

# Cypress Lake News

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

## Indian Communication Alumnus Travels to U.S. for Award; Makes Feature Film

University of Louisiana at Lafayette Alumnus, Saad Khan, received the 2015 Outstanding Alumnus Award from the Department of Communication. The award was presented at the annual Sigma Gamma Mu communication honors society banquet on April 24, 2015.

Saad wanted to make the most of his time in the U.S. by directing a full-length feature film.

"While grateful for the recognition, I wasn't going to travel over 10,000 miles just to receive an award," said Khan. "I wanted to make a movie."

Initially, Khan had written the movie to be filmed in New Orleans. He had planned to work with a production company in New Orleans, but those plans fell through. Saad rewrote the script to adapt it for filming in Lafayette.

The main portion of the film was shot in two weeks with a limited crew and budget. Khan will return to the U.S. in September to finish the movie.

The movie is a romantic drama that centers around a married couple being forced to confront issues they had been trying to repress through various distractions such as work and technology.

Khan asked three graduate students, Tiffany Carrier, Nick Dooley, and Samantha McClure, from the UL Department of Communication to work as co-producers on the film. Other students from communication and the moving image arts program volunteered on the crew as production assistants.

Carrier was the liaison between Khan and the Department of Communication for his visit to the U.S. Carrier is a graduate assistant for the department and part of her responsibilities included coordinating Khan's visit. Khan then asked Carrier to be an executive producer on the film.

"I had no idea what I was getting myself into having never done anything with movies before," said Carrier. "I feel like I gained experience that I wouldn't



**Saad Khan received the 2015 Outstanding Alumnus Award.**

have gotten elsewhere."

Dooley was in the communication department Mac lab when Saad ran into him by chance. Dooley had theater experience and knew of a location that could be used for the filming. Khan recruited Dooley as a second executive producer.

"I knew that filming a movie of this high of a caliber in such a short time span would be a challenge from the beginning," said Dooley. "However, under Saad's guidance and with his vast knowledge about the process of film production, we were able to put our heads together and bring the community together to help provide the necessary resources."

McClure was asked by Carrier to be a part of the film after expressing interest.

"Helping with the making of this film is something that I never thought I would do," said McClure. "However, I am very thankful for the experience that Mr. Saad Khan offered me. I was able to meet and work with so many wonderful people."

The crew was able to pull resources

together to find various locations around Lafayette. Local businesses pitched in by donating food for the crew members, or generously allowing scenes to be filmed at their locations.

"I really feel that this movie was created by the Lafayette community," said Carrier. "So many people were generous enough to donate meals and supplies in order to help us reach our goal. It reminded me why I love this city."

Khan is no stranger to the film industry. While earning his master's degree from ULL in 2008, he wrote and directed a short film, *Another Kind of Black*, which was selected for the Short Film Corner of the Cannes Film Festival. He also wrote and directed another short film, *On My Mind*, which was screened at the Acadiana Film Festival.

In 2014, Khan's first feature-length film, *Station*, was released to theaters in India. Khan screened this film to ULL students, faculty, and the community as part of his visit.

In addition to directing films, Khan also produces a comedy show called *The Improv*. Six or seven actors perform unscripted scenarios suggested by members of a live audience.

Khan also founded Centerstage, a media company in Bangalore, India. Centerstage provides acting, communication, and media workshops, produces stage shows, manages casting for films, ads, television commercials, and viral videos. The company gives artists in Bangalore the opportunity to develop a wide variety of skills.

Khan achieved a large amount of success for someone so young. His past professors from ULL are confident he will continue achieving great things.

"I'm sure we will be presenting Saad with another outstanding alumnus award within the next 20 years," said Dr. T. Michael Maher while presenting Khan with his award.

## West Wins ULL's First Outstanding Master's Graduate Award



**Communication master's student Chasah West receives her award for Outstanding Master's Student. Pictured from left: Provost Dr. James Henderson, Outstanding Master's Graduate Chasah West, Outstanding Graduate Zaid K Haq, and University President Dr. E. Joseph Savoie**

When Chasah West earned her undergraduate degree in public relations in May 2013, no one was surprised to hear that she would be returning for graduate school. Less surprising was West's recognition as ULL's first Outstanding Master's Graduate.

"From the moment I met Chasah when she was an undergrad, I knew she would accomplish outstanding feats," said communication professor Dr. Dedria Givens-Carroll. "It was an honor serving as her thesis chair and getting to see her leave a legacy at ULL."

Students are nominated for the award based on leadership, scholarship, service, and research, areas in which West excels. She pursued three specializations in communication: public relations, advertising, and international

communication and graduated with a 4.0 GPA.

"I'm honored by the Communication Department's nomination and committee's selection," said West. "This is more than an award to me, it represents experience I gained as a student at ULL. Even though the work was hard, it was enjoyable because I was surrounded by a community and professors that support learning, growth, involvement, and diversity. I'm grateful for those professors who pushed, guided and believed in me through it all."

As part of her graduate studies, West contributed research and writing for two conference papers under the direction of communication professor, Dr. Phil Auter. She presented the research at the International Conference on Media

and Rumors in Abda, Saudi Arabia.

West also wrote a thesis which looked at the aspects of university relationships that were most valued by international students.

In addition to her studies, West was a graduate assistant in the university's Office of Communications and Marketing, and she worked at Holbrook Multi Media, a local advertising and production company.

As an undergraduate, West was a student leader in Chi Alpha Christian Fellowship. She also worked for the Office of International Affairs and was a PRSSA officer. West also traveled to Mexico to implement a public relations campaign created by her group from CMCN 425: Public Relations Campaign Management.

## ULL Hosts Mardi Gras Classic for First Time

History was made on the University of Louisiana at Lafayette's campus Feb. 6-8, 2015. For the first time, ULL hosted the Mardi Gras Classic speech and debate tournament.

College students from across the nation, including some from The University of California Santa Clara, West Texas A&M, William Carey among others, competed for national bids. The overall winner, Kira Schutte from Louisiana State University received a Mardi Gras king cake prize.

The Mardi Gras Classic offered National Parliamentary Debate Association (NPDA), International Public

Debate Association (IPDA), and Trophies that were presented at the 2015 Mardi Gras Classic Team IPDA debate.

The tournament provided more than friendly competition for the students. It allowed two universities to work together and create bonds between participants.

"The tournament was a huge success with a wonderful turn out," said Jacob Leger, a member of ULL's Speech and Debate team. "The camaraderie built between the ULL and LSU Speech and Debate teams was something that the people involved will cherish and remember for a lifetime."



**Trophies that were presented at the 2015 Mardi Gras Classic**

## Alumnus Provides Career Advice to Students

Jerrod Resweber, a 1994 communication graduate from ULL, returned to his alma mater to speak to public relations students about how to succeed in their job searches. The lecture took place March 26, 2015, in Burke-Hawthorne Hall.

Resweber's presentation titled "5 PR Realities You'll Learn After College," offered students a glimpse of what to expect when entering the workforce.

"When I talk to college students about what industry they want to go into, it's really funny that they say fashion, sports, or entertainment PR," said Resweber to a group of about 50 students. "The reality is those jobs are not really available for entry-level positions unless you work to make that happen for yourself."

Resweber continued his lecture discussing the importance of students doing internships or working at jobs related to their industry of choice. He encouraged students to be proactive when it comes to internships.

"That's the kind of thing that you need to think about," said Resweber. "Don't necessarily sit around and wait until you are required to take an internship as part of your coursework. Take advantage of what you can do now with the time that you have and get the experience that you need."

Resweber also gave advice on constructive criticism in the workplace. He encouraged students to ask questions about why corrections are made and learn the reasoning behind it.

Resweber addressed several other topics including resumes, business etiquette, common misconceptions, challenges, and more.

Cassie Babin, a junior in public relations, was among those in attendance at the lecture.

"I thought the presentation was very informative," said Babin. "I appreciate Mr. Resweber being honest with us and not sugar-coating anything. One thing I took away from his lecture is that public relations isn't a 9-to-5 job, it's a 24/7 job."

Resweber's lecture concluded with a question-and-answer session where students were encouraged to ask specific questions. Resweber also spent time after the presentation meeting and speaking to individual students who had questions for him about his work or the



**Jerrod Resweber speaks to public relations students at ULL**

public relations field.

While at ULL, Resweber was president of the Public Relations Student Society of America (PRSSA).

After graduation, he moved to the Dallas/Fort Worth area where he has built a 20-year career in public relations. He most recently served as vice president at the global public relations agency Weber Shandwick in its Dallas office. During his 15 years at Weber Shandwick, he was actively involved in media relations, special events, account management, campaign measurement, consumer product marketing, public affairs, community grassroots and public education projects, digital strategy and crisis communication. He led several multi-office accounts internationally and stateside for clients such as U.S. Army, American Airlines, the Federal Reserve Bank, Dean Foods and State Farm, among others.

Resweber has won industry awards for his work, including an Award of Excellence in the PRSA Silver Anvil competition and a PR Week award. He is a member of PRSA and has served on the Fort Worth chapter's board of directors since 1997. In 2005, he received the Unsung Hero Award for outstanding service to the Fort Worth chapter.

In his spare time, Resweber volunteers his time in Dallas raising money for organizations supporting people affected by HIV and blood cancers.

## Alumna Loses Battle with Lung Cancer



**Ashley Raine Norred Packard**  
**Aug. 9, 1967- Nov. 13, 2014**

Ashley Raine Norred Packard, a 1990 communication graduate of the University of Southwestern Louisiana, passed away on November 13, 2014 after a battle with lung cancer.

Packard was known both nationally and internationally as an authority on digital media and law. She authored *The Borders of Free Expression* and two editions of *Digital Media Law* in addition to scholarly publications. Packard recently wrote a chapter on digital media for the book *First Amendment Law in Louisiana*. ULL Communication Department professors Dr. William Davie and Dr. T. Michael Maher edited the book and dedicated it in Packard's name.

Packard is survived by her husband, Chris Packard, and their daughter Elizabeth Raine Packard. Ashley met her husband in Maher's CMCN 335 class.

After graduating USL, Packard earned a master's degree in communication from Saint Louis University and a doctorate of journalism from the University of Missouri.

After completion of her doctorate program, Packard was hired as a communication professor at the University of Houston-Clear Lake, where she worked until her untimely death. She taught a variety of classes including media law, digital media law and ethics, communication ethics, critical approaches to digital media studies, communication internship, and communication portfolio.

# Department's Outstanding Graduate Travels to Europe



Reagan Broussard displays a ULL flag in Ireland during her summer trip to various countries in Europe.

The Department of Communication chose Reagan Broussard as the 2015 Outstanding Graduate in Communication.

Broussard is a native of Milton, a small town near Lafayette. She graduated in May 2015 with a degree in public relations and a minor in English.

While in school, Broussard was a member of Alpha Lambda Delta honors society and Sigma Gamma Mu communication honors society. She was also a layout artist for the L'Acadien yearbook.

One aspect of the communication department that stood out to Broussard

was the way that all of the classes came together in the end.

"Most of the time, I kept each class mentally separated," said Broussard. "I had the writing classes, the public speaking classes, and the design class. In the end, though, I got to see not only how each class builds upon each other, in particular in campaigns."

After graduation, Broussard visited several European countries as part of the "Highlights of Europe" tour.

"I always knew that I wanted to travel," said Broussard. "So I saved up throughout college and booked with EF College Break a little over a year ago."



Broussard holding ULL flag in front of the Eiffel Tower

Two of Broussard's friends from other states accompanied her on the trip. The tour of Europe started in Dublin and ended in Barcelona 25 days later. Other cities on the tour included Liverpool, London, Amsterdam, Paris, Lecerne Region, Florence, and the French Riviera. The group mostly stayed in hostels, and transportation between cities and countries included bus, train, and ferry rides.

Broussard plans to find a job related to communication and has begun the job search process.

## Journalism Students Earn 10 Awards at Conference

The University of Louisiana at Lafayette was well-represented at the Southeast Journalism Conference (SEJC) competitions when nine students earned a total of 10 awards.

The awards presentation took place Feb. 27, 2015, during the SEJC's 29th annual convention. The convention took place at Georgia State University in Atlanta. Students from 33 schools across seven states attended SEJC.

Six students received Best of the South awards, which are presented to the top 10 journalism pieces in print, radio and television.

The following is a list of Best of the South award winners from ULL's communication department:

- Jonathan Nugent (senior, broadcasting) second-place radio hard news reporting
- Heather Hailar (senior, broadcasting) third-place radio feature
- Elizabeth Newell (senior, broadcasting) fourth-place radio feature
- William Keller (senior, broadcasting) fifth-place radio journalist
- Ali Cortez (graduated Dec. 2014) sixth-place best magazine writer
- Ashley Hinson (senior, English major) seventh-place arts and entertainment writing.
- Kailey Broussard (freshman, journalism) second-place feature writing
- Holly Duchmann (junior, journalism) second-place news writing
- Ashley Hinson: third-place arts and entertainment writing

Overall, ULL placed third in the onsite competition.

Ali Cortez graduated in Dec. 2014, but was still eligible to participate in the conference.

"Winning an award at the 2015 SEJC conference was an amazing experience for me," said Cortez. "My favorite part of journalism has always been feature writing. The articles I submitted to the contest were pieces I'd written for *Deep South Magazine*. I poured my heart into those stories and it feels great to win an award for having fun and doing something I love."

On-site competitions were held in the areas of print, radio, and television journalism. Four students earned awards in the onsite competition:

- Jordan Arceneaux (senior, journalism) first-place sportswriting.

## Communication Professors win Fulbright Scholarships

One of the brass rings in scholarship and teaching for American professors comes by way of the U.S. State Department's Fulbright Scholarship program that serves to build academic bridges with the rest of the world. Two communication professors, Dr. Bill Davie and Dr. T. Michael Maher were awarded grants to teach in China and Slovenia, respectively.

Davie is no stranger to the "middle kingdom" since his previous travels to the country brought him in contact with major universities in Beijing, Xi'an and Zhuhai, a city close to Hong Kong. It seemed only natural to Davie to pursue a Fulbright Scholarship to instruct students there as part of the U.S. State Department's efforts to support this form of academic ambassadorship. His fellowship will be over a 10-month period, beginning in September 2015 and lasting through June 2016.

Davie says his Fulbright grant will prove to be especially rewarding because it will allow his wife, Dr. Yuling Huang-Davie, a native Chinese professor, to return to her home city and aid him in translating the language and culture. Dr. Huang-Davie became an American citizen this year, but is taking a leave of absence from the School of Music at ULL in order to join him for the trip. Dr. Davie will be headquartered in Xi'an International Studies University, where some of the

highest-achieving Chinese students in English writing will take his classes covering news reporting, writing and journalism law and ethics.

Davie is also happy that this trip will afford him a chance to visit other parts of the country and other campuses in East Asia region. At his pre-departure orientation, Davie learned he will be the only journalism professor serving in China under this program and is expected to travel to other universities to share American journalism ideas and principles. "I am looking forward to meeting students at other schools in China, but also at universities in South Korea, Taiwan, and perhaps Singapore and Malaysia."

Maher will be teaching at Primorska University in Kopur, Slovenia. The semester there begins in February and ends in July. His Fulbright proposal centers on teaching about the role of media in a democracy.

Slovenia is the northernmost country

that emerged from the former Yugoslavia. Koper is on the Adriatic Sea and is only about 20 miles from Italy. Slovenia is one of the youngest democracies in Europe. It became independent of Yugoslavia in 1991.

This is not Maher's first experience with the Fulbright program. He previously completed a full academic year teaching in Regensburg, Germany.

The program is named after Arkansas Senator J. William Fulbright, whose studies and travel in Europe sparked an interest in international affairs. Fulbright wanted to expand the U.S.'s knowledge of other countries, hence he pioneered the Fulbright Scholarship program. The first Fulbright participants traveled overseas in 1948. Since then, there have been more than 250,000 Fulbright students, scholars, and teachers.



Interested in pursuing a master's degree in communication? Our department offers a project of thesis track in the following areas:

- public relations
- organizational/interpersonal communication
- advertising
- international communication
- mass communication

If you have any questions about our program, you may contact Dr. Philip Auter at [auter@louisiana.edu](mailto:auter@louisiana.edu).

# Graduate Student Wins Role on New Television Series

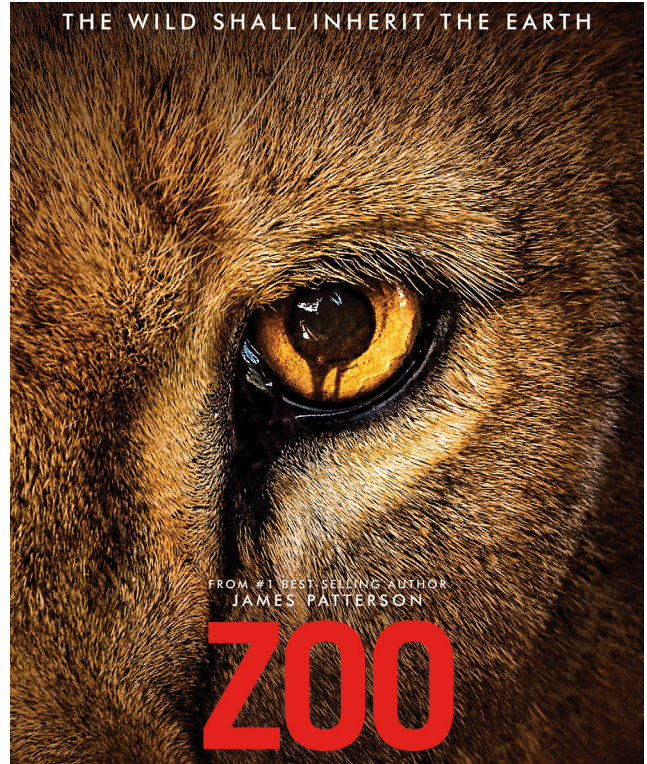


Cris Matochi

ULL students watching the new CBS show *Zoo* probably saw a familiar face in the episode that aired Aug. 4, 2015. Cris Matochi, a graduate student in broadcasting, played the role of a police sergeant in the episode titled “This is What it Sounds Like.”

*Zoo*, based on a James Patterson and Michael Ledwidge novel of the same name, premiered June 30, 2015. The show revolves around a zoologist, Jackson Oz, who tries to discover what has been causing a string of increasingly violent animal attacks. Filming for the show took place in New Orleans, but the settings for the series actually take place in various locations around the world.

Matochi’s appearance in a 30-second television spot titled “Our Ragin’ Cajun Spirit Goes Beyond Athletics” helped to jump-start his career. The commercial aired on ESPN during



Promotional Poster for CBS's *Zoo*

the 2013 football season.

Matochi has since landed small roles in *Pitch Perfect 2*, and *Ravenswood*, and he has appeared in more than a dozen television commercials.

A native of Brazil, Matochi received his bachelor’s degree in broadcasting from ULL and minored in theater. He returned to ULL for his master’s degree and taught CMCN 100 classes as part of his graduate assistantship.

Matochi spends his spare time coaching volleyball teams. He also hosted the 2015 Diversity Night at ULL, a program that is part of the Office of International Affairs’s International Week.

Matochi recently moved to Los Angeles to continue pursuing a career as an actor.

## Communication Students Win Society of Professional Journalists Awards

At its spring conference in Lake Charles, La, The Society of Professional Journalists recognized mass communication and broadcasting students from the ULL Department of Communication as the best in student journalism. *Louisiana Focus*, the weekly news program heard Sunday mornings on Radio Lafayette, 106.3 won top honors as the “Best All-Around Radio Newscast” at the 2014 Mark of Excellence Awards Region 12, which comprises the four states of Arkansas, Louisiana, Mississippi and Tennessee.

The Mark of Excellence or MOE Awards honor the best examples of collegiate journalism from the previous year. In addition to ULL broadcasting

majors winning the best radio newscast award, two finalist awards went to senior Heather Hailar for a radio feature about the Oliver Pollock oak tree, and she received another finalist award for a news report about the revamping of the food stamp program.

Entries are judged by professionals with at least three years of journalism experience. Judges were directed to choose only those entries they felt were outstanding work worthy of such an honor. First-place winners now move on to the national MOE competition from the 12 regions of the Society of Professional Journalists. National winners will be

notified in the late spring and will be recognized at a convention in Orlando, Florida, Sept. 18-20, titled “Excellence in Journalism 2015”. Professor William R. Davie is the ULL faculty coordinator for the MOE Broadcasting submissions, and said that he was especially pleased that the student-produced program, *Louisiana Focus* continues to enjoy great success against competing institutions in Louisiana, Mississippi, Tennessee and Arkansas.

## Alumnus and Communication Students Honored at 2015 Spring Banquet



**Outstanding Alumnus Saad Khan gives keynote address to banquet attendees**

On April 24, 2015, the department of Communication honored alumni, undergraduate, and graduate students at the Sigma Gamma Mu communication honors society banquet.

Students, faculty, parents, alumni, and more gathered at the Petroleum Club in Lafayette to witness the awards presentation.

Saad Khan, an Indian movie director and 2008 communication alumnus from ULL, was selected as the 2015 Outstanding Alumnus. He gave the keynote presentation about movie production and how to achieve success. Khan's trip was sponsored by the Student Government Association and the Department of International Affairs.

Faculty members in the department nominated undergraduate seniors in each concentration. One student from each was selected as the outstanding student in their respective major based on class performance, leadership, and producing quality work.

In addition, each communication organization selected a member who contributed to advancing the goals of each group. Organizations who selected students were American Advertising Federation (AAF), Public Relations Student Society of America (PRSSA), National Broadcast Society (NBS), Society of Professional Journalism (SPJ), National Association of Black Journalists (NABJ), and Organizational Communication Association (OCA).



**Outstanding Member of PRSSA, Ethan Melancon, poses with his mother and grandmother at the banquet**

Ethan Melancon was the 2015 Outstanding Member of PRSSA.

"Receiving the award was one of the greatest accomplishments of my senior year," said Melancon. "I was honored to be chosen by my peers and to see that all of my hard work paid off, especially while being in the final stages of earning my degree."

One overall Outstanding Senior in Communication was chosen. The Department chose Reagan Broussard for this honor.

The debate team also presented a Ragin Cajun Speaker Award to Jacob Leger.

Graduate students had their own award categories including Outstanding Graduate Project, Outstanding Graduate Thesis, Outstanding Graduate Assistant, and Outstanding Teaching Assistant. In addition to these awards, a brand new award was presented this year: the Outstanding Master's Graduate. Chase West received this award and was also chosen as the outstanding master's graduate for the entire university.

Scholarships were also presented to recipients at the banquet. Every year, undergraduate and graduate students, who are eligible, fill out scholarship application forms. The applications are then reviewed by the scholarship committee and candidates are selected to receive the award money.

A full list of awards and recipients and pictures from the banquet can be found on page 9.

### Dear CMCN Alumni:

We want to know what is going on in your life. Drop us an email to [cypresslakenews@gmail.com](mailto:cypresslakenews@gmail.com) and let us know about your new job, promotion, career change, marriage, new baby or any other exciting news. Tell us what year you graduated and with what degree.

# Maher Retires from the University



**Dr. Mike Maher**

Dr. Mike Maher retired in December 2015 after serving the university loyally and honorably for over forty years.

He first started as the assistant director of UL's Office of Public Relations and News Services in 1974. He was promoted to director in 1978 and simultaneously was the editor of the ULL alumni news, which at that time was a tabloid named *Ragin' Cajun*. As the director of University's News Services, he effected a wide range of innovations and contributions to the university's image. Probably the most visible of these innovations was upgrading the quality of the alumni publication from a tabloid to a glossy, full-color magazine – *La Louisiane* – most likely the nation's first desktop-published alumni publication. In addition, he produced flyers that more than doubled alumni membership and brochures that enhanced student recruiting. In addition, Dr. Maher conceived the case rationale and promotional materials for a \$10 million fund drive, the University's first major capital campaign.

After earning his doctorate in journalism at the University of Texas-Austin, Dr. Maher returned as an assistant professor in the Communication Department. He was awarded tenure in 1998, became an associate professor in 2000, was appointed Head of the Communication Department in 2003 and promoted to full professor in 2005. As department head, he successfully lead the department through two rounds of accreditation with the prestigious Accrediting Council for Education in Journalism and Mass Communication, in 2005 and 2011.

## Debate Team Announces New Scholarship

The University of Louisiana at Lafayette Speech and Debate team has initiated the Dr. T. Michael Maher Distinguished Leader Scholarship. The scholarship, named after the former chairman of the Department of Communication, provides \$1,500 annually for high school seniors and UL students who have demonstrated leadership in debate activities.

Maher retired in 2016 after serving as the department chairman for 13 years. He retained the title of Professor Emeritus.

Dr. Maher's activities and accomplishments have had the department's faculty as a focal point. During his tenure as department head he established two endowed professorships, and for several years he organized the Fish and Game Feast, a departmental fundraiser that netted proceeds for the department to be used for emergency situations, and for supplementing the faculty travel budget. His resume lists at least a dozen successful grants he has written to benefit the university. He further brought accolades to the university when he was awarded a Fulbright Scholarship to Germany and in January 2016 he embarked on his second Fulbright to Slovenia. All the while that he has headed the department, he has carried a teaching load - both undergraduate (the highly enrolled internship course and advanced public relations writing) and graduate courses in theory and journalism. He has chaired and served on too many graduate thesis committees to count.

The department honored his inspiring leadership, scholarship, and outstanding service to the university by naming the library room after him.

# Alumni News

## • 2015 •

**Cody Groce** (B.A., organizational communication) is an Account Manager at Firefly Digital. He married Monica Groce in June 2015.

**Brittany LaCour** (M.S., organizational communication) is the Project Associate at Lafayette Economic Development Authority (LEDA). She is engaged to Jawaskie Deal.

**Cole Lusby** (B.A., public relations) is the Internet Marketing Specialist at Pixelbrush. He married Megan Romero Lusby in January 2015 and they purchased a home in August 2015.

**Leah (McPeck) Daigle** (B.A., public relations) married Michael Daigle in May 2015.

**Ethan Melancon** (B.A., public relations) works for the U.S. House of Representatives as Congressman Charles Boustany's staffer.

**Sharicka Mims** (B.A., organizational communication) is the Volunteer Mobilization Coordinator at United Way of Acadiana.

## • 2014 •

**Jennifer Burdette** (B.A., organizational communication) is an independent contractor with Communications Direct. She provides radio communication systems for large events across the country (such as music festivals, sporting events, award ceremonies, conventions, etc). Her job also allows her to travel nationwide.

**Ali Cortez** (B.A., journalism) is earning a master's degree of English at ULL. She won a SEJC journalism award in February 2015.

**Edward DeClouet** (B.A. public relations) is on staff at Chi Alpha Christian Fellowship on ULL's campus. In the summer of 2015, he helped lead a team of athletes on a mission trip to Haiti. He is engaged to marry Brooke Landry in December 2015.

**Nick Dooley** (B.A., public relations) is one of the executive producers of an independent feature film. He is also starting Counterpoint Productions, a music talent agency that connects musicians with recording agencies

performance locations. He was also the Producer, Vocal Director, Music Coordinator, and Set Coordinator for the 2015 Acting Unlimited Inc.'s production of *The Addams Family* musical.

**David Kobetz** (M.S., advertising) married Brooke (Howell) Kobetz in August 2015.

## • 2013 •

**Tiffany Carrier** (B.A., public relations) is a marketing intern at United Way of Acadiana. She is also one of the Executive Producers on an upcoming independent feature film, and she is earning her master's in public relations at ULL.

**Sarah D'Avy** (M.S., interpersonal/organizational communication) left her job at the Louisiana Legislative Auditors department and now works as a Financial Advisor for Modern Woodman of the World, a fraternal non-profit organization.

**Terry Dugas** (B.A., public relations) left Brother's on the Boulevard and is now the Office Manager at Russo.

**Johnathan Gabriel** (B.A., advertising) was accepted into graduate school at the University of Texas at Austin. He will begin earning his master's in Advertising in August 2015.

**Samantha McClure** (B.A., public relations) is an associate producer of an upcoming feature film directed by alumnus Saad Khan. She is also earning her master's in communication from ULL, and is the Graduate School Organization Representative for the Department of Communication.

**Shelsey (Sanchez) Salgado** (B.A., public relations) married Marco Salgado in June 2015.

**Kayla Trauth** (M.S., advertising) got engaged to Gerry Hebert in April 2015.

**Katie Tregre** (B.A., public relations) is now a Business Development Officer at Lafayette Schools Credit Union. She is engaged to be married to Mike Templet on New Year's Eve.

**Chasah West** (B.A., public relations, M.S., communication) was chosen as the 2015 Outstanding Master's Graduate. She earned her master's degree in May 2015.

## • 2012 •

**Ryan Broussard** (M.S., mass communication/media studies) left KATC-TV to become a staff reporter for the *Daily Report*, part of the *Baton Rouge Business Report*.

**Michelle (Scelfo) LeBouef** (B.A., public relations) was promoted to Sales Coordinator position at Aqueos Corporation, an internationally recognized offshore commercial diving corporation. She married Jordan LeBouef in April 2013.

**Erica (Kelly) Tran** (B.A., advertising) is the Administrative Assistant for TEC (Teens Encounter Christ) Conference in New Orleans. She married Michael Tran in January 2014.

## • 2011 •

**Jenny Dupre** (B.A., broadcasting) is the Outreach Coordinator at Bayou Grace Community Services.

**Friederike Hass** (M.S., communication and media studies) moved to Houston. She is the Account Manager of eEvents Group and the account manager for three non-profits, Australian American Chamber of Commerce (AACC), Texas Executive Women (TEW) and the association of fundraising professionals (AFP-GHC).

**Brittany Racca** (B.A., journalism) is the Communications Coordinator at Iberia Travel.

## • 2008 •

**Saad Khan**, (M.S., broadcasting) wrote and directed an independent feature film that was shot in Lafayette. He also received the ULL Department of Communication's 2015 Outstanding Alumnus Award.

## • 2006 •

**Dr. Farooq Kperogi** (M.S., communication) was chosen by graduates at Kennesaw State University as a professor who made the biggest difference in their time at the university.

## • 2001 •

**David D'Aquin** (B.A., communication) is now the Director of Resource Development at United Way of Acadiana.



**Stephany Majesty, Cris Matochi, and Jennifer Perenchio**



**Dr. Kyun Kim and Sharicka Mims**



**Dr. Caryn Winters and Whitney Lawson**



**From left: Jerrie LeDoux, Chasah West, Dr. Dedria Givens-Carroll, Jennifer Perenchio, and Tiffany Carrier**



**Dr. Dedria Givens-Carroll and Ethan Melancon**



**Dr. Robert Buckman and Jordan Arceneaux**

The following is a list of the 2015 Communication Awards and the recipients:

**Graduate School Outstanding Master's Graduate:**  
Chasah West

**Outstanding Senior in Broadcasting:**  
Elizabeth Newell

**Outstanding Member of Organizational Communication Association:**  
Dakota Henry

**Outstanding Graduate Project:**  
Jennifer Perenchio

**Outstanding Member National Broadcast Society (NBS):**  
Te'keya Robinson

**Outstanding Senior in Public Relations:**  
Reagan Broussard

**Outstanding Graduate Thesis:**  
Jerrie LeDoux  
Heidi Makady

**Outstanding Senior in Journalism:**  
Ashley Hinson

**Outstanding Member of Public Relations Student Society of America (PRSSA):**  
Ethan Melancon

**Outstanding Graduate Assistant:**  
Stephanie Majesty

**Outstanding Member of Society of Professional Journalists (SPJ):**  
Jordan Arceneaux

**Ragin' Cajun Speaker Award:**  
Jacob Leger

**Outstanding Teaching Assistant:**  
Cristian Matochi

**Outstanding Member of National Association of Black Journalists (NABJ):**  
Whitney Lawson  
Dariane Donatto

**Outstanding Senior in Communication:**  
Reagan Broussard

**Outstanding Senior in Advertising:**  
Lauren (Wiggins) Hebert

**Outstanding Senior in Organizational Communication:**  
Sharicka Mims

**Outstanding Alumnus:**  
Saad Khan

**Outstanding Member of American Advertising Federation (AAF):**  
Emily Larkin

## TV Anchor and Outstanding Graduate to be Honored at 2016 Spring Banquet



**TV Anchor and Outstanding Alumna Cheryl Mercedes**

The 2016 Outstanding Alumna is Cheryl Mercedes. She will be honored at the annual spring awards banquet in April.

Mercedes is a 2001 graduate of the University of Louisiana at Lafayette and has been anchor of the 5 p.m. news on WAFB-TV in Baton Rouge since 2006. She has won numerous awards for news coverage and investigative reporting including an Emmy in 2015 for her series of stories on abuses in public housing that resulted in sweeping changes in policy and management.

She started her broadcast career in Lafayette at KLFY-TV in 2003. She was named Reporter of the Year by the Associated Press in 2004 and won an award for investigative reporting the following year.

She is married to Brandon Shackelford, a cameraman at WAFB-TV. They met while covering a double homicide in Baldwin, Louisiana. They live in Baton Rouge with their two beagles, a cat, a fish and a Sonoran boa constrictor.

She spends her leisure time competing in triathlons, running marathons, swimming and cooking. She also is a third-degree black belt in Tae Kwon Do.



**Outstanding Liberal Arts Graduate Emily Covington**

Emily Covington is the Outstanding Graduate for the College of Liberal Arts for the spring semester of 2016. A public relations major, she has a 3.98 GPA.

Covington was a member of the UL Honors Program, and the Alpha Lambda Delta honors society. Her scholarships include the James Devin Moncus Honors Scholarship, the Louisiana Pipeliners Association Scholarship, the Dr. Ben and Clare Roy Thibodeaux Scholarship, a SEACOR Scholarship, and a TOPS Honors Scholarship.

Covington traveled to Florence, Italy, to participate in the University's Study Abroad Program. She was a founding member of UL Lafayette's Alpha Delta Pi sorority.

Covington was a member of the Student Orientation Staff and its leadership team, as well as a peer mentor for the Office of First-Year Experience. She also served on the Student Leadership Council.

Covington developed, planned, and helped execute UL Lafayette's first Community Service Fair. She performed community service for Ronald McDonald House, Susan G. Komen Foundation, Big Brothers Big Sisters of Acadiana, and United Way of Acadiana.

Covington will begin pursuing a master's degree in public relations and international communication from UL Lafayette this fall.

Her parents are Julie Darce Mire and Kurt Covington of Church Point, Louisiana.



**Dr. Do Kyun Kim**

### Dr. Kim Publishes Third Book

Dr. Do Kyun Kim has published his third book, *Health Communication Research Measure*. This volume presents state-of-the-art reporting on how to measure many of the key variables in health communication. While the focus is on quantitative measures, the editors argue that these measures are centrally important to the study of health communication.

The chapters emphasize constructs, scales, and up-to-date reports and evidence about key social science constructs and ways of measuring them, whether your interest is in patient-provider dyadic communication, uncertainty management, self-efficacy, disclosure, social norms, social support, risk perception, health care team performance, message design and effects, health and numerical literacy, communication satisfaction, social influence and persuasion, stigma, health campaigns, reactance, or other topics.

Dr. Kim edited this volume with the assistance of Dr. James W. Deering, the chairman of the Department of Communication at Michigan State University.

## Faculty News



Dr. T. Michael Maher was selected for the Fulbright Scholarship Program. He will be spending a semester

teaching at Primorska University in Kopur, Slovenia. He leaves January 2016.



Dr. Phillip Auter co-authored a paper with graduate student Brandon Rudyk titled, "Portable Social

Groups Revisited: Willingness to communicate, interpersonal communication gratifications, and cell phone usage among young adults." This paper was published in the *Encyclopedia of Mobile Phone Behavior*.

In addition, Auter and graduate student Cris Matochi presented at the Popular Culture Association / American Culture Association annual national conference. Their presentation was titled "The relationship between viewing Brazilian-themed U.S. films and the U.S. perceptions of Brazil."



Dr. William Davie is spending almost a year in China as part of the Fulbright program. He left September 2015

and will return in June 2016. He will be headquartered at Xi'an International Studies University.



Dr. Dedria Givens-Carroll, who serves on the Advisory Board for the Louisiana Center for Women

in Government and Business, recently met New Orleans Mayor Mitch Landrieu, who signed a proclamation celebrating the 25th anniversary of the center.



Dr. Do Kyun Kim was invited for a special lecture on "Strategic use of social media" at the Life Choice Project

(LCP) annual conference in Baton Rouge:

This conference is for all the non-profit organizations in Louisiana to come together and learn and discuss pro-life strategies that contribute to helping mothers who need help, support, information, and Christian networks.

He also organized and is chairing the first panel on internationalization of health communication at the National Communication Association Annual Conference, sponsored by the Korean Health Communication Association and the Korean American Communication Association.



Dr. Lucian Dinu along with Dr. Phillip Auter, and graduate student Phillip Arceneaux published an

article in *Istanbul Journal of Open and Distance Education*. The title of the article is "Gathering, analyzing, and implementing student feedback to online courses: Is the Quality Matters rubric the answer?"