



(Photo by Misty Mcelroy)

Cory Haik (at right) stands at the beginning of Nicholls State University's May 2018 commencement exercises held in John L. Guidy Stadium. She received an honorary doctorate of letters and is the second woman to

receive an honorary doctorate from the University. Executive Vice President Alex Arceneaux is also pictured in the foreground.

Honorary degree

Alumna named second female award recipient

by JENNA QUICK and
SHAUN BREAUX

In May Cory Haik (Spring 2000) became the second woman to receive an honorary doctorate of letters from Nicholls State University.

Nicholls has awarded 25 honorary doctorates since 1971. Five recipients were products of Mass Communication education at Nicholls or members of the faculty.

The other female recipient was Tresha Mabile Bergen (Spring 1989) a Spring 2011 honoree.

Haik, who had leading role on three Pulitzer-Prize winning digital news teams and is publisher of the on-line news platform Mic, which has 70 million users each month,

knew that digital journalism had arrived when she and her fellow staff members at the Times-Picayune in New Orleans banded together to make sure people knew exactly what was happening in the immediate wake of Hurricane Katrina.

While on campus on March 24 to accept the Alumni Association's Alumnus of the Year award for Arts and Sciences, Haik told an audience that at this point she realized that "Tech and journalism together are really powerful."

Haik said, "This is the kind of journalism I want to do. I am committed to this."

That had not always been the case.

Haik's father was a computer engineer when she was growing up. Haik said they had

five computers in their home, and that she played around with the word processing systems and made her own family newspapers. She said that she received a lot of satisfaction from doing that, and it eventually led her to journalism school.

"I grew up thinking that I never want to do this, but I was really inspired by the power of word processing in the '80s. I have always wanted to be a journalist," Haik said.

Her family moved from Houston to Baton Rouge and then to Thibodaux, where she took a couple of courses at Nicholls. Haik attended Nicholls State University and graduated in 2000, with a degree in mass communication. She said that her time at Nicholls

See **ALUMA**, Page 4

Department earns full ACEJMC re-accreditation

The Accrediting Council on Education in Journalism and Mass Communication voted 20-0 with two abstentions April 27 in Chicago to reaffirm accreditation of the Mass Communication degree program at Nicholls State University.

The vote endorsed the decision of the ACEJMC Committee on March 24 to renew NSU's accreditation, which also moved without objection to approve re-accreditation.

The Committee's action followed a report based on an October 2017 visit from the site team headed by Barbra Cochran, the Curtis B. Harley Chair in Public Relations at the University of Missouri, that found the department in compliance on all nine accreditation standards.

This is the fourth re-affirmation since the department first

received ACEJMC accreditation in 1994, and it is the second consecutive time the site team found the department in compliance on all standards.

There are 118 accredited programs world wide.

"That Nicholls has maintained its ACEJMC accreditation when some mass comm programs in the state have let their accreditation lapse through the years is a testament to the University's on-going commitment to accreditation generally and the quality of the faculty and students in our program specifically," James Stewart, department head, said. "It's the result of a lot of hard work by the faculty during some trying fiscal times over the past several years.

"Our self-study highlighted the University's support for the program and the accomplish-

ments of alumni, faculty and students during this accrediting cycle, and that played a major role in the site-team's findings," he added. "They were very impressed with the enthusiasm of our students."

Stewart said the department had done a great deal of work on the curriculum since the last visit to make it more digitally oriented, as the previous site team had recommended.

"We got a lot of input from the previous site-team report, alumni, professionals and students as we made the changes," he said.

He added that the program, which had continued to make strides forward during multiple years of standstill or reduced budgets, is poised to see tremendous improvements in the coming years.

"In the past several years we've been able to make almost \$1 million in improvements," Stewart said. "We've modified how we produce student media, and we're planning to make additions to our facilities."

Stewart said that the department has already begun to experience enrollment increases, and he expects to see that continue.

"Programs nationally have started to see enrollment bumps in the past years or so," Stewart said, explaining that as potential students have begun to better understand the employment potential of a media degree in the digital world they have become more willing to consider that major.

"I think we are also seeing an up-tick here, because everyone is just so excited about the potential of the program," he said.

Boudreaux, Stewart receive endowed professorships

Two members of the Mass Communication faculty at the start of the academic year became recipients of endowed professorships, which generally pay \$5,000 a year to support academic undertakings, such as research projects.

The Alfred N Delahaye Professorship went to Dr. James Stewart and the John Brady Jr. award went to Nicki Lirette Boudreaux. The two professorships were among five announced in January, raising the university professorships total to 62.

An individual or business contributes \$60,000 to which the state adds a \$40,000 match. (That ratio was changed very recently so future professorships require private donations of \$80,000 for a \$20,000 state match.)

The professorships vary in many regards but generally a professor receives \$5,000 annually in interest to spend on special research, travel and various academic projects and undertakings. Many allow for salary increases and are typically effective for three-year periods. Donors generally determine guidelines, which require university and Baton Rouge approval. The state began the donor-state matching program in the mid-1990s.

Professor Emeritas Delahaye served as a



Pictured above from left are James Stewart, Nicki Boudreaux and Dr. Jay Clune, University President. At the spring Faculty Institute Stewart and Boudreaux were presented with medallions in recognition of their professorships.

Nicholls instructor, administrator or volunteer from 1957 to the present. His journalism degrees were earned at LSU and the University of Missouri. He founded the Nicholls Alumni Federation and the Nicholls chapter of the Honor Society of Phi Kappa Phi. He also founded what is today the Department of Mass Communication. The author of a two-volume history of Nicholls State was inducted into the LSU Manship School of Journalism Hall of Fame in 2016. A few years earlier Nicholls awarded him an honorary doctorate. He earned his doctorate at the Uni-

versity of Missouri

Dr. Stewart, a 1948 Nicholls alumnus, joined the Mass Communication faculty in 1990 and became its department head in 1997.

He has since gotten the department's national accreditation renewed every six years. Stewart serves as Vice President of the 190-member international Association of Schools of Journalism and Mass Communication and edited the association's magazine "Insights," from 2008 until 2017.

In 2006-2007 he was president of the Southwest Education Council for Journalism and Mass Communication.

He is a past president of the Nicholls chapter of the national honor society of Phi Kappa Phi. He founded the journalism honor society of Kappa Tau Alpha at Nicholls in 1998. He has been active at the national and regional levels for the past 20 years. One of his research specialties has been governmental open records and open meetings.

John A. Brady Jr., who died in 2008, and his brother Pat endowed a chair in computer science in 2001. John Brady was a generous supporter of the Chef John Folse Culinary

See **PROFESSORSHIPS**, Page 7



(Photo by Dillon Massey)

Pictured from left are members of the Women in Media Panel held March 14 in Le Bijou Theater: Tara Jae, radio personality with Power 102.1 in New Orleans; Caroline Marcello, a reporter for KLFY-TV in Lafayette; Joni Tuck, external relations manager, for the Greater Lafourche Port Commission; Megan Archer, senior video

producer for Visions Communications and EATEL; and Deanna Lafont, customer service manager for Entergy. Except for Jae, all members of the panel are Nicholls State University Mass Communication graduates. More than 75 people attended the event.

RTDNA sponsors panel on women in media



(Photo by Dillon Massey)

Audience members in Le Bijou Theater listen as members of the RTDNA-sponsored panel on women in the media discuss their career paths and challenges they faced.

by Shaun Breaux

On March 14, a group of five local women spoke about how to succeed in the field of media relations, as well as the determination to never give up, as part of the Women in the Media panel hosted by the Radio-Television Digital News Association in the Le Bijou Theater.

The panel consisted of a wide range of women involved in different types of jobs dealing with media. They spoke about their daily routines, their opinions on harassment in the workplace and any advice they would give to someone trying to enter the field.

One recurring conclusion among the participants was that, although they are self-sufficient a lot of the time, their daily routines are rarely consistent.

Caroline Marcello, a multimedia journalist and reporter for KLFY News in Lafayette, explained that as a multimedia person, she does a lot of the work herself. As she prepares for meetings, she has to have her own ideas for stories ready.

"You have to find the story. It is never really given to you," Marcello said. She also films her own stories and interviews.

"In a day, my story can change within an hour if there is breaking news," Marcello said. "It's exciting and it's something different every single day."

Joni Tuck, external relations manager for the Greater Lafourche Port Commission, said she runs social media, media relations and government relations. Her main goal is to ex-

See **RTDNA**, Page 4

RTDNA, continued from page 3

is to Louisiana.

"It does require you to have shoes for every occasion. You have to have mud boots to be able to go out and plant in the marsh, you have to have cowboy boots to be able to go onsite at different industrial facilities and also a reasonable complement of heels to go to the gala," Tuck said.

When asked about harassment in the workplace, the women felt that being comfortable in their work environment is very important.

Being able to feel confident enough to say something if needed should always be the case, they said.

The women said that they have not experienced physical actions associated with the term harassment, but some everyday comments or interactions can be taken offensively.

For example, when Marcello started out, the critiques she received were about her clothing or hair, not her writing and skills.

"I am there to learn, and I'm there to be a reporter and a journalist, not just a face," said Marcello. "See me for my work, not what I'm wearing."

Tuck said that sometimes one may get underestimated, but "that is the most powerful

thing in the world."

Tara Jae, a media radio personality for Power 102.9 in New Orleans, said "networking and interning is the biggest thing in this field."

Jae said that by interning, people can learn skills that are needed, and it is a good way to make connections.

"Stay consistent. If you have it in your mind that you can do it, I promise you can do it," Jae said.

Deanna Lafont, southeast region customer service lead representative for Entergy, gave accounts of her interview experiences.

Lafont shared how she was not prepared enough the first time around, and she received a question she could not answer.

In order to prepare for the interview for her current job, Lafont obtained letters of recommendation from contacts she knew in the community.

"Why'd they do it? Because I asked," Lafont said.

Lafont said she may not have known everyone she requested letters from really well, but by asking for what she wanted, she was prepared for the interview and got the job. She described confidence as being a powerful

tool in achieving the necessary information, especially in media.

She also shared that it is acceptable to ask questions.

Lafont said that her electrical knowledge was not vast, but she knew how to take care of people, which was her job. During meetings, she would take notes of terms she did not recognize.

"I would find the friendliest looking person in the room and ask if they would explain this concept or that term to me," Lafont said.

Along with being prepared, the women said to always be on the lookout for opportunities.

Meghan Archer, a video producer for lower Lafourche, said, "I write, script, film, edit and produce commercials and documentaries. We have our own local channel," Archer said.

Archer said she pretty much covers anything the channel needs.

"A lot of times I try to hire from Nicholls. I feel like it is good to stay in our local region and use the talent that is in this area. Nicholls students will come in and we film everything from sports through government. I give them a lot of freedom to express themselves," Archer said.

Alumna, continued from page 1

allowed her to be what she was—ambitious.

"The ability for me to be so fiercely in it. I was ambitious," said Haik, who was also named as one of the University's Women of Achievement this spring. "I embraced that by the way. If anyone ever tells you that, say thank you. There is always something bigger."

While at Nicholls her ability to work closely with the instructors and with the different outlets, such as KNSU radio station, The Nicholls Worth and the television station, allowed her to be herself.

She said that at Nicholls, her professors and the people she worked with embraced her "full headedness," and that she is forever grateful for the playground that got her started in her career.

Dr. James Stewart, head of the Mass Communication department, said, "Cory was a great student, and she was very involved. I taught her in several courses, and we are very proud of her here."

What really solidified her wanting to be a journalist goes back to a live webcast on Bourbon Street in the heart of New Orleans between 2000 and 2001, Haik said. She would go out on Bourbon with a colleague on the weekend and ask people where they were

from, what they were doing, and if they were having fun.

Meanwhile, the chatroom for the webcast attracted people from all over the world. Haik said that they would print the questions people were asking and answer them. She said that there was, of course, some lag because it was new, but she said that she was hooked from there.

"Reflecting back, it is truly profound; a marker of history," she said. "Digital is a very powerful thing, particularly for public service. It is truly one of the pillars of journalism."

"Journalists and developers together are amazing," she added.

Haik, who has worked on projects exploring the possibilities of platforms like Google Translate or Twitter, said it has been "very cool to be nerdy. If you knew how to code you knew how to build stuff."

"There is so much work that needs to be done," she said. "That is when the most important journalism takes place."

"Traditionally what was been told through a bunch of words are told through a combination of motion graphics, photos and illustrations, images, video and text all put together" Haik adds. "This is the future."



Chloe Collins, above, was inducted into Kappa Tau Alpha March 22 along with Jenna Orgeron, who is not pictured. KTA Adviser Dr. James Stewart conducted the ceremony in the Convergence Media Center before a gathering of faculty, staff and students.



1984 grad moves along with staff of historic newspaper

At the end of May “Chicago Tribune” newspaper employees moved out of the Tribune Tower at 435 N. Michigan Ave., a 36-story neo-Gothic tower built in 1925 and named a Chicago landmark in 1989 (pictured left). The lobby of the building (pictured at bottom) is decorated with inscriptions regarding the value of freedom of expression. The Los Angeles-based developer CIM Group bought the property for \$240 million in 2016, with plans to transform the North Michigan Avenue property into a mixed-use redevelopment. Tony Trowbridge (Fall 1984, pictured below) is a copy editor with the Chicago Tribune, and will now be working out of the Design and Production Studio in the Freedom Center on the Chicago River. The DPS hub will design, edit and produce eight newspapers: The “Chicago Tribune,” “Baltimore Sun,” “Hartford Courant,” “New York Daily News,” “Orlando Sentinel,” “Sun-Sentinel” of Fort Lauderdale, “Daily Press” of Newport News, Va., and “The Morning Call” of Allentown, Pa.



Students vote to save yearbook, consolidate fees

by Keely Diebold

courtesy of the Nicholls Worth

During March elections Nicholls State University students voted 1,220-607 in favor of a referendum that preserved La Pirogue, consolidated Student media funding and provided for expanded television operations.

Student approval of the measure concluded a movement to save the yearbook that began with a Spring 2017 decision by University administration to remove funding from La Pirogue.

"I'm beyond excited that it passed, this is a big step for student media, but I think this is a big step for the university," Student Government Association Director of Student Rights and Grievances Peyton Chiasson said following the vote.

"The students are taking a step up and they're obviously concerned about what's going on on campus. I mean this is what SGA's for. This is what we're about. We're giving this autonomy to be able to bring issues forward, to bring students' voices forward and I think it was showing today."

In February 2017 the Board of Supervisors for the University of Louisiana System approved a Nicholls proposal to repurpose the existing \$10 La Pirogue fee into two \$5 fees for the Quality Enhancement Plan and for the Student Success programs.

The decision was met with backlash from students who felt the decision should have been made with greater student input and who began voicing their support for the yearbook.

Following the board's decision, students circulated a petition to save the yearbook that received more than 440 signatures.

In March of 2017, the Student Government Association passed a resolution urging administration to allow the La Pirogue's funds to remain in its account to provide for continued production.

Chiasson said that the SGA received "a lot of complaints about it (the defunding). We did a survey that went out to students, and we got the feedback we needed that said that the student body wants a book."

Over the course of the summer and fall the SGA worked with Student Media representatives to draft a resolution that would combine existing assessments for the Nicholls Worth and KNSU-FM, as well as provide funds for expanded operations in the



Bob Blazier Television Studio and insure that funding for the yearbook would become a student-assessed, rather than University-assessed, fee.

Upon taking office as University president in Spring 2018 Dr. Jay Clune approved placing the measure on the ballot for the Spring 2018 elections.

Under the new system, students would pay \$15 each Fall and Spring semester and \$7.50 each summer in support of all student media on campus. This replaced the \$9 student-assessment fees for the Nicholls Worth and KNSU, and the \$10 University-fee for La Pirogue.

In a February NW article, Chiasson explained that under the new systems students would be paying \$6 more per semester (including the re-purposed former \$10 yearbook fee).

He urged students to keep an open mind about the increase.

"We're not hiding anything. At the end of the day, yes you will indeed be paying more. It's not as much because we're deleting other fees at the same time," Chiasson said in that article. "[Student media] is the means by which we get our news as students. No matter what kind of student you are, no matter what department you're in, you're going to see benefits from this."

Nicole Boudreaux, (Spring 1998) a former Nicholls Worth staffer and Student Publications adviser, said in that same article that the book's future was very much in doubt if the referendum did not pass.

"If the referendum doesn't pass, there are

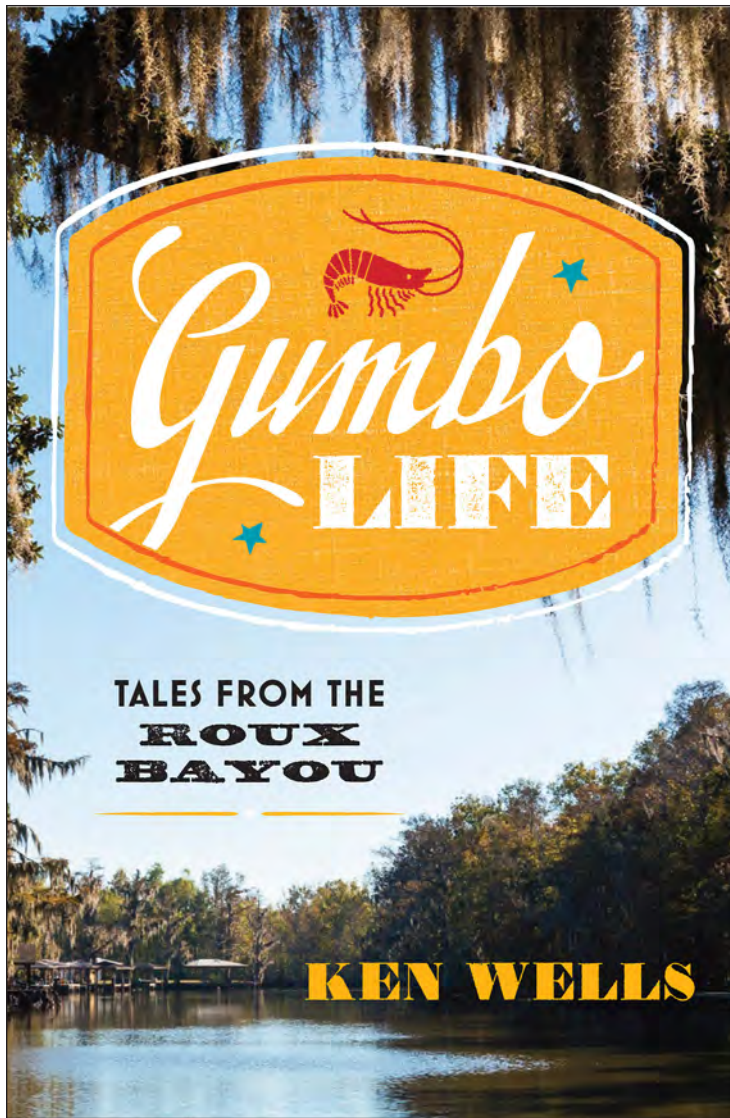
several different things that could happen. One is we do still have [funds] in our account that had accumulated over the years. That would be enough for us to publish several years of yearbooks after this," said Boudreaux. "We don't know if those funds are going to stay in student media or if those funds are going to go elsewhere in the university. If we don't retain those funds, then, definitely, this is it [for the yearbook]."

Having a yearbook is important because it serves as a historical record of the university, said Courtney Sylvest, allied health sophomore from Thibodaux and editor of La Pirogue.

"The yearbook is the only record [of Nicholls] we have left," said Sylvest. "While we all keep our own pictures and everything on our phones, that doesn't represent Nicholls at the time that we were there."

Boudreaux said that when the preliminary discussion regarding the referendum began, it made more sense to converge all media fees instead of creating a new yearbook fee since student media on campus had been moving toward shared resources for a number of years.

"We could more efficiently use student funds if we could have students working across the media, so when we started working on the referendum, we decided to make that the path that would give us an opportunity to converge the fees that already exist and then add on a little extra in order to be able to have a student-run television studio, because we have this awesome facility, and to be able to bring the yearbook back," Boudreaux said.



Ken Wells' next book, "Gumbo Life: Tales from the Roux Bayou," published by W.W. Norton & Co. of New York, is scheduled for release Feb. 26. According to the book's catalog copy, the non-fiction work is "A sprightly, deeply personal narrative about how gumbo—once a Cajun and Creole secret—has become among the world's most famous soups." Wells based the book on his own experiences growing up along Bayou Black and close to two years of original reporting. This included dining and conducting interviews in 60 restaurants across 15 South Louisiana cities. He also dined and visited with friends and relatives throughout the "Gumbo Belt." The book is described as a "travelogue and moving memoir" wherein Wells explores topics such as "how gumbo got to China and who won New York City's Gumbo War." W.W. Norton & Co. is also the publisher of "Flash Boys" and "Eleanor and Franklin."

Professorships, continued from page 2

Institute and the College of Business Administration, and he was a recognized leader in the field of communications for decades. SJI, Inc. was the parent company for several communication providers with clients across the gulf South (the initials stand for Sylvester, John and Irene).

The family companies began as the Lafourche Telephone Company in 1945 by Irene Landry Brady and John Brady Sr. together with Sylvester Landry. SJI grew into one of the most important business entities in the state and received the university's Corporate Mark of Honor in 2000. La Maison du Bayou was named the John A. Brady

Residential Complex on Feb. 22, 2013. John Brady's dream of the beautiful La Tour Golf Course opened at Mathews shortly after his death, and it has hosted Nicholls fundraisers, including the Nicholls Alumni Federation's annual golf tournament.

Boudreaux joined the Nicholls Mass Communication faculty in 2001, having earned a 1998 B.A. from Nicholls in mass communication/public relations and a 2004 ULL M.S. in journalism.

She first began advising Nicholls student media in 2001. In addition to many public relations courses, she has taught news writing, MACO law and ethics courses and visual

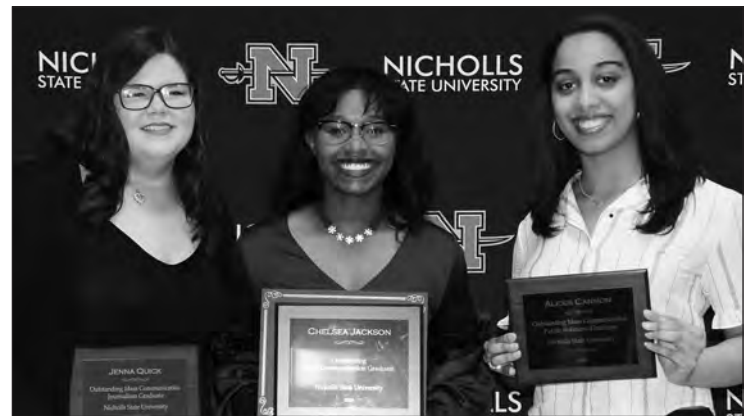
What MACO Alumni Are Doing

ORLANDO BARROS (Fall 1996) is working as a Lead Post Supervisor at Magilla Entertainment in New York City producing content for Discovery Networks, HGTV, Facebook and A&E Networks, among others. He lives in Brooklyn, N.Y., with his wife Malika and his daughters Lia Christina and newly arrived Frida Karina.

HALEY STEVENSSON (Fall 2017) is Business Development Liaison for Memorial Herman in the Houston area.

FRANK NEZZIO (Fall 1988) earned an ADT Master Trainer certification and is a certified Executive Coach, as well as being named a Certified Spirits Specialist from the Society of Wine Educators. He lives in Thibodaux with his wife of 25 years, Angie, and their 17-year-old daughter who has been accepted for admission into Nicholls.

HILLARY WELLS (Fall 2012) is handling communications for Gas Pump TV, which recently signed a partnership with Bennett Pump Co., one of the largest gas-pump manufacturers in the world.



At left are students the Department recognized at the April 19 College of Arts and Sciences' awards night held in the Student Union Ballroom. From left are Jenna Quick, the Outstanding Journalism Graduate; Chelsea Jackson, Outstanding MACO Graduate; and Alexis Cannon, Outstanding Public Relations Graduate. Other students receiving recognition that evening but not present were Rachel Klaus, who won the Bonnie Toups Wells feature writing contest; Who's Who selections Amber Burton, Alvin Conley, Paige Thomas and Chloe Thomas (Jackson was also a WW selection); and Hall of Fame Inductee Amber Burton.

communication. Her experience includes community relations for Terrebonne Medical Center and marketing for Thibodaux Regional Medical Center. At the national level she has 15 publications and presentations to her credit and has long been active in the College Media Association. The professorship will allow her to take advantage of opportunities involving student media and the ever-changing field of public relations.

In spring 2017 Stewart was elected vice president of the Association of Schools of Journalism and Mass Communication, which means that he will be president-elect in 2018-19 and then president in 2019-20.

What's new?

Please clip and mail to Department of Mass Communication
P. O. Box 2031, Nicholls State University, Thibodaux, LA 70310
or email james.stewart@nicholls.edu

We, and your fellow alumni, would like to know what's new. Please let us hear about address changes, promotions, new jobs, awards and any other news which you may wish to share. In addition to news about you, we also invite your suggestions and recommendations as to how we might improve. We particularly want to report marriages and births.

10000-3561-733699-10

Nicholls State University
Department of Mass Communication
Newsletter
Vol.22, No. 1
Fall 2017The Nicholls State University Depart-
ment of Mass Communication newsletter is pub-
lished by the Department of Mass Communica-
tion, Nicholls State University, Thibodaux, LA
70310. Production by Nicholls State University
Printing and Design Services.

Dr. Bruce Murphy, University President
Dr. John Doucet, College of
Arts and Sciences, Dean
Dr. James Stewart, Department Head

