chapter on cell phone technology—coauthored with Ty Adams—will be published this summer. He has also been a panel discussant at Broadcast Education Association conference in April 2004 and at the Arab-U.S. Association for Communication Educators conference in October 2003. Auter has also helped plan improvements to instructional labs, including equipping the PC lab with SPSS statistical analysis software, remodeling existing digital video editing labs, and creating a new multimedia digital DVD authoring facility.

In 2004, William Davie and Auter received a National Association of Broadcasters grant to research weather journalism instruction. Auter also received a UL summer research award to develop the department's first fully online course, a section of Introduction to Mass Communication (CMCN 110). He will also be teaching a new capstone course developed by the broadcasting faculty to take advantage of

the department's DVD authoring facility. He was elected as a representative to the UL Faculty Senate in 2004. Auter also advises the department's student honor society, Sigma Gamma Mu, which coordinated the department's annual Spring awards banquet. Auter was awarded tenure effective with the 2004 fall semester.

Paul Barefield has been granted Professor Emeritus status, a recognition of his long and salutary service to the department. Barefield came to UL in 1977 as professor and department head. He gave up the department head position in 1986 but returned in 1993 upon the untimely death of Robert Simmons, who was head at that time. Barefield retired in May 2003 and is now living near Gulf Shores, Ala.

Janet Bridges was elected to the university Graduate Council in May. Her article, "Corporate Issues Campaigns: Six Theoretical Approaches," will appear in

Faculty updates

Communication Theory, a leading journal of the field.

Robert Buckman is completing the latest edition of his reference book, *Latin America 2004*, to be released in August. He has continued freelancing stories on Latin American politics, traveling to Sonora to report on the Mexican midterm elections for the *Washington Times* and the Fort Lauderdale *Sun-Sentinel*.

He spent six days in Guatemala to report on the presidential campaign for the *Washington Times*, the *Sun-Sentinel* and the *Dallas Morning News*. He also published an article on threats against Guatemalan journalists that appeared in the November, 2003, issue of *Quill*.

He spent eight days in Chile in December and filed stories on a pedophile scandal with political ramifications that was published in the *Washington Times* and the *Sun-Sentinel*. His article on the lapses in journalistic ethics by the Chilean media in the coverage of the scandal appeared in the March issue of *Quill*. He also covered both rounds of the Louisiana gubernatorial primary and Sen. John Breaux's decision not to seek another term for the *Washington Times*. In November, he delivered a guest lecture on the al-Qaida presence in Latin America at an international affairs symposium at the Army's Special Warfare Center at Fort Bragg, N. C., and returned there in May to lecture on the history, culture and politics of Paraguay. He delivered a lecture on media-military relations to U.S. and Latin American officers at the Western Hemisphere Institute for Security Cooperation (WHINSEC) at Fort Benning, Ga., in February; he lectured to them again in April on the topic of the possible infringements on freedom of the Patriot Act.

Virginia Cromwell, who founded the public relations program, died in November 2003. Her family donated her professional library to the department.

William R. Davie is preparing the second edition of his coauthored textbook, *Principles of Electronic Media*, which will reflect the rapid change in the converging electronic media. The textbook offers students a complete introduction to the business, law, technology, history and theory of electronic media. It features a compan-

ion Web site and instructor's manual, and has been adopted as a text at the University of Florida and other major universities.

Davie was chosen to explore new ways of teaching digital media convergence at a February conference sponsored by the Poynter Institute in St. Petersburg, Fla. With those lessons in mind, he instituted a new capstone course for the broadcasting program, "Digital Media Convergence." It will be taught in the fall for the first time.

With a research grant from the National Association of Broadcasters, Davie and Phil Auter will present their research on weathercaster training to the annual convention of the Broadcast Education Association (BEA) in 2005. Davie and Auter also presented a study to the BEA convention this year on cable television news bias, based on a content analysis of network channels. Davie coauthored with Auter a chapter on teaching broadcast newswriting for an edited volume titled *Mass Communication Education* published by Iowa State Press.

Davie continues to serve on the Radio-Television News Directors Association Educational Task Force and the Distinguished Broadcast Journalism Educator (DBJE) Committee of AEJMC. He served as academic liaison in Washington, D.C. in June 2003, and chaired a panel for the RTNDA Convention in April titled "Paying Your Dues" that featured television news executives from Seattle, Austin, Tucson, and Hunstville, Ala.

Finally, in June Davie married Yuling Huang, a collaborative pianist and instructor in the university's School of Music. The bride is originally from Xi'an, China, but holds degrees from Florida State and Shenandoah universities.

Patricia Rockwell published an article, "Empathy and the expression and recognition of sarcasm by close relations or strangers," in the journal *Perceptual and Motor Skills*. Rockwell was interviewed by Allan Johnson, a reporter for the *Chicago Tribune*, regarding her work on sarcasm. This summer she is working on a book on sarcasm.

She is Vice-Chair-Elect of the Interpersonal Communication Division of the Southern States Communication Association. She was promoted to associate professor effective with the 2004 fall semester.

Rockwell is the founding member of the OWL Players, a group that includes Jeanne Leblanc Saizon and former adjunct instructor Brenda Comeaux Trahan. The group performs stories, essays, and poems by, about and for older women at nursing homes and women's groups in the Acadiana area.

Jim St. Pierre has an article in press, "Effect of exposure to white heavy metal and black political rap on the person perception of white and black men by white audiences," coauthored along with Art Raney of Florida State University, in the *Southwestern Mass Communication Journal*. He collected data from more than 700 students to investigate the characteristics of "excellent" teachers as part of his 2003 UL Summer Research Grant, submitted an article coauthored with his CMCN 405 students on "Political extremism in college students" for presentation at the NCA national convention, and directed CMCN 466 and CMCN 513 students' organizational assessments for the Unitarian Universalist Fellowship of Lafayette, Lafayette Utilities System, and the UL Office of Academic Affairs. He has completed work on an article, "Jewel's intuition: Change in Dispositional Attributions Toward the Performer," coauthored with graduate student Amy Fowdy.

William Swain was honored as the university's top academic adviser in 2003. His is the lead article in the 2003 edition of the *Integrated Marketing Communication Research Journal*, and the March 2004 issue of the *Journal of Advertising Research* carries his article on Integrated Marketing Communication leadership, measurement, and agency compensation preferences.

He presented two papers at the Southern States Communication Association convention in Tampa in April 2004, and he attended both the Public Relations Society of America and the Public Relations Student Society of America conventions in the past academic year.

Swain has begun a new course, Trends in 21st Century Communication.

As search committee chair, Swain led the effort to pick a new department head, as well as faculty members to teach media graphics, advertising and public relations; faculty appointments to be announced in the next issue of *Cypress Lake News*.

After receiving his bachelor's degree in broadcasting, **Joseph B. Fontane Jr., '70**, moved around Louisiana four times before settling in New Iberia. "Benny" began his career near his family in Shreveport, working with KTBS Channel 3 as its sports director. He resided in Shreveport for four years before moving back to Lafayette, where he became sports director for KLFY-TV 10 from 1974 through 1976. His third transition came in '76, when he moved to Lake Charles to work as a sales representative for an adult contemporary radio station, KSNS. Only staying in Lake Charles for one year, he moved to New Iberia, where he worked as a sales representative for KANE radio station.

He finally began working as an agent for Allstate Insurance in 1989. Benny said of his student days, "I still have very fond memories of the university. Working at KRVS helped me learn the ropes and win a Play-By-Play Broadcast Award from UPI. With the university, we got to travel to different places and experience being on the air live! Overall, the university provided me with a well-rounded education. It will always have a soft place in my heart."

When he worked for KRVS as a student, the radio station had only 10 watts of signal strength. "KRVS now puts out, I think, 100,000 watts, which is probably the maximum the FCC will allow," he says to illustrate how much the university has grown since he graduated.

Michael J. Adler, '78, is Assistant Director of Instructional Media and Technology at the University of New Orleans. He has worked there for 22 years.

Adler oversees media resources (like audio visual services) and in-house productions such as instructional, tutorial and public relations programming. He particularly enjoys integrating new media such as cable television and distance learning technology in classrooms. "Upgrading the technology enhances the learning experiences for students, and the teaching experiences for professors," says Adler.

He is currently the executive director of the New Orleans Educational Telecommunications Consortium. He is also on the advisory board for the New Orleans Film Festival, and is president of the Grace Lutheran Church in New Orleans. Adler also served as president of the New Orleans chapter of the International Television

Association. Adler has been involved with a slew of organizations since he graduated from UL in 1978.

"I was a DJ for KRVS, prior to its becoming public radio," Adler remembered. "Back when it was a rock station." Adler began his broadcasting career by working as a videographer at KATC-TV 3. He returned to his home town, New Orleans, to work at WYES, channel 12 public television, as videographer and director of broadcasts.

Sondra G. Rester, M.S. '83, currently resides in Visalia, Calif., where she is the Program Manager for the Tulare County Department of Child Support Services. She is responsible for the department's media relations, along with managing its Web site (<http://www.tcdcss.com>).

"I'm doing exactly what I learned to do as a graduate student at UL, and I love my job," said Rester. She has served as a committee member for the National Child Support Enforcement Association, as an officer for the National Association of Government Communicators, and as a member of the Tulare County Youth Council. Rester's parents and two sisters also live in Tulare County.

Cecily M. Vallot, '84, is Director of Business Development at Nolmare Corp., a minority-owned company with five divisions. She oversees the casino gaming division, which grosses \$3 million annually.

After graduating in public relations, Cecily moved to New Orleans, where she was the National Sales Manager for WYLD radio station. Subsequently, she moved to Washington D.C., then to California, then back to New Orleans.

Vallot was one of the founding members of Sigma Gamma Mu Communication Honor Society. She was also a member of Alpha Kappa Alpha sorority and served on the 1984 Homecoming Court. "Serving on the Homecoming Court was one of my fondest memories of ULL," says Vallot. She was also on the orientation staff, which helps freshmen get acquainted with the campus and organize their schedule. "This was a great experience and helped my communication skills," says Vallot.

Additionally, Vallot served as a lieutenant on the 2002 Super Bowl committee for the Greater New Orleans Sports Foundation. She lives in New Orleans.

Julie Burleigh, '83, is a pharmaceutical sales representative for AstraZeneca. Her job consists mostly of sales, promotions and public relations.

Burleigh was married in 1984 and has three children: Luke, 17; Emily, 15; and Lizzie, 10. After marriage she went back to school for an education degree, then she worked for 11 years at St. Michael's Catholic School.

Lagniappe Day and the football games were some of the fun times she remembers during her semesters at school. She now lives in Crowley.

Judy Miller, '84; M.S., '85, teaches written communication and interpersonal communication for the University of Phoenix. She says she would enjoy getting in touch with old classmates and she enjoyed her college experience. She resides at 112 Barracuda Street, Lafayette, LA 70508.

She has fond memories of Paul Barefield's organizational communication class. During graduate school she was his graduate assistant for the communication law course.

Lori Daniel, '85, is vice president of marketing for Texans™ Credit Union in Richardson, Texas. Daniel, a public relations graduate, is married to UL engineering graduate Wayne Daniel. She has worked for the company for 18 years, aiding in expanding her department from two people to 11. Texans™ Credit Union has 25 branches throughout Texas, \$1.2 billion in assets and more than 150,000 members.

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Send us your news!

If you enjoy reading about your former classmates, consider this: They'd like to hear about you, too. Send news about what you've done since you left UL: job, spouse, kids, graduate degrees and other accomplishments. We welcome photos, too. And please, send us an address correction if you've moved!

Alumni news

Immediately following graduation, **Salvador Sunseri, '85**, returned home to help with his family business, "P and J" oyster distributors in the French Quarter of New Orleans. In 1989 he moved to San Diego, where he was also in the oyster distributing business. He returned to New Orleans in 1992 and has been with the family business ever since. "P and J" buys oysters from harvesting boats and then packages them to be shipped to other businesses. Salvador's fondest memory of UL was his time with his fraternity, Kappa Sigma. "My biggest changes in my life came from being in a fraternity," Sunseri said. He is now married and has a four-year-old son.

Stacy S. Cornay, M.S. '86, is the owner of Communication Concepts Public Relations and Advertising Agency in Longmont, Colo. Her routine includes media relations, writing and generating creative ideas for agency clients.

She opened the agency 10 years ago, after working as the Longmont Area Chamber of Commerce Communications Director. Working with the Chamber of Commerce helped her establish her own agency "because the people of the community were so great and helpful," she said.

Cornay moved to UL from the University of Wyoming, where she earned her Bachelor's Degree in psychology. After graduating from UL, Cornay worked for an advertising agency in Lafayette and did community service through the Volunteer Center of Lafayette. Upon moving to Colorado, she worked as a media specialist for the American Red Cross of Boulder County.

Cornay recalls the influence of Professor Virginia Cromwell: "Good teachers are very important to have. They are important in their influence on the students and the help that students are given with career choices." Cornay feels proud that she was able to graduate from one of the top communication departments in the country. Cornay said her public relations training has given her a considerable advantage.

Cornay volunteers for the Longmont Community Foundation and for her son's school. She is on the Board of Directors for the Longmont Area Chamber of Commerce. She lives in Longmont with her husband, Paul Cornay, and son, Tanner.

After graduating with a degree in public relations, **Angie B. Moreau, '87**, went

on to the LSU Law School and earned the J.D. degree. She then opened a law firm with her brother, Bradley Moreau.

Moreau said she has taken a lot from her years at UL Lafayette. "It was a very well-rounded degree program. My communication law class with Dr. Barefield was my first taste of law." She said the writing skills she learned in her public relations classes helped her in law school.

Moreau is married and has two young children. She has served as President of the Alumni Association at Our Lady of Fatima School.

Sandy Bihm, '89, works for EPIQ Systems, a bankruptcy software company in Kansas City, Kan. The former *Vermillion* managing editor now writes software for bankruptcy trustees out of her home in Houston. "I didn't know anything about bankruptcy or those code books," Bihm said. But this is not the first time she has been challenged. Bihm says, "After changing my major four times I just remember my first journalism class with my adviser and journalism professor, Dr. Russell Mann. He told me I didn't have what it takes to be a writer. This inspired me and after graduation, I was the first student he called to recommend for a reporting job for the *Daily Iberian* in New Iberia, which I took a month later." Since then, she has also reported for the *Alexandria Daily Town Talk*. She was also a trainer for CompuText Inc., another software company in Houston, where she met her fiancé.

Bihm has is engaged to Steve Zarwulkoff, a University of Houston graduate who worked as a programmer for Enron. Ironically, EPIQ (the company she currently works for) bought the Chapter 11 software company that manages the Enron case. "It's a small world," Bihm said.

Paulette LaCombe, '91, an advertising graduate, has relocated to Greenville/Spartanburg, N. C. She has been directing the Muscular Dystrophy Association in that area.

Denise D. Keaty, '91; M.S., '96, recently opened her own business, Baby May, which produces a line of clothing for infants and toddlers. Keaty designs all the clothing, and is responsible for day-to-day operations of the company. Baby May's first line of clothing will be distributed through home shows.

After receiving her master's degree in interpersonal and organizational communication in 1996, Keaty most recently held the position of marketing director and project manager at Explore Interactive (currently Transformyx), a Web development company. She was responsible for assisting clients with the design and development of Web sites, as well as handling in-house marketing needs.

Keaty is a member of Société Bonne Annee, a Baton Rouge fund-raising organization. The organization holds a New Year's Eve gala annually and proceeds are donated to a different Baton Rouge charity each year.

She is married to Scott Keaty, and they have one son, Joshua. She and her family reside in Baton Rouge.

Maria Fontenot, '92, is completing the doctoral program at the University of Tennessee, and has been teaching undergraduate classes in copywriting, announcing, and news. Maria obtained a master's degree from the University of Memphis before matriculating at Knoxville. She is looking forward to finishing her dissertation under the direction of Ben Bates.

Glenn Eues, '95, is Program Director of a radio station in Morgan City. "I enjoyed my time at the University," said Eues. "Dr. Barefield's Law and Ethics class was quite a challenge, but very interesting."

Angie Viator Eckman, '95, has joined the UL Lafayette Alumni staff as the Assistant Director for Alumni Development. She is responsible for the Alumni Annual Fund and other Alumni Association Development activities. Eckman, a New Iberia native, has served as Marketing Manager for Domino's Pizza and Marketing Coordinator for IHOP Corporation, both in Atlanta.



Scott Miller, '97, has been designated as Accredited in Public Relations (APR) by the Universal Accreditation Board. Miller, communications coordinator for Gonzales-based telecommunication company EATEL.

"Becoming accredited has been such a rewarding experience," said Miller. "It's really reignited my love for learning and boosted my confidence." He hopes to add

to his UL public relations education by enrolling in LSU's Manship graduate program in Fall '04 to expand his knowledge of public relations.

Miller serves as board secretary for the Public Relations Association of Louisiana and chairs the organization's Web committee. He is also public relations chairman for the Baton Rouge Technology Council. He resides in Baton Rouge.

Ben Berthelot, '98, is assistant to the Lafayette City/Parish President. He managed Joey Durel's winning bid for the City/Parish President's office in 2003. Ben's email is bberthelot@lafayettegov.com.

Maria Feliu, '99, posted the following on the department's listserv:

"I just wanted to thank the Communication Department for giving me the skills that I needed to be successful in life. I graduated from USL in 1999 with a degree in Interpersonal and Public Communication. Every Professor that I EVER came in contact with affected my life, for this I THANK YOU. I know that you have many students pass through your halls, and you may not remember them, but know this that NONE OF YOU are forgotten. Keep doing what you are doing. THANK YOU!!!"

After graduating from UL, Feliu earned a Tulane University degree in Human Resources in 2002. "I know that I would not have been able to do that without the great foundation the Department of Communication gave me," she wrote.

She now works for Vertex Energy, L.P., a petroleum recovery company that is focused on recycle/reuse options for petroleum products, crudes, and used lubricants. She moved to Houston about a year ago. "I love it!! I love what I do and who I do it for. I do all operations work, I deal with the barges, trucks, railcars. You name it, if there is a way to transport used oil I deal with it," Feliu said. Vertex Energy is the main supplier of feedstock for ChevronTexaco.

This summer Feliu began yet another bachelor's degree, Corporate Communication, at the University of Houston. "No matter where I am or what school I attend I will forever be a Ragin' Cajun at heart," She added. "Let all those students who think that some of those communication classes aren't useful know that THEY

ARE!!!! ALL OF THEM!!! I can not think of a class that I took that I have not put to use here; (it's) tuition well spent."

Marian "Julie" Roberts-Simmons, '99, is a consumer and customer service representative for Bell South Telecommunications in Baton Rouge. Simmons, a broadcasting graduate, is married to UL Lafayette alumnus John Simmons. She is second vice president of Bell South Pioneers, a volunteer organization.

Mark Smalley, '99, is assistant marketing manager at American Apparel, a Los Angeles-based sweatshop-free clothing manufacturer.

"At American Apparel, I have the unique opportunity of marketing clothes in the consumer and trade apparel market." Smalley's duties include media buying in the wholesale/trade apparel market and project management of print advertising, trade show signage, trade distributor collateral materials, direct marketing pieces and interactive campaigns.

Smalley is also one of the main liaisons between American Apparel and its worldwide distributors. "I also have the opportunity of traveling around the country, promoting the American Apparel brand at various fashion-related trade shows. Our clothes are higher-end, boutique-quality clothing that fit, feel and look like no other. Plus, we are sweatshop-free and it's incredible to work in this type of environment. Before I never put much thought into whether I was wearing an item that an adolescent had made in another country."

During his UL days, Smalley began his ad agency career at Sides & Associates in Lafayette. During his senior year, he worked as Traffic Manager on various consumer- and oilfield-related clients at MasterMinds Business Development Firm.

Upon graduation, Smalley worked for Walt Disney World in Orlando, Fla., before moving to Austin, Texas. In Austin, he was hired at SicolaMartin, a division of the Y & R Global Network. He worked his way up to Account Executive and worked on such accounts as Hewlett-Packard, Compaq, StorageTek and FutureLink.

Dana Webb Otilio, '00, is the Public Information Specialist for Lafayette
(continued on page 8)



Brenda Comeaux Trahan is Curator/Director of the Acadian Memorial Museum and St. Martinville Heritage Center.

Brenda taught speech courses in the department for many years before taking the job. "It has been hectic yet very enjoyable," she says. "It was a tough decision to accept a full-time job just after Ray (Brenda's husband) retired. I have had a passion about my heritage all my life, so I felt that I had to take this opportunity to promote my Acadian history and culture."

The Center is located near the Evangeline Oak in St. Martinville. Both are popular tourism destinations. The Center houses both an Acadian Museum and an African-American Museum.

Brenda writes a monthly column in the St. Martinville *Teche News*, and has kept the Center in the news with a variety of events and additions to the museum. For further information visit the Center's Web site at <http://www.acadianmemorial.org>

"I feel I am in my element at the portal to Cajun history, where I can communicate in my favorite language, French. Daily I speak French within the community as well as with French-speaking visitors from Canada and France. I love it!"

Brenda won the Business Person of the Year in St. Martinville for her work with the Acadian Memorial. Through her effort St. Martinville was selected one of 30 final nominees for the All-American City award.

Brenda's husband, Ray, was a cook for the department's annual fund raiser, the Fish and Game Supper.

Utilities System (LUS). She handles media relations, customer information and community outreach programs for LUS. Before joining LUS, Otilio had been the Communications Director for the Lafayette Chamber of Commerce. Otilio says she never thought that she'd have chosen public relations as her career, since her concentration at UL was in Advertising. But an advertising background has been an asset to her when developing campaigns that best fit the company's image. Otilio is married and has a young daughter. She has been a volunteer for Big Brothers Big Sisters and Junior Achievement of Acadiana.

Rayna Black, '00, has joined Brandt Ronat & Company, a Melbourne, Fla., creative services company. Her duties include public relations, account customer service, assistance to Account Supervisors, and team support. After receiving her degree in public relations, Black relocated to Florida's Space Coast as Marketing & Events Coordinator with Brevard Cultural Alliance, Inc. "Rayna has the traits we look



for in a new hire," said Bill Ronat, Vice President of the company. "She has already shown maturity and a commitment to quality. We expect great things from her."

Mike Thompson, M.S. '00, lives in Virginia and works in Washington, D. C., as a legislative correspondent for Senator Jon Kyl of Arizona. Among his duties, Thompson responds to constituent mail and meets with constituents and lobbyists about health care.

Aimee Broussard, '01, has been promoted to Human Resources Manager at Cintas Corp., a uniform rental company. Broussard was hired from her internship by Cintas. Originally from Abbeville, she now lives in Lafayette. She arranged for Cintas to donate tablecloths for the department's annual Fish and Game Supper.

Jamie Ledet, '03, was accepted to the University of Kansas graduate school and was offered a teaching assistantship.

Broadcasting student **Amanda McKinney, '04**, presented a paper titled "Self-help: A method of control" at the Southern States Communication Association Undergraduate Honors Conference in Tampa, Fla. She wrote this paper while in Patricia Rockwell's Theory and Research class. McKinney's 2004 summer internship with Bunim/Murray Productions in Los Angeles ended with her being hired as a full-time production assistant for a new network TV show, "Starting Over."

Stephanie Poche, '05, a broadcasting major, won the 2004 Louisiana Association of Broadcasters \$1,000 scholarship. The LAB Board of Directors judged all application materials including Poche's essay about her career goals and philosophy. Poche wants to work as a sports reporter for ESPN or FOX.

Broadcasting major **Brooke Dennis, '04**, won this competitive scholarship in 2003.



Become a charter member of the Communication Alumni Chapter

Clip this area out (including your mailing label), fill out and mail to: Alice Ferguson, UL Communication Dept., P.O. Box 43650, Lafayette, LA 70504. Alumni dues should be payable to UL Alumni Association.

To become a charter member of the Communication Alumni Chapter, you must be a member of the UL Alumni Association.

Please check your membership level below:

- Free for the first year after graduation
- Recent graduate (\$20 individual; \$30 couple—up to five years after graduation).
- \$30 individual membership
- \$40 husband-and-wife membership
- Additional contribution to the Communication Alumni Chapter: _____.

From the label below we'll have your name and address, but please write in any address correction on the label. Also, please indicate below:

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I would like to assist the new Communication Alumni Chapter in the following areas:

- I am willing to serve as an officer.
- I would like to work on a Homecoming or other alumni event.
- I would like to serve on the Fish and Game Supper committee in the following capacity: provide wild game; cook a wild game dish; purchase or sell tickets to the event
- I am in a position to hire communication graduates or help them find jobs, and would like to be part of an alumni jobs network.
- I am interested in employing senior communication students as interns for 12 hours a week.
- I would be interested in helping underwrite printing costs through advertising in Cypress Lake News.

