

SECTION F. INFORMATION ABOUT THE FACULTY

F-01. Full-time and part-time faculty credentials and responsibilities

Full-time faculty

Valerie J. Andrews

Female, assistant professor, non-tenure track, Caucasian

Degrees earned

Louisiana State University, Master of Journalism degree, Public relations concentration, 1981

Northwestern State University, Bachelor of Arts in Journalism degree, Public relations concentration, 1977

Experience in the professional practice of public relations

Camco Manufacturing Inc., Greensboro N.C. *Creative Services Manager*

June 2000-April 2002

Andrews & Associates, New Orleans, La. *Freelance Writer, Editor, Event Planner*

May 1995-present (full time 1996-1998)

Syndistar Inc., New Orleans, La. *Director of Advertising*

January 1995-January 1996

Lafayette Western Sizzlin Operations, Gonzales, La. *Director of Advertising*

October 1986-February 1988

Ascension Parish Magazine, Gonzales, La. *Managing Editor/Advertising Sales Manager*

March 1985-August 1986

Square One Copy Center, Baton Rouge, La. *Printing Company Sales Manager*

January 1981-February 1985

Central Louisiana Girl Scout Council, Alexandria, La. *Field Executive*

September 1977-January 1978

Service

Member, Service Learning Advisory Committee, Loyola University New Orleans,

Fall 2012-present

Member, Center for Community Engagement Task Force, Loyola University New Orleans,

Spring 2012-present

Member, Service Learning Faculty Advisory Committee, Loyola University New Orleans,

Fall 2012-present

Member, Standing Committee on College Handbook, Loyola University College of Social Sciences, Fall 2012-present

Member, Extraordinary Faculty Task Force, Loyola University New Orleans,
Spring 2011-present

Member, Academic advising committee, Loyola University New Orleans,
Spring 2011-present

Member, Social Justice scholarship committee, Loyola University New Orleans,
2008-2012

Moderator, Careers in PR panel presentation, sponsored by the Loyola Career Center, Loyola
University New Orleans, September 2010

Member, Reading group leader, freshmen orientation, Loyola University New Orleans,
Fall 2008

Scholarship

Rogers, C., and **Andrews, V.** (2013, September). Coorientation Theory and Assessment of the RFP Solution to Client/Service Learner Matching. *Journalism and Mass Communication Educator*.

Rogers, C. and **Andrews, V.J.** (2012, August). Coorientation Theory and Assessment of the RFP solution to Client/Service Learner Matchmaking. Poster presentation at AEJMC Conference, Chicago, Ill.

Rogers, C. and **Andrews, V.J.** (2012, March). Assessment of RFP Process for Community Partner Selection in Upper-Level Public Relations Courses. Presentation at Gulf South Summit on Service Learning, Hattiesburg, Miss.

Andrews, V., Battle, O., Garcia, M., and Latimer, D. (2012, February). Marketing for Nonprofits: Making Lasting Impressions. Presented at the midyear meeting, National Conference of Bar Foundations, New Orleans.

Rogers, C., & **Andrews, V.** (2011, March). Service Learning and Scholarly Activity. Presented at 2011 Office of Service Learning's Spring Faculty Seminar Series, Loyola.

Rogers, C. and **Andrews, V.J.** (2010, August). The RFP Solution: One Response to Public Relations Client/Service Learner Issues. Presented at 2010 Association for Education in Journalism and Mass Communication, Denver.

Rogers, C. and **Andrews, V.J.** (2010, July). The RFP Solution: Best Practice for Public Relations, Service Learning and Social Justice. Presented at 2010 Power to Transform the World: Media & Communication Programs in Catholic Higher Education, Milwaukee.

Land, M., & **Andrews, V.** (2009, Summer). Supervisors Speak Out: What They Think of Interns cited in A Comparison of Student Interns and Supervisors Regarding Internship Performance Ratings by Kimberly McDonough, Lulu Rodriguez, and Marcia R. Prior-Miller. *Journalism & Mass Communication Educator* 64(2), 140-155.

Andrews, V.J. (2009, February). In Defense of the Indefensible. *Gumbo Magazine* 1(7), 10-12.

Awards received

Service learning grants from Loyola University New Orleans in 2012-13 and 2009-10 to better understand how to craft RFPs for nonprofits

Honorable mention in the MarCom Awards from the Myra Bordelon Burson Foundation in 2010-11

First Place for Top Public Relations Division Teaching Papers from Association for Education in Journalism and Mass Communication in 2010-11

Excellence in Advising Award from Loyola's College of Social Sciences for 2010-11
A project program award from Coverdell Institute in 2006-07

Professional affiliations

American Advertising Federation, 1992-1994, 2000-2001

Ad Club of the Triad, member, 2000-2001

Ad Federation of South Mississippi, member, 1992-1994

Ad Fed Addy Awards judging committee, 1994

Ad Fed Addy Awards nominating committee, 1994

Ad Fed 2nd vice president – programming, 1994

Ad Fed Addy Awards program committee, 1994

Ad Fed University and Community Liaison, 1993

Ad Fed member charter, 1992

Association for Education in Journalism and Mass Communications, 1993-1994, 2010-present
College Media Advisers, 2003-2004

International Association of Business Communicators, 1996-present

IABC/New Orleans chapter, member, 1995-2000; 2007-present

IABC/NO Southern Region Conference Dine Around committee, 2011

IABC/NO board member, 1996-2000

IABC/NO chapter president, 1998

IABC/NO international conference host committee/dine around chair, 1997-1998

IABC/NO professional development director, 1997

IABC/NO board structure task force, 1997

IABC/NO career services director, 1996

IABC/NO Bronze Quill organizing committee, 1996-1998

IABC/Atlanta chapter, member, 2002-2007

IABC/Piedmont Triad chapter, member, 2000-2002

IABC Piedmont programming chair, 2001-2002

Louisiana Association of Nonprofit Organizations, 2009-2012

Omicron Delta Kappa, GCSU Circle, 2006-present

Popular Culture Association, 1993-1994

Southeast Journalism Conference, 1992-1994

Advertising panel moderator, Monroe, La., 1994

Seminar moderator/consultant, Hattiesburg, Miss., 1992

South Mississippi Scholastic Journalism Association, 1992-1994

High School Publications Advisers Workshop coordinator, 1993

Design Workshop leader, High School Conference, 1993

High School Conference and Contests coordinator, 1992-1994

Co-founder, 1992

Women in PR, 2013

Workload

Fall 2012 3 lecture credit hours/week; 1 credit hour independent study/week

Spring 2013 5 lecture credit hours/week; 2 credit hour independent study/week

Lisa Collins

Female, visiting assistant professor, non-tenure track, Caucasian

Degrees earned

University of Missouri, Columbia, Bachelor of Journalism, Broadcast Emphasis, 1999

Experience in the professional practice of public relations

WDSU TV, New Orleans, LA

Promotions Producer 2002-2005

Conceived and executed image campaigns to promote WDSU

Wrote and edited spots to promote newscasts and stories

Scholarship

Creating SMC promotional video, 2013-2014

Service

RTDNA Chapter Advisor, 2013-2014

Awards received

Winner, Louisiana Associated Press Continuing Coverage & Story of the Year, 2012

Winner, Regional Edward R. Murrow Breaking News, 2012

Winner, Regional Edward R. Murrow Breaking News, 2011

Nominee, Suncoast Emmy Best Newscast & Best Producer, 2012; Best Newscast 2011

Winner, Regional Emmy Hurricane Katrina Coverage, 2005

Winner, Louisiana Associated Press Best Newscast, 2008 & 2006

Winner, New Orleans Press Club Best Newscast, 2006 & Best Breaking Sports News, 2010;

Second Place Best Newscast 2011

Workload

Fall 2013

6 lecture/lab credit hours/week, promotions/web assistance

Sonya Duhé

Female, professor, tenured, Caucasian

Degrees earned

University of Missouri, Columbia, Ph.D. Journalism, 1993

Northwestern University, Master of Science in Journalism, 1984

Louisiana State University, Bachelor of Arts in Broadcast Journalism, 1983

Experience in the professional practice of public relations

Duhé and Associates, Baton Rouge, La. - Columbia, S.C., partner in media consulting, public/governmental relations firm, 1988-present

Social Security Administration, strategic communications training, 2006, 2010, 2011, 2012

Reporting on Stem Cell Research, Science Journalism Fellows Program: “The Challenges Behind Covering Science News,” 2010

USC Athletics, media relations, 2005-2006

South Carolina Air National Guard, research on recruitment and retention issues, 2004

USC School of Nursing, Production of Videotaped Presentation: “Women, Their Babies and HIV,” 1998

S.C. House of Rep, Committee Chairs, communications training, 1995-1998

Department of Veterans Affairs, communications training on dealing with the media, 1994

Zeneca Ag Products, Louisiana, media training, 1994

Air Products and Chemicals, Louisiana, media training, 1993

Haywood County Schools, North Carolina, media training, 1993

Service

Member, University Recruitment and Retention Committee, Loyola University New Orleans, 2013

Member, University Campaign Committee, Loyola University New Orleans, 2012-present

Member, College of Business Faculty Search Committee, 2012

Faculty representative, Loyola Board of Trustees Advancement Committee, Fall 2012

Member, University Centennial Speakers Committee, 2011-12

Member, College of Social Sciences Strategic Planning Committee, Loyola University New Orleans, 2011-2012

Member, University Facilities Committee, Loyola University New Orleans, 2010-present

Member, College of Social Science Directors and Chairs Council, 2009-present

Scholarship

Duhé, Sonya. (2012, August). “Innovation or Annihilation: The Future of Journalism Curriculum in America,” Panel presentation at AEJMC, Chicago, Ill.

AEJMC, Chicago, Illinois, Panelist: “Fundraising Secrets” (August 2012).

Duhé, Sonya. (2010). “Crisis Communications.” Edited by Susanna Priest. *Encyclopedia of Science and Technology Communication*, 194-198.

Duhé, Sonya, Hilts, Philip J., and Krulwich, Robert. (2010, November). “Crafting a Message.” Panel presentation at 2010 Conference on Communicating Science.

Duhé, Sonya. (2010, July). “Reporting Controversial Science: A Best Practice.” Presentation at Conference on Power to Transform the World, Marquette University (Juried).

Pearson, J.L., Galloway, C.T., **Duhé, S.F.** (2009, November/December). "Understanding Citizen Perspectives on Preparedness: A Focus Group Study of South Carolina Residents." *Journal of Emergency Management* 7(6), 71-79. (Juried)

Duhé, Sonya, and Cho, Sooyoung. (2009, August). "Network News Coverage of Avian Flu: Identifying the Characteristics of Risk." *Journal of Electronic News* 3(3) 124-142. (Juried)

Awards received

Invited to be a member of Leadership Louisiana for The Council for a Better Louisiana, 2012-13
Attended the Journalism Fellow Class of the Association of Schools of Journalism and Mass Communication, 2010-11

Professional affiliations

AEJMC, Association for Education in Journalism and Mass Communication, 2009-present
RTDNA, Radio-Television Digital News Association, 2009-present
SEJ, Society of Environmental Journalists, 2009-present
SPJ, Society of Professional Journalists, 2009-present
IRE, Investigative Reporters and Editors, 2009-present
New Orleans Press Club, 2009-present
Delta Gamma Fraternity, 2009-present

Workload (courses taught each academic year compared to similar units)

| | |
|-------------|--|
| Fall 2012 | 2 lecture classes/week, 4 independent study credits/week |
| Spring 2013 | 1 lecture classes/week, 5 independent study credits/week |

Lisa Martin

Female, instructor, non-tenure track, African American

Degrees earned

Loyola University New Orleans, Master of Arts in Mass Communication, 1995

Loyola University New Orleans, Bachelor of Arts in Mass Communication, 1980

Experience in the professional practice of public relations - Not applicable

Service

Director, Center for Intercultural Understanding, Loyola University New Orleans, 2007-present

Member, Loyola Diversity Task Force, 2007-present

Swim and water aerobics teacher, Athletics and Wellness, Loyola University New Orleans, 2007-present

Panelist, Alpha Kappa Alpha Sorority's "Pearls," Pumps, & Professionalism," Loyola University New Orleans, 2013

Contributor, Student Success Workgroup project with Terri Gallaway, Provost's Office, 2013

Member, Center for the Study of New Orleans Committee, 2007-present

Member, African and African American Studies Minor Advisory Committee, 2007-present

Member, Provost's Retention Committee, 2007-2013

Scholarship

Associate producer/field producer, NBA Entertainment, 2013- 2008

Electronic Press Kit (EPK) producer, Sony Pictures "North of Hell;" interviewed Katherine Heigl, Jim Belushi, Patrick Wilson, Jordana Brewster, Anthony Burns (director) and two producers, 2013

Field producer, CBS Morning News; interviewed Condeleeza Rice about the Boston Marathon terror attack and the effect it had on the workings in the White House, 2013

Field producer, Discovery Channel's SWAMP PAWN; interviewed Clayton, Quentin and Rick in Bayou Pigeon, La., 2013

Field producer/ satellite coordinator, NFL NETWORK; New Orleans Saints, 2012

Field producer/satellite coordinator, ESPN, 2012

Writer/producer/editor, BIGG SHOTS Productions; commercial for Bigg Shots Bedding with Saints quarterback Drew Brees, 2012

Field producer, OPRAH: "Where are They Now" premiere (interviewed Gennifer Flowers), 2012

Field producer, "The Rachael Ray Show;" interviewed Ken and Judy Burns in Biloxi, Miss., 2012

Field producer, "American Idol;" conducted interviews for the segment on Baton Rouge contestants and supervised b'roll shoot at the River Center, 2012

Field producer, "Washington Watch with Roland Martin;" assisted with panel discussions and interviews at the Essence Festival in New Orleans, 2012

Field producer, The Hartford; conducted interview for internal PR piece at the New Orleans Marriott, 2012

Field producer, The History Channel "Deadliest Plant: Hurricane Charley blows through the town," 2012

Electronic Press Kit producer, SONY Pictures; interviewed Willem Dafoe, Matt Dillon, Tom Berenger, along with producers, directors, stunt personnel and various other production staff, 2011

Field producer, Mercedes Benz USA; 2 days of field-producing Mercedes Benz USA Super Dome segment and interviewing Saints owner Tom Benson and Mercedes Benz VP of Marketing

Steve Cannon for the MBUSA website, 2011

Producer, LIVE “The Rachel Maddow Show,” 2011

Field producer, Nickelodeon; for work as field producer on the Big Help Nickelodeon shoot with Victorious Cast and Chris Paul in Violet, La., 2011

Coordinating producer, “Treme,” HBO, 2011

Assistant, “Cajun Wedding, Tru TV, 2010

Interviewer, “Glamour Magazine;” interviewed Denise McMillen, mother of Constance McMillen, Glamour’s Woman of the Year in Perkinston, Miss., 2010

Coordinator, VISA LIVE, shots with Drew Brees at the Louisiana Superdome on 2010

Field-producer/interviewer, “Musicians Village Segment”, E! Entertainment TV, Harry Connick, Jr., 2010

Field producer, Hurricane Katrina Anniversary stories with Arthel Neville, FOX News, 2010

Field producer, Access Hollywood, Janet Jackson interview with Shaun Robinson for Access Hollywood at the Essence Music Festival, 2010

Field producer, The Weather Channel, 8 hours of live coverage with Stephanie Abrahams in Venice, La., 2010

Field producer, NBC Universal, live shots with BP PR exec Doug Suttles at Shell Oil Training Center in Robert, La., 2010

Field producer, NBC Universal, field-producing 7 pool LIVE shots for NBC, CBS, ABC, CNN, MSNBC, FOX Live and The Weather Channel with Admiral Thad Allen at WLAE TV in Metairie, La., 2010

Field producer, ACE Hardware, shot live shows at ACE Hardware Convention, 2010

Field producer, “Mirrors 2,” 20th Century Fox, 2009

Field producer, “Good morning America: Interracial Couple Denied Marriage License,” ABC, 2009

Sideline reporter, Nicholls State vs. Duquesne game at Guidry Stadium, WHNO-TV, 2009

Phone coordinator, VISA; Drew Brees satellite shots for KEF at New Orleans Superdome, 2009

Field producer, “The Rachael Ray Show,” 2009

Field producer, “PBS NewsHour,” PBS, 2009

Field producer, Carnival Fantasy Cruise Line, “Inside Edition,” 2009

Field producer, “PBS NewsHour,” PBS, Education Secretary Arne Duncan shoot, 2009

Field producer, “The Curious Case of Benjamin Button” premiere shoot, Access Hollywood, 2008

Ole Miss Foundation, field-producing Deuce McAllister’s Ole Miss promo for the Ole Miss Foundation at Saints Camp, Oct. 17, 2008.

Conde’ Nast, interviewed CNN’s Anderson Cooper for the Conde’ Nast Fashion Show, 2008.

VISA, For phone-producing Drew Brees interviews with KEF Media on Tuesday, September 23, at the Louisiana Superdome, 2008

Field producer, “FD 4 in Harahan,” “Patriots in Chalmette,” and “Chess Set,” The Reez Channel, 2008

Field producer, Nickelodeon, 2008

Field producing, The Reelz Channel, 2008

Field producer, “Top Cops;” Sgt. David Cartel, 2008

Field producer, “Death Penalty-Child Rape,” ABC News, 2008

Field producer, “The Librarian 3: Curse of the Judas Chalice,” TV Guide TV, 2008

Field producer, EXTRA; Brad & Angelina’s non-wedding story in the French Quarter in New Orleans, 2008

Interviewer, Tru TV; interviewed Sgt. Joe Narcisse of NOPD, 2008

Field producer, Computer Associates Convention Shoot, Computer Associates, 2008
Filed producer, TV Guide TV, Jamie Lynn Spears' pregnancy story, 2008
Field producer, "Access Hollywood," Jamie Lynn Spears' pregnancy story, 2008
Field producer, "KaBOOM!," Fannie Mae, 2007
Field producer, Sugar Bowl Camellia Marching Band Competition, ALLSTATE, 2007

Awards received

Poynter Institute, "Multidimensional Journalist Seminar," March 2013

Excellence in Advising Award, Loyola College of Social Sciences, 2010-2011

Professional affiliations – not applicable

Workload

Fall 2012 2 lecture credit hours/week

Spring 2013 2 lecture credit hours/week

David Myers

Male, professor, tenured, Caucasian

Degrees earned

University of Texas at Austin, Ph.D., Radio, Television, and Film, 1984

Florida State University, Master of Fine Arts in Theater, 1979

University of Southwestern Louisiana, Master of Arts in English, 1977

Yale University, Bachelor of Arts in English, 1975

Experience in the professional practice of public relations - Not applicable

Service

Member, Standing Committee on the Common Curriculum (SCCC), Loyola University New Orleans, 2013-present

Fringe Benefits Committee, 2010- present

Online Education Task Force, 2009-2012

Evening Division Task Force [ad hoc], 2009

Courses & Curriculum Committee, 2007-2012

Chair, Courses & Curriculum Committee, 2007-2009

Scholarship

Myers, D. (2013, May). *On the absence of imaginative resistance in games*. Foundations of Digital Games AnnualConference. Chania, Crete, Greece.

Myers, D. (2013, March). *How do games represent simulations?* Society of Cinema and Media Studies AnnualConference. Chicago, Ill.

Myers, D. (2012). Circles tend to return. *Game Studies*, 12(2)

Myers, D. (2012). What chess games and chess problems tell us about digital games and art. *Digital Creativity* 23(3-4), 260-271.

Myers, D. (2012). Game as paradox: A rebuttal of Suits. *Journal of Philosophy of Sport* 39(1), 155-168.

Myers, D. (2012). True values of false objects. In M. Molesworth and J. Dengeri-Knott (Eds.), *Digital virtual consumption* (pp. 46-59). London: Routledge.

Myers, D. (2012, March). *How games might annihilate narratives*. Invited presentation at Digital Games and Literary Theory Workgroup, University of Malta. Valletta, Malta.

Myers, D. (2011, April). *Animals & avatars*. Invited keynote presentation at the Philosophy of Computer Games 5th Annual Conference. Athens, Greece.

Myers, D. (2011, March). *Gamification then and now*. Invited presentation at the Video Games Studies Scholarly Interest Group, Society for Cinema and Media Studies Annual Conference. New Orleans, La.

Myers, D. (2011). Exploring differences between games and simulations as semiotic systems. In E. Murff (Ed.), *Proceedings of the International Simulation & Gaming Association Annual Conference* (CD-ROM). Eastern Washington University, Spokane, Wash.

Myers, D. (2010). *Play redux: The form of computer games*. University of Michigan Press.

Myers, D. (2010, July). *Exploring differences between games and simulations as semiotic systems*. Paper accepted for presentation at the International Simulation & Gaming Association Annual Conference. Spokane, Wash.

Myers, D. (2009, August-September). *In search of a minimalist game*. Paper accepted for presentation at Digital Games Research Conference, London, Brunel University.

Myers, D. (2009). In search of a minimalist game. In *Breaking New Ground: Innovation in Games, Play, Practice and Theory. Digital Games Research Conference Proceedings (CD-ROM)*. London: Brunel University. [avl online]

Myers, D. (2009). Forms of rules of games of forms. In J. Sorg and J. Venus (Eds.). *Erzählformen im Computerspiel. Zur Medienmorphologie digitaler Spiele*. Bielefeld: Transcript.

Myers, D. (2008, August). *Play and punishment: The sad and curious case of Twixt*. Paper accepted for presentation at The [Player] Conference, Copenhagen, Denmark.

Myers, D. (2008). The videogame aesthetic: Play as form. In M. Wolfe and B. Perron (Eds.) *Video Game Theory Reader 2*. New York: Routledge.

Myers, D. (2008). Play and punishment: The sad and curious case of Twixt. In *The [Player] Conference Proceedings*. Copenhagen, Denmark: The Center for Computer Games Research, The IT University of Copenhagen. [DRAFT avl on request]

Myers, D. (2007). Self and selfishness in online social play. In Baba, Akira (Ed.), *Situated Play, Digital Games Research Association Conference Proceedings* (pp. 226-234). Tokyo: University of Tokyo. [avl online]

Myers, D. (2007) Plays of destruction. In B. Perron (Ed.), *Intermedialités, 9*. Online: <http://cri.histart.unmontreal.ca/cri/fr/intermedialites/flash8/numeros.html>

Myers, D. (2007) Fantasy football. *Dictionary of American History*. Online: Gale Virtual Reference Library.

Myers, D. (2007, September). *Self and selfishness in online social play*. Paper accepted for presentation at the Digital Games Research Association Conference, Tokyo, Japan.

Awards received

Grant recipient, Loyola Online Course Initiative, 2009

Professional affiliations

Society of Cinema and Media Studies, 2013

Workload

Fall 2012 2 lecture credit hours/week

Spring 2013 1 seminar/week; 3 lecture credit hours/week

Andrew Nelson

Male, visiting professor, non-tenure track, Caucasian

Degrees earned

University of Missouri, Master of Arts in Journalism, 1988

Syracuse University, Bachelor of Fine Arts, 1980

Experience in the professional practice of public relations

Peter A. Mayer Advertising, New Orleans, La., *Public Relations Account Executive*
2008–present

National Geographic Traveler Magazine, Washington, D.C.

San Francisco Magazine, San Francisco, Calif.

Daily Sherpa (dailysherpa.com), San Francisco, Calif/

Living Social (livingsocial.com), Washington, D.C. *Contributing Writer, Editor, Digital Media*

Strategist, 2001–present

Service

Nelson, Andrew. (2012). “Keys to the World: How Social Media is Changing Travel.” Panelist at World Travel Market. London, England.

Nelson, Andrew. (2012). “Social Media Strategies for New Orleans Media Market.” Panelist at Create Lab, Louisiana State University. Baton Rouge, La.

Nelson, Andrew. (2012). “New Journalism in the South.” Panelist at The Oxford American Seminar. New Orleans, La.

Nelson, Andrew. (2012). “Trends in Social Media.” Presenter at Social Security Administration, New Orleans, La.

Nelson, Andrew. (2012). “Detroit Rising: New Spirit in the Motor City,” Presenter at Michigan Economic Development Association, , Detroit, Mich.

Nelson, Andrew. (2007). “How to Pitch the Media.” Presenter at Public Relations Society of America, Los Angeles, Calif.

Scholarship

Nelson, A. (2013, May). “The Icon: Sydney Opera House,” *National Geographic Traveler*.

Nelson, A. (2013, April). “The Social Network,” *National Geographic Traveler*.

Nelson, A. (2012, March-April). “Rise and Shine Detroit,” *National Geographic Traveler*.

Nelson, A. (2010). “Olympic Peninsula, Drives of a Lifetime,” *National Geographic*.

Nelson, A. (2009, September). “Tweet Me in Miami,” *National Geographic Traveler*.

Awards received

First Place PR Campaign, “Living with Hurricanes: Katrina and Beyond” from the Press Club of New Orleans in 2010-2011

Folio Award, Silver, “Tweet me in Miami,” from National Geographic Traveler, 2010-2011

Adrian Award, Platinum (for PR) from Hospitality Sales & Marketing Association International in 2010-2011

Adrian Award, Gold (for PR) from Hospitality Sales & Marketing Association International in 2010-2011

Adrian Award, Bronze (for social media) from Hospitality Sales & Marketing Association International in 2010-2011

Professional affiliations

New Orleans Press Club, 2011-present

New Orleans Chapter of the American Advertising Federation, Board Member, 2013

Workload

Fall 2012 2 lecture classes/week

Spring 2013 2 lecture classes/week; 2 independent study credits/week

Leslie Parr

Female, professor, tenured, Caucasian

Degrees earned

Tulane University Ph.D., United States history, 1994

Tulane University, Master of Fine Arts, photography, 1988

Northeastern University, Master of Arts in history, 1981-1982

Trinity College, Bachelor of Arts, 1971

Experience in the professional practice of public relations - Not applicable

Service

Director, New Orleans Studies minor, Loyola University New Orleans, 2010-present

Walker Percy Center, Advisory Board, Loyola University New Orleans, 2010-present

Member, University Grants and Leaves Committee, Loyola University New Orleans, 2010-present

Member, Interdisciplinary Directors Committee, Loyola University New Orleans, 2010-present

Library liaison, J. Edgar and Louise S. Monroe Library, Loyola University New Orleans, 2007-present

Director, Center for the Study of New Orleans, Loyola University New Orleans, 2009- present

Lecture, Alumni College, Loyola University New Orleans, 2012

Director, Shawn M. Donnelley Center for Nonprofit Communications, 2007-2011

Orientation Book Discussion Leader, 2010, 2007

Member, First Year Experience Planning Group, Loyola University New Orleans, 2008-2010

Judge, Loyola International Photo Exhibit, 2009, 2008, 2007

Member, Center for Teaching and Learning Advisory Committee, Loyola University New Orleans, 2008

Member, Common Curriculum Review Committee, Loyola University New Orleans, 2007-2009

Member, College of Social Sciences Dean Search Committee, Loyola University New Orleans, 2007-2008

Ignatian Scholarship Committee, Loyola University New Orleans, 2008, 2007

Member, Honorary Degrees Committee, Loyola University New Orleans, 2008, 2007

Scholarship

Parr, L. (forthcoming). "Sarah Towles Reed: Southern Firebrand," in *Louisiana Women*, vol. 2. (Athens: University of Georgia Press).

Parr, L. (2012). "Sarah Towles Reed: Class of 1904," *Newcomb College, 1886-2006: Higher Education for Women in New Orleans*, S. Tucker and B. Willinger, eds, Baton Rouge: Louisiana State University Press.

Parr, L. (2012, July-August). "NOLA Now, Part II, The Human Figure, Contemporary Arts Center.

Parr, L. (2012, February-March). "Light." Juried exhibit, New Orleans Photo Alliance.

Parr, L. (2012). "E.J. Bellocq," "Arnold Genthe," "Russell Lee," "Theodore Fonville Winans," "Clarence John Laughlin," "John H. Lawrence," "George Long," "Elemore Morgan, Sr.," "Owen F. Murphy, Jr.," "Mark Sindler," (2012). *A Unique Slant of Light: The Bicentennial History of Art in Louisiana*, M. Sartisky, J.R. Gruber, J.R. Kemp, eds, New Orleans: The

Louisiana Endowment for the Humanities.

Parr, L. (2011). "Sarah Towles Reed," in Charles Reagan Wilson, ed., *Education: The New Encyclopedia of Southern Culture*, vol. 19, Chapel Hill: University of North Carolina Press.

Parr, L. (2011). "Michael P. Smith," "Arnold Genthe," "Clarence John Laughlin," Debbie Fleming Caffery," "Elemore Morgan," Ernest J. Bellocq" "Fonville Winnans," "Russell Lee," "Mark Sindler," "George Long," "John Lawrence," "Owen Murphy," "Louisiana Photographers: 1839-present," "Sarah Towles Reed." (2011). *KnowLa: Digital Encyclopedia of Louisiana History, Culture, and Community*, Louisiana Endowment for the Humanities.

Parr, L. (2011, April-June). "Between the Faithful and Forlorn." Juried exhibit, New Orleans Photo Alliance .

Parr, L. (2011). Photographs in Kevin Rabalais, ed., *Sacred Trespasses: A Loyola New Orleans Faculty Reader*.

Parr, L. (2011, April). "Land/Currents/Undercurrents." Ninth annual juried exhibit, Grand Isle, La.

Parr, L. (2010, September-October). "Sundays in the Streets: Second Lining in New Orleans." Invited solo exhibit, Manhattan College, New York.

Parr, L. (2010, August-September). "Los Invisibles: Latino Immigrants Who Rebuilt New Orleans." Juried exhibit, Barrister's Gallery.

Parr, L. (2010, August-September). "Gulf." Juried exhibit, New Orleans Photo Alliance Gallery.

Parr, L. (2010, February-March). "American Dream." Juried exhibit, New Orleans Photo Alliance Gallery.

Parr, L. (2010, July). "The Power of the Photograph: Teaching Civil and Human Rights Through Photography." 2010 Super Teacher Institute, Alabama Humanities Foundation, Mobile, Ala.

Parr, L. (2009, March). "Six Shooters." Panel discussion on personal photographic work, New Orleans Museum of Art.

Parr, L. (2009, August-September). "Caliente/Hot." Juried exhibit, New Orleans Photo Alliance Gallery.

Parr, L. (2009, June-September). "Portrait." Invitational exhibit, Diboll Art Gallery, Loyola University New Orleans

Parr, L. (2008, May-July). "Abstractions in the Landscape." Juried exhibit, The Darkroom-New Orleans Center for the Photographic Arts.

Parr, L. (2008, December). Moderator, "Promise and Peril: The Changing Face of Photojournalism." Panel discussion sponsored by the New Orleans Photo Alliance, Louisiana State Museum.

Parr, L. (2008). *The Chronicle of Philanthropy*, June 26.

Parr, L. (2007, 2008). Grandstand exhibitions, Jazz and Heritage Foundation juried exhibits, Jazz Festival.

Parr, L. (2007). "Louisiana Photographers." Louisiana Superdome juried exhibit.

Parr, L. (2007, October-November). "The Red Show." Juried exhibit, The Darkroom-New Orleans Center for the Photographic Arts.

Parr, L. (2007, February-March). "Rituals and Revelry: Depictions of Carnival." Juried exhibit, Brad Edelman Gallery, New Orleans

Parr, L. (2006, December-2007, January). "Vision/Re-Vision: Louisiana Photography 2006." Juried exhibit, Contemporary Arts Center, New Orleans.

Parr, L. (2007). Photograph in Mary Fitzgerald and Alex Lemann, *New Orleans' Favorite Shotguns*. New Orleans: Preservation Resource Center.

Parr, L. (2007, Winter). *Company: The World of Jesuits and Their Friends*.

Parr, L. (2007). Editor and Producer, Audio slide shows: "Katrina Photographers." *Journal of American History*.

Awards received

Louis Read Distinguished Professor in Communication, Loyola University New Orleans, 2012-2013

Grant from the New Orleans Jazz and Heritage Festival to put on annual NolaLoyola event, 2011-2012

Marquette Fellowship, Loyola University New Orleans, 2010-11

Shawn M. Donnelley Professor for Nonprofit Communication from Loyola University New Orleans, 2008-2012

Professional affiliations

Society for Photographic Education, 1998-2003

AEJMC, 2006, 2007

New Orleans Photo Alliance, 2007-present

National Press Photographers Association, 1986-1988

Workload

Fall 2012

Sabbatical

Spring 2013

3 lecture classes/week; 1 independent study credits/week

Cathy Rogers

Female, professor, tenured, Caucasian

Degrees earned

Ohio University, Ph.D. Journalism and Mass Communication, 1993

Louisiana State University, Master of Journalism, 1985

Louisiana College, Bachelor of Arts in English and Journalism, 1982

Experience in the professional practice of public relations

Woman's Hospital, Baton Rouge, La., Public relations assistant, July 1984-July 1986

Louisiana College, Pineville, La., Public relations associate, August 1982-1983

Service

Member, University Strategic Planning Team, Loyola University New Orleans, 2012-present

Member, Curriculum Committee, College of Social Sciences, Loyola University New Orleans, 2012-present

Member, College Rank and Tenure Committee, College of Social Sciences, Loyola University New Orleans, 2012-present

Institutional Advancement Committee, Board of Trustees, Loyola University New Orleans, 2011-present

Member, Advisory Committee, Center for Teaching, Learning, and Scholarship, Loyola University New Orleans, 2011-present

Alternate, Curriculum Committee, College of Social Sciences, Loyola University New Orleans, Fall 2011

Member, University Admissions Standards and Policies Committee, Loyola University New Orleans, 2010-present

Member, Women's Studies Committee, College of Social Sciences, Loyola University

New Orleans, 2009-present

Member, Steering Committee, College of Social Sciences, Loyola University New Orleans, 2009-present

Member, Master Teaching Mentor Mentoring Subgroup, Loyola University New Orleans, 2009-2010

University Senate representative, Student Affairs Policy Advisory Committee, Loyola University New Orleans, 2008-2010

Member, University Committee for the Quality Enhancement Plan, College of Social Sciences, Loyola University New Orleans, 2007-2008

University Senate representative, Board of Communication, Loyola University New Orleans, 2007

Member, First Year Experience Subcommittee, College of Social Sciences, Loyola University New Orleans, 2007

Faculty volunteer, "Opening Doors," Division of Student Affairs, College of Arts and Sciences, Loyola University New Orleans, September 2007

Scholarship

Rogers, C. & Andrews, V. (2013). Accepted. "Coorientation Theory and Assessment of the RFP solution to Client/Service Learner Matchmaking." *Journalism and Mass Communication Educator*.

Rogers, C. (2012, October). "Leadership Development: Where do PRSSA Advisers Stand?"

Presented to Educators Academy, Public Relations Society of America, San Francisco, Calif.

Rogers, C. & Andrews, V. (2012, August). “Coorientation Theory and Assessment of the RFP solution to Client/Service Learner Matchmaking.” Presented to Teaching Category of the Public Relations Division at the National Convention, Association for Education in Journalism and Mass Communication (AEJMC), Chicago, Ill.

Rogers, C. & Andrews, V. (2012, March). “Assessment of RFP Process for Community Partner Selection in Upper-Level Public Relations.” Presented to Gulf-South Summit on Service-Learning and Civic Engagement through Higher Education in Hattiesburg, Miss.

Rogers, C. (2010). “Is Social Justice, Public Relations, and Service Learning in the Classroom Linked to Professionalism in the Workplace?” *Vatican Communications Conference Monograph: Power To Transform the World: Media & Communication Programs in Catholic Higher Education.*

Rogers, C., & Andrews, V. (2010). “The RFP Solution: Best Practice for Public Relations, Service Learning and Social Justice?” *Vatican Communications Conference Monograph: Power To Transform the World: Media & Communication Programs in Catholic Higher Education.*

Rogers, C. & Andrews, V. (2010). “The RFP Solution. One Response to Client/Service-Learner Issues,” Presented to Teaching Standards of the Public Relations Division at the National Convention, Association for Education in Journalism and Mass Communication, Denver, Colo. Top Teaching Paper.

Rogers, C. (2010). “Is Social Justice, Public Relations, and Service Learning in the Classroom Linked to Professionalism in the Workplace?” Presented to Conference, Power To Transform the World: Media & Communication Programs in Catholic Higher Education in Milwaukee, Marquette University and the Pontifical Council for Social Communications.

Rogers, C., & Andrews, V. (2010). “The RFP Solution: Best Practice for Public Relations, Service Learning and Social Justice?” to Conference, Power To Transform the World: Media & Communication Programs in Catholic Higher Education in Milwaukee, Marquette University and the Pontifical Council for Social Communications.

Awards

Plank Center Educator Fellowship, 2013

Professor, Shawn M. Donnelley Center for Nonprofit Communications 2013

PRSSA Bateman Case Study Competition Team Advisor to 2013, 2009, 2008 national championship team; 2nd place in 2011, 2010. She has led team to more national championships than any school in the country.

Service learning grant (Fellowship for Community Engaged Scholarship, Loyola University New Orleans, 2012-2013

Professional development grant, Loyola University New Orleans, 2012-13

Educator of the Year award, Public Relations Society of Louisiana, 2011-2012

Research Grant, University of Alabama, 2009-2010

Excellence in Community Service Award, Loyola University New Orleans, 2009-2010

Mini-grant, Loyola University New Orleans, 2008-2009

Service learning grant (Campus Compact), Loyola University New Orleans, 2008-2009

Program for Instruction Effectiveness Support grant, Loyola University New Orleans, 2008-2009

President's Award/Preeminent Plate Spinner Award, Public Relations Society of America, New Orleans Chapter, 2008-2009

Marquette Faculty Fellowship, Loyola University New Orleans, 2007-2008

Great Ball of Fire Award/Outstanding Member Award, Public Relations Society of America, New Orleans Chapter, 2006-2007

University Senate Award for Teaching, nominee, Loyola University New Orleans, 2006-2007

Professional affiliations

Association for Education in Journalism and Mass Communication, 1986-present

Public Relations Division, 1986-present

Professional Freedom and Responsibility, co-chairperson, 2007-2009

Commission on the Status of Women, member, 2002-2010

Internships and Careers Interest Group, 2007-2010

Professional Freedom and Responsibility, co-chairperson, 2008-2009

Research, co-chairperson, 2007-2008

Association of Fundraising Professionals, 2013

Public Relations Society of America, 1990-present

PRSA Educators Academy, 1990-present

PRSA Association/Nonprofit Section, 2013

Public Relations Association of Louisiana, New Orleans chapter, 2011-present

Collegiate Relations Chair, 2011-present

Workload

Fall 2012 3 lecture classes/week

Spring 2013 3 lecture classes/week

Bob Thomas

Male, professor, tenured, Caucasian

Degrees earned

Louisiana State University, Post-Doctoral Fellow, Biochemistry, 1977-1978

Texas A&M University, Ph.D., Vertebrate Zoology, 1976

Texas A&M University, Master of Science in Vertebrate Zoology, 1974

University of Southwestern Louisiana, Bachelor of Science, Zoology, 1970

Experience in the professional practice of public relations - Not applicable

Service

Member, Retention and Student Success Committee, Loyola University New Orleans, 2012-present
Member, Faculty Senate, 2012-2013

Member, University Conciliation Committee, Loyola University New Orleans, 2012-present

Participant, Loyola Master Teaching Mentor Program, Loyola University New Orleans, 2011-present

Faculty, Environmental Studies & Science Program, Loyola University New Orleans, 2011-present

Member, University Director of Research Search Committee, Loyola University New Orleans, 2011

Faculty participant, The Self and the Environmental Cluster for Freshmen Year Experience, Loyola University New Orleans, Fall 2010

Member, Grants and Research Task Force, Loyola University New Orleans, 2010-present

Guest member, Facilities Management Committee, Loyola University New Orleans, 2009-present

Member, Steering Committee, Center for the Study of New Orleans, Loyola University New Orleans, 2008-present

Faculty, Study of New Orleans Minor, Loyola University New Orleans, 2010-present

Chair, Sustainable Campus Study Group, Loyola University New Orleans, 2008-present

Web site moderator, Sustainable Campus Study Group, Loyola University New Orleans, 2010-present

Member, "Engaging Students in Exciting Projects (Melanie McKay)," Loyola Teaching Improvement Project, Loyola University New Orleans, 2007

Member, Search Committee, Development Officer for College of Social Sciences, Loyola University New Orleans, 2007

Member, Search Committee, Associate Vice President of Institutional Advancement, Loyola University New Orleans, 2007

Member, Council of Directors and Chairs, College of Social Sciences, Loyola University New Orleans, 2007-2009

Leader/organizer, Environmental Studies Frog Walk, Loyola University New Orleans, 2007-present

Moderator, listervs for Environmental Studies and Latin American Studies minors, 2007-present

Adviser, BEGGARS Fraternity, Loyola University New Orleans, 2007-present

Faculty, Environmental Studies Minor, Loyola University New Orleans, 2007-present

Conference sponsor, National Association of Environmental Law Societies Annual Conference, Loyola University New Orleans, March 4-7, 2010

Organizer, Swamp Tour and Related Discussion, Loyola Law School/Georgetown Law School Joint Conference: Recovery, Accountability, and, Law, September 28, 2007

Co-host, Reggio Emilia Investing in Children Summit, Loyola University Campus,

June 1-3, 2010

Scholarship

Thomas, R.A., Pastorak, Ryan, and McCaffery, Kevin. (2013, Summer). Documentary on the Mississippi River Gulf Outlet: Mrgoing, Going, Gone.

Merlen, Godfrey, and **Thomas, R.A.**, in press. A Galápagos exothermic terrestrial snake gambles a potential chilly bath for a protein rich dish of fish. *Herpetol. Rev.*

Crother, B.I., Moon, B., and **Thomas, R.A.**, (2011). Ernest A. Liner, 1925-2010. *Herpetological Review* 42(1), 12-18.

Thomas, R.A., (2011). "BP blowout. Lessons from Gulf oil disaster: Everything from the social media's importance to the need for a detailed disaster plan." *SEJournal* 21(2), 11-13.

Thomas, R.A., (2010). "Reflections on a Devastating Oil Catastrophe." *C.E.P. (Conservative Environmental Policy) Quarterly* 5(2), 1-4.

Thomas, R.A., and McCaffery, Kevin. (2011-2012). Video regarding learnings by scientists since the BP blowout. Coproducer, National Science Foundation grant to Dr. Jessica Kastler, Gulf Coast Research Lab, Ocean Springs, Miss.

Thomas, R.A. (May 2011). "Swamp things: Working safely around snakes, gators, & other critters in a post-flood environment." Entergy Safety Seminar Series, New Orleans, voiceover added and posted on Vimeo.

Thomas, R.A., (2010). "BP's Gulf oil gusher attracts bewildering amounts of media coverage. But where's the depth?" *SEJournal* 20(3), 5, 7-11.

Thomas, R.A., (2008). Foreword. *In: Brady, I., "The Southern Swamp Explorer." Nature Works Press.*

Awards received

Dux Academicus Award, the highest honor at the university, from Loyola University New Orleans, 2010-2011

Honoree, Great Friends of Kids Event, Louisiana Children's Museum, 2011-2012

Great Ladies and Great Gentlemen Award, East Jefferson Hospital Auxillary, 2010-2011

31 Years of Exemplary Service Award, Rotary Club of Metairie Sunrise, 2009-2010

Community Steward Award, Leadership Northshore, 2009-10

Friend of LUCAP Award (Loyola University Community Action Program), Loyola University New Orleans, 2008-2009

Loyola Faculty Senate Outstanding Teaching Award, Loyola University New Orleans, 2008-2009

Top People to Watch 2008, New Orleans, 2007-2008

Outstanding Citizen Diplomat Award, New Orleans Citizen Diplomatic Council, 2007-2008

Honorary member, BEGGARS Fraternity

Professional affiliations

Steering Committee, Louisiana Master Naturalist Program, 2012-present.

Coordinator & Steering Committee, Greater New Orleans Chapter, Louisiana Master Naturalist Program, 2012-present

Member, Resource Council, Citizens for 1 Greater New Orleans, 2011-present

Board of Advisors, Hugh O'Brien Youth Leadership (HOBY) (Louisiana), 2011-present

Board of Trustees, New Orleans Botanical Foundation, 2011-present

Member, Board of Directors, Restore the Earth Foundation, Inc., 2010-present

Member, State of the Coast Program Sub-committee (Café and Beignets Session), Coalition to Restore Coastal Louisiana, 2010

Panel chair and judge, Outstanding Student Reporting Award, Society of Environmental Journalists 8th Annual Awards for Reporting on the Environment, 2009

Host, Society of Environmental Journalists board meeting and planning workshop, April 15-18, 2009

Organizer and presenter, Belize Environmental Journalism Workshops, San Pedro, Belize, May 30-31, 2008

Organizer, Belize Biodiversity Awards (for Belizean environmental reporters), with the International Center for Journalism and Conservation International, May 29, 2008

Board, Louisiana Children's Museum, 2004-2011, 2012-present; Executive Committee, 2005-2011; second vice president, 2007; first vice president, 2008; president, 2009-2010

Steering Committee, Early Learning Village Steering Committee, 2007-present; Co-Chair, 2007-2010

President, Friends of Åsa Wright Nature Centre, Trinidad, 2004-2007; treasurer, 2007-present

Member, Board of Management, Åsa Wright Nature Centre, Trinidad, 1992-present

Workload

Fall 2012 1 lecture classes/week, 2 independent study/week

Spring 2013 2 lecture classes/week, 2 independent study/week

David Zemmels,

Male, assistant professor, tenure-track, Caucasian

Degrees earned

University of Utah, Ph.D., Communication, 2011

California State University, Fullerton, Master of Theatre Arts, 1986

California State University, Fullerton, Bachelor of Arts in Theatre Arts, 1983

Experience in the professional practice of public relations - Not applicable

Service

Member, University Faculty Senate, Loyola University New Orleans, 2009-2011

Member, Conciliation Committee, Loyola University New Orleans, 2008-2012

Interim chair, Conciliation Committee, Loyola University New Orleans, 2011

Scholarship

Zemmels, D. (2013). "Accessing Virtual Social Worlds: A Unique Methodology for Research in New Media Spaces." ISSC World Social Science Forum 2013: Social Transformations and the Digital Age, Montréal, Canada.

Zemmels, D. (2013). "The Post-panoptic Condition, 21st Century." ISSC World Social Science Forum 2013: Social Transformations and the Digital Age, Montréal, Canada.

Zemmels, D. (2013). Online Visual Media: Privacy and Trust Among Young People. Under review: Communication Research Reports.

Zemmels, D. (2013). "Online Visual Media Content: Privacy and Trust Among Young People." AEJMC 2013 Midwinter Conference, University of Oklahoma, Norman, Okla.

Zemmels, D. (2012). Youth and New Media: Studying Identity and Meaning in an Evolving Media Environment. *Communication Research Trends* 31(4).

Zemmels, D. (2012). Young People and New Media: A Grounded Model for Connecting Communication Channels and Social Ties in Social Media Engagement." NCA 2013 Annual Convention, Orlando, Fla.

Awards received

Marquette Faculty Fellowship grant, Loyola University New Orleans, 2009-10

Professional affiliations

Association for Education in Journalism and Mass Communication (AEJMC), 2011-present

National Communication Association (NCA), 2011-present

International Social Science Council (ISSC), 2013

Workload

Fall 2012 3 lecture classes/week

Spring 2013 3 lecture classes/week, 1 independent study credit hour/week

Part-time faculty

Cheryl Dejoie-Lacabe M.F.A.

Female, instructor, non-tenure track, African American

Degrees earned

Savannah College of Art and Design, Master of Fine Arts in Graphic Design, 2005

Xavier University of Louisiana, Bachelor of Fine Arts in Graphic Advertising Design, 1983

Experience in the professional practice of public relations - Not applicable

Service - Not applicable

Scholarship - Not applicable

Awards received - Not applicable

Professional affiliations - Not applicable

Workload

Fall 2012 6 lecture classes/week

Spring 2013 6 lecture classes/week, 3 independent study credits/week

Tamar Gregorian

Female, instructor, non-tenure track, Middle Eastern

Degrees earned

Louisiana State University, Master of Mass Communication, concentration in Public Relations, 2007

Loyola University New Orleans, Bachelor of Arts in Communications/Public Relations, 2004

Experience in the professional practice of public relations

Graceful Event Productions, New Orleans, La., *Principal*, 2011-present

The Marketing Hub, LLC, New Orleans, La., *Principal*, 2009-Present

The University of New Orleans Lakefront Arena, New Orleans, La., *Director of Communications* 2009-Present

Keating Magee Momentum Marketing, New Orleans, La., *Public Relations Account Executive* 2006-2008

Louisiana State University College of Engineering, Baton Rouge, La., *PR Graduate Assistant* 2005-2006

U.S. Representative Bobby Jindal, Louisiana, Metairie, La., Intern, District Office (District 1), 2006

Armenian National Committee of America, Washington, DC, ANCA Leo Sarkisian Internship, *Public Relations Assistant*, Summer 2005

New Orleans Convention & Visitors Bureau, New Orleans, La., *Public Relations Senior Intern*
2003-2004

PRSSA, New Orleans, La., *PRSSA National Conference Coordinator*, 2002-2003

National Association of Television Program Executives, New Orleans, La., *NATPE Conference Intern*, 2003

Service - Not applicable

Professional affiliations

IABC New Orleans, Vice President, Sponsorship, 2007-Present

Press Club of New Orleans, Education Liaison, 2012-2013

Scholarship - Not applicable

Awards received - Not applicable

Workload

Spring 2013 3 lecture classes/week

Mike Guisti

Male, instructor, non-tenure track, Caucasian

Degrees earned

Loyola University New Orleans, Master of Business Administration, 2012

Loyola University New Orleans, Bachelor of Arts in Communications, 2000

Service

Loyola Student Media Orientation and training, (Spring 2013, Fall 2012, Spring 2012, Fall 2011, Fall 2010, Fall 2009, Fall 2008)

Joint advertising training with LSU and Loyola ad staff, (Fall 2012, Fall 2009, Spring 2009, Fall 2008)

Campus adviser, Loyola Chapter of the Society for Professional Journalists, (2008 to present; 2006)

Scholarship - Not applicable

Awards received

Excellence in Teaching Award, Loyola University College of Social Sciences, 2013

Excellence in Advising Award, Loyola University College of Social Sciences, 2011

Professional affiliations

Society of Professional Journalists, 1997 - present

Press Club of New Orleans, 2000 – present

College Media Advisers, 2006- present

College Newspaper Business and Advertising Managers, 2007- present

Project Management Institute, 2010- present

Workload

Fall 2012 3 lecture classes/week; 3 lab credits/week
Spring 2013 4 lecture classes/week; 6 independent credits/week

Jeffrey Ory, APR, ABC

Male, Instructor, non-tenure track, Caucasian

Degrees earned

Loyola University New Orleans, Bachelor of Arts in Communications/Public Relations, 1997

Experience in the professional practice of public relations

il Stratega, New Orleans, *President*, (February 2011-present)

Deveney Communication, New Orleans

Vice President, January 2006-February 2011

Senior Communication Strategist, March 2001-January 2006

Communication Strategist, February 1998- March 2001

Associate, July 1997-December 1997

Loyola University New Orleans Office of Institutional Advancement, New Orleans

Public Affairs Associate, January-May 1997

Public Relations Society of America, New Orleans, *Editor*, January-December 1997

Loyola University Student Alumni Association, New Orleans, *President*,

August 1995-May 1996

Service

PRSSA Bateman Competition, Loyola University New Orleans, professional adviser, August 2004-present

New Orleans Speech and Hearing Center, Board of Directors, 1999-2000

Loyola University New Orleans, Alumni Association Board of Directors, Young Alumni representative, 1998-1999

Loyola University New Orleans, Task Force for Student Success and Retention, 1999

New Orleans Center for Nonprofit Resources, BoardWorks Program, 1999

Loyola University New Orleans, Alumni Scholarship Gala Chairperson, 1999

New Orleans Museum of Art, Art in Bloom Committee, 1997

Scholarship - Not applicable

Awards received

Accredited business communicator, ABC designation, by IABC

Accredited in public relations, APR designation, by PRSA

Communicator of the Year by IABC New Orleans, 2011

Advertising Club of New Orleans Account Executive of the Year, 2004

New Orleans CityBusiness Power Generation, 2003

Gambit Weekly 40 Under 40, 2003

IABC New Orleans, Member of the Year, 1999

Loyola University New Orleans Alumni Association Award, 1997

Team leader for the following awards:

The IABC International Research Foundation Jake Wittmer Research Award, 1999

IABC International Gold Quill awards, 2012, 2008, 2007, 2004, 2002, 1999

PRSA Silver Anvil Award: Best of Silver Anvil, 2002

Professional affiliations

PRSA, Travel and Tourism Section board member, 2008-2009; 2010-present

PRSA New Orleans board member, 2008- present

IABC International executive board, director-at-large, 2009-2012

IABC International executive board, Accreditation Council Liaison, 2010-2012

IABC Gold Quill Awards Program, Mentorship US/Central America Lead, 2008-2009

IABC Gold Quill Awards Program, international chair, 2007-2008

PRSA, Governance/Assembly Task Force, 2007

PRSA New Orleans, membership chair, 2007

IABC Accreditation Program, lead exam procter, 2005-2009

PRSA Assembly delegate, 2006-present

IABC International Conference, conference track co-chair, 2007, 2009-present

IABC Gold Quill Awards Program, vice-chair, 2006-2007

IABC Gold Quill Awards Program, Blue Ribbon Panel, 2007-present

IABC Accreditation Program, examination judge, 2004-present

PRSA Bronze Anvil Awards coordinator and judge, 2005, 2008

PRSA New Orleans president, 2005-2006

PRSA Southwest District treasurer, 2005-2007

PRSA Silver Anvil judge, 2004, 2008

PRSA New Orleans professional adviser, 2004-present

PRSA New Orleans regional and local Anvil Awards judge, 2002-present

PRSA Leadership Rally, 2004

PRSA, Environmental Special Interest Section board of directors, 2004-2005

IABC Gold Quill Awards Program category coordinator, 2004-present

IABC New Orleans regional and local Quill Awards judge, 2000-present

IABC New Orleans past-president, senior delegate, 2004-2005

IABC New Orleans president, 2003-2004

IABC New Orleans president-elect, 2002-2003

PRSA International Conference Publicity & Promotions Committee chairman, 2003

IABC New Orleans communication director, 2001-2003

IABC New Orleans programs director, 2000-2001

IABC District Two Silver Quill Awards program director, 1999

IABC New Orleans student liaison director, 1997-1999

IABC International Conference Volunteer Day chair, 1998

Workload

Spring 2013 3 lecture classes/week

Reid Steinberg

Male, Instructor, non-tenure track, Caucasian

Degrees earned

Loyola University New Orleans, Bachelor of Arts Communications, Business Marketing emphasis, 1994

Experience in the professional practice of public relations –Not Applicable

- *Service* - Not applicable
- *Scholarship* - Not applicable
- *Awards received* - Not applicable

Workload

Fall 2013 3 lecture classes/week

Scott Sternberg, J.D.

Male, instructor, non-tenure track, Caucasian

Degrees earned

Louisiana State University, A&M, Juris Doctor Graduate Diploma in Civil law, 2010
Louisiana State University, A&M, Bachelor of Arts in Mass Communication, 2006

- *Experience in the professional practice of public relations* - Not applicable
- *Service* - Not applicable
- *Scholarship* - Not applicable
- *Awards received* - Not applicable

Professional affiliations

National Freedom of Information Coalition, 2012 - present
Student Press Law Center Referral Network, 2010 - present
American Bar Association, 2010 – present
Jefferson Bar Association, 2010 – present
Orleans Bar Association, 2010 – present
Louisiana Bar Association, 2010 - present

Workload

Fall 2012 3 lecture classes/week
Spring 2013 3 lecture classes/week

F-02. Academic advising and career counseling – methods and record keeping

Academic Advising

During the summer, incoming students are invited to attend orientation on campus. SMC's student services coordinator keeps a list of all incoming students to ensure they attend orientation or get the information directly from the school. Students are assigned an adviser at that time.

During orientation, students meet with the student services coordinator and the director to go over curriculum requirements for a degree in mass communication. The school facilitates a lengthy discussion and answers all questions, as well as confirms that freshmen are enrolled in the appropriate classes for fall. The same is done for transfer students at the beginning of every semester.

In fall semesters, three weeks after classes start, the school hosts a fall kickoff event. All faculty, staff and representatives from professional organizations within the school are introduced to students. The policies of the school are explained. At the event, students receive their Student Resource Manual, which details the academic policies of Loyola University and the School of Mass Communication, including all degree requirements.

Every semester, the week before registration opens is set aside for advising. Students have a hold on registration until they meet with their faculty adviser to discuss their schedule. The faculty sets up individual 30-minute meetings with every student. Advising sheets are filled out during the meeting that detail what classes the student should take. Faculty are also available to answer any other questions the student might have. After the meeting, if the faculty member is satisfied the student understands what courses he or she should take, the faculty member removes the registration hold.

Additionally, in the penultimate semester of a student's career here, he or she is required to apply for their degree. This application triggers an official audit that details the student's remaining degree requirements.

Career Counseling

The university has had no formal placement operation; however, the School of Mass Communication does work with its graduates informally to assist with jobs after graduation. The following represents the best job placement data for the school's graduates. Employola will begin surveying students in 2013-2014 to examine job placement upon graduation. This data were acquired through emails and phone calls by student workers in the school's office.

Job in the Mass Communication field:

Academic Year 2011-2012

Asmussen, Hedda, Public Relations, Account Executive, Uptown PR

Bickle, William, Advertising, Santa Cruz Warriors, NBA, Development League Basketball Team, graphic designer and marketing assistant

Cano, Kaleen, Public Relations, Special Events Coordinator, Venice Family Clinic

Chesnut, Christian, Media Studies, Photographer, Photo Jay Images

Clayton, Mark A., Public Relations, Human Resources Intern, Audubon Nature Institute

Cutler, Mary, Public Relations, Associate Social Media Communications Manager, Deep Focus

D'Agostaro, Giancarlo, Advertising, freelance photographer

Dottolo, Renee M., Journalism, Broadcasting Writer WVUE, Fox 8, New Orleans

Futral, Jamie A., Public Relations, Andry Law Firm LLC.

Flynn, Jessica A., Advertising, Assistant Account Executive at GolinHarri

Gallagher, Deidre, Public Relations, Fair Grounds Race Course & Slots Publicity

Gingras, Michelle, Journalism, Sports reporter, San Diego, Union Tribune (UT-TV)

Gremillion, Kate, Public Relations, Account Executive Hill and Knowlton, Dallas

Hernandez, Angela, Journalism, Intern at CUE Magazine

Hill, Alan O, Advertising, Bellman/Concierge, Hotel d'Armes

Hirsch, Masako, Journalism graduate school

Johnson, Kris, Media Studies, Staff Writer, Courier and Daily Comet Newspaper (Halifax Media), Charter School Reporting Corps at the Lens

LeFrere, Sable M., Journalism, Reporter Houma, La. Newspaper

Lien, Kuo-Hung, Public Relations, Marketing/PR related, Core USA, New Orleans

Machado, Daniela M., Advertising, Social Media Manager

Moore, Jamie, Media Studies, Youth Programs Assistant, New Orleans Saints

Moore, Margaret, Public Relations, Marketing/PR related, Core USA, New Orleans

Naniuzeyi, Yvette, Journalism, Program coordinator, Savannah St. University, Georgia

Pabst, Kelsey, Public Relations, Marketing and Events Assistant for Jones Walker LLP in New Orleans

Planchet, Helen, Public Relations, Guest Relations, Disney World, Orlando

Shamburger, Millie, Advertising, Good Eggs Inc, NOLA, website and events

Shultz, Bailey, Public Relations, National Sales Assistant, Greater Phoenix Convention & Visitors Bureau

Sullivan, Caitlin, Media Studies, Production Assistant, Ponderosa Stomp Foundation

Tregre, Kylie, Advertising, Current: Lamar Advertising, Baton Rouge, LA

Vo, Quynh Anh, Journalism, Producer at Fox 8

Wilson, Elizabeth (Colby), Journalism, Associate producer, WWLTV channel 4

Worthy, Carlyn, Journalism, Public Relations work, New Orleans, didn't want to disclose place of work

Zansler, Kevin, Journalism, National Geographic

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nkno

wn:

Acevedo, Geenah, Journalism

Ghawaly, Lora L., Journalism

Jackson, Lisette, Journalism

Machado, Daniela M., Advertising

Mantica, Xavier A., Media Studies

Planchet, Helen, Public Relations

The following person (s) do not hold a position in the field of Mass Communication:

Asp, Mallory, Media Studies, Current: Teacher, China

Banks, Arisa, Media Studies, Current: Law School student, Southern University

Cappel-Vickery, Yvonne A., Journalism, Current: English Teacher in France

Colbenson, Erica L., Journalism, Current: Bartender at Krazy Korner

Kimbro, Wade, Public Relations

Academic Year 2010-2011

Andara, Alonso, Advertising, Owner, Magnolia Freight Forwarding Company Inc.

Balchunas, Caroline, Current: News Reporter, KIFY Lafayette

Barrail, Alexia, Public Relations, Communications coordinator at BAGA (construction realty firm) in Asuncion Paraguay

Booth, Jennifer, Advertising, Project manager, Zehnder Communications

Brandon, Abbey, Journalism, Press assistant, Bipartisan Policy Center

Carvalho, Allison, Public Relations, Publicist

Carson, Lynesia, Journalism, Hip Hop and Fashion Production Assistant

Caruso, Michael , Advertising, W20 Digital Advertising Agency, Houston TX

Ernst, Alexandra, Advertising, CEO/Co-Founder, Project Pangia

Gonzalez. Eduardo, Journalism, WWL-TV, news assistant

Hoelscher, Katherine, Public Relations, Creative/Media Team, Hype Public Relations & Boys

Holcombe, Victor, Advertising, Sales Manager

Holmes, Brittany, Journalism, WGNO ABC 26

Jean-Charles, Alysha, Advertising, Current: Director of Marketing and Promotions, John Roberts Powers

Jones, Kelsey, Public Relations, Bayou Rum Sales and Promotion Manager, Louisiana Spirits LLC

Kaufman, Nicole, Journalism, Style Editor/Chief Writer for website content, Duet, The Luxury Collection

La Rocca, Michael, Advertising, Product manager at Business Telecommunications Systems

Morris, Kelsey, Public Relations, Event Coordinator, Dragos Seafood Restaurant

Ruschak, Natalie, Media Studies, Staff, Ernst & Young

Russler, Julia, Journalism, Administrative Assistant, Internetwerx, Inc.

Schwartz, Soraya, Public Relations, Case Manager non-profit, Latin American Youth Center

Scott, Jessica, Public Relations, Law firm, Segal McCambridge Singer & Mahoney, Public Relations and Communications

Shaw, Courtney, Public Relations, Strategic Planning Specialist, Southwest Airlines

Shelton, James, Journalism, Radio, WWOZ, New Orleans

Stevens, Ashley, Media Studies, Account Coordinator, The Food Group

Urbaszewski, Catherine, Journalism, Thibodaux and Houma Daily Comet and The Courier Reporter

Van Bree, Lauren, Public Relations, Account Executive, Hess Marketing

Velez, Marimar, Public Relations, Assistant Account Executive, iNSPIRE!

Verdin, Monique, Journalism, film producer

Villavicencio, Katherine, Advertising, editorial assistant, New Beauty magazine

Webb, Dominique, Public Relations, New Orleans Saints Youth Program Volunteer

Wiberg, Viktoria, Advertising, Hudson Jeans, Brand Ambassador

Williams, Jessica, Journalism, Reporter, The Lens

Ziems, Melanie, Journalism, Paralegal, immigration law firm FosterQuan, Houston, TX

Graduate School:

Craighead, Jamie, Media Studies, Graduate Student, University of New Orleans

Molyneux, Rebecca, Public Relations, law school

Sanders, Laura, Advertising, graduate school

Sutton, Kristin, Advertising, graduate school

Unknown:

Callais, Erin, Advertising

The following person (s) do not hold a position in the field of Mass Communication:

Barkley, Jennifer, Public Relations, Pastry Cook at Maple Street Patisserie

Caldwell, Robert, Journalism, Brand Ambassador at Bloomingdale's

Dornemann, Christoph, Public Relations

Schindler, Dane, Public Relations, Drummer, Musician, and Entertainer

Academic Year 2009-2010

Adams, John R., Journalism, photo, Writer, WVUE-TV

August, Kayla, Advertising, AmeriCorps

Aguillard, Kimberly Kolb, Public Relations, Sales and marketing coordinator for Louisiana's Children's Museum

Becnel, Allison, Advertising, Studio Specialist, Peter A. Mayer Advertising

Blackwood, Samuel, Journalism, photo, Advertising Account Executive, Santa Fe Reporter

Boudreaux, Bridget, Journalism, Packaging, The Times-Picayune

Brugal, Beatriz, Public Relations, Owner/Marketing Director, Mielle

Cassidy, Trevor, Advertising, Graphic artist, WWL-TV

Cotton, Catherine D., Journalism, Break Bulk, Trade magazine.

Clifford, Caitlin R., Advertising, General Manager at Swap Boutique

Collins, Courtney, Photo Journalism, Second grade teacher, St. Theresa School

Derkacht, Lindsey E., Advertising, General Manager, Hillstone Restaurant Group

Froehle, Thomas, Advertising, BPN media planner, Chicago

Hennessey, Shane, Journalism, photo, Shane Hennessey Photography, self-employed

Hudson, Elizabeth, Journalism, Associated Editor, Inside Defense in Washington D.C.

Jackson, Jaune, Journalism, WDSU-TV, NOLA newscast producer

Lawlor, Benjamin J., Advertising, Technology and Digital Marketing Manager, 1-888-Bamboos.com

May, Mignon, Public Relations Digital Marketing Analyst, FreedomWorks

Minard, Brendan, Advertising, self-employed Canine Secondline

Minero, Christine , Public Relations, Communications strategist at Gambel Communications

Miranne, Heather, Public Relations, Audubon Zoo

Moncada, Dominic, Public Relations, Veolia Transportation, NOLA RTA spokesman

Navarro, Lauren, Photo Journalism, Marketing Assistant, Besh Restaurant Group

Perrault, Jessica, Public Relations, Rebuilding Together NOLA, social media officer

Rama, Diane, Advertising, Event Services Convention Coordinator, Omni Hotels

Reeves, Amanda, Journalism, Administrative Assistant and Dano's

Sheahan, Korinna L., Journalism, Sales representative, Verizon Wireless

Simmons, Claire, Public Relations, NOLA Downtown Marriott, coordinator events

Smith, Mallory, Advertising, In-House Production Assistant, Bunim Murray Productions

Strassel, Rachel E., Photo Journalism, Living Section curator, The Times-Picayune

Witte, Lydia 10S, Public Relations, Public Relations and Communications Professional, Digital Opportunity Trust

Wood, Amanda Public Relations, Human Resources Representative, Ochsner Clinic Foundation

Graduate School:

Castillo, Andrea, Journalism, graduate school

Colberg, Paola, Advertising, graduate school

Funel, Rachel, Journalism, graduate school

Prevost, Briana, Journalism, graduate school

Hill, Shannon M., Public Relations, graduate school

Unknown:

Anderson, Ingrid, Advertising

Deegan, Liam, Journalism

DeMatteo, John, Advertising

Fedele, Ariel, Journalism

Fisher, Ryan M., Advertising

Gelpi, Emily, Advertising

Hill, Christine, Journalism

Jackson, Charmaine, Journalism, Photo

Johnson, Sophia, Public Relations

Margiotta, Elizabeth, Advertising

Paul, Bradley, Advertising

Ruschak, Natalie, Media Studies

Vento, Marissa A., Public Relations

Wilson, April N., Journalism

The following person (s) do not hold a position in the field of Mass Communication:

Dirden, Brian, Journalism, owner, Kitchen Cupboard Net

Fulton, Lourdes, Public Relations, 2nd Grade Teacher, Akili Academy of New Orleans Martin,