



Photo by Misty McElroy

Members of the DeSalvo-Callais family present a check for \$295,000 Sept. 17, 2019 (pre-COVID) to Nicholls officials for establishment of a media center in Talbot Hall. From left are Foundation Director Jeremy

Becker, University President Dr. Jay Clune, Allison Clune, Hal Callais, Kristen Callais, Corey Callais, Tina Callais, Nick Callais, Department Head James Stewart and Nicholls Development Officer Hillary Char-

Underway

Students begin working in new space

By **Jade Williams**

While there is some work to do, the Colonel Media Group center in Talbot Hall is open for business, and plans are underway for a spring grand opening.

The bulk of construction was completed in the fall, and students began operation in December.

A \$295,000 donation from the family of Tina DeSalvo-Callais, a 1981 MACO graduate, and University moneys funded the space, allowing student journalists from “The Nicholls Worth,” “La Pirogue,” KNSU Radio and KNSU TV to all work collaboratively.

This setting includes a public relations office, a photo studio, a conference room and a large open workspace.

“The Callais and De-Salvo families have a long tradition of giving generously to the university. Tina and Corey (Callais, Tina’s husband) are not only transforming the student experience in the Department of Mass Communication but also ensuring the future success of the university they both love. For that, I am forever grateful,” University President Jay Clune said.

Executive Director of Nicholls Foundation Jeremy Becker said the state-private



Photo by James Stewart

Students from the Colonel media group gather around the central table in the main newsroom to work on various projects in early January.

funding approach should assist with other fund-raising initiatives.

“Working with the Callais family with this gift was very enjoyable as it was easy to see their excitement, especially with Tina, as the project was discussed and how it would impact the entire program,” Becker said. “Additionally, having Tina and Corey provide the funding, it will now allow the university and Nicholls Foundation to raise funds to create an endowment that will allow the space to have some of the best equipment as possible for many years to come.”

James Stewart, MACO department head, said, “Though there are some things left to do, such as installing television monitors on the walls, the students already love the facility.”

He explained that this is the result of a plan that began in 2015.

“We had long wanted to move students into Talbot Hall,” Stewart explained. “We felt this would allow the academic program and all branches of student media to work more closely in an environment that better represents the professional work place.”

Nicki Boudreaux, assistant professor of mass communication and a Colonel Media Group adviser, said, “The media industry is rapidly changing. People no longer work in individual silos of print, television, and radio. Instead, they work in collaborative environments where content is created and shared across platforms.

She added, “Now that all of our student media is under one roof and sharing this incredible workspace, we are able to give them a true real-world experience right here at Nicholls.”

When the space formerly occupied by

Making Alumni adapt adjustments to conditions during pandemic

Journey of hope: Contemplations about China, post COVID-19

by Jessica Gisclair

My journey began in June 2001 when students called, “Teacher, teacher!” as they raised their hands to answer questions during a lecture about public speaking and presentation. Their eagerness and willingness to engage with me, an American teacher at their home university, was exhilarating as our classroom filled with energy. It was my first teaching experience as a visiting professor in the People’s Republic of China in the School of Foreign Languages at Southeast University (SEU), Nanjing.

Fast forward to February 2020 when I planned to return as a U.S. Fulbright Scholar to teach at Shanghai International Studies University. After nearly two decades, I would again be in China as a lecturer to teach in one of its comprehensive, innovation-driven, diverse, and intellectual places of higher education. But suddenly, the Coronavirus, COVID-19 pandemic, forced a cancellation of the U.S. Fulbright program.

My journey back to China unraveled in a matter of days. Recovering from the disappointment of long-awaited plans now canceled was difficult, but not without rewards. Over three months I grieved the loss, slowly moving through feelings of denial, anger, bargaining, depression, and finally acceptance.¹ The time allowed reflection about my aspiration to teach abroad and my desire to return to China in 2020 to experience new attitudes, points of view, people, and culture.

Hope was my motivation as I settled down in the winter of 2018, preparing materials to teach and ways to present research in China.

Thousands of scholars apply for Fulbright appointments each year because it is the flagship international educational exchange program sponsored by the United States government. I hoped my application showed sincerity of wanting to return to China to build lasting connections between people of the United States and people of other countries.

The winter crept into the next year



when finally, on March 22, 2019, I received an email message: “On behalf of the J. William Fulbright Foreign Scholarship Board, I am pleased to congratulate you on your selection for a Fulbright award to China.”² I was stunned. I cried. I laughed.

A friend read the message to assure me of its accuracy. Years of hope and months of waiting ended with being selected as a U.S. Fulbright Scholar to China to commence February 2020. My appointment to SISU, School of Journalism and Communication, was a perfect fit for my teaching goals and method of engaged learning. The School invited me to co-teach media law and ethics, which would provide comparative analysis of two legal systems.

In no time, it was January 2020 and in one month I would be in China teaching as a U.S. Fulbright scholar. Nearly two decades after my first teaching experience in China and two years after starting the Fulbright application process, on January 28, 2020,

I received an email message from the U.S. State Department: “The U.S. Centers for Disease Control and Prevention has issued a Level 3 Warning: Avoid all nonessential travel to China. Chinese authorities are imposing quarantines and restricting travel throughout the country.”³ At that moment, my bags were packed, I held a China visa in hand, and my airplane flight was booked to leave February 17. However, on January 30, a second email message arrived from the U.S. State Department: “Given this uncertainty, Educational and Cultural Affairs (ECA) has made the determination that no new U.S. Fulbright participants will be permitted to travel to China at this time.”⁴

Thus began the unraveling of many hopes and dreams and the painful task of undoing the plan to live and teach in China for five months.

Receiving an appointment as a U.S. Fulbright Scholar was something I aspired to achieve for a long time so I started working on another appointment for 2022.

My family and friends, colleagues and acquaintances had joined me on this two-year journey and would continue the journey with me.

The joy of being lifted up by so many people inspired me to keep trying to achieve something I needed, another chance to teach abroad, share knowledge and strengthen global support and compassion.

I look forward to engaging as an advocate for global education to help build a better and more connected world wherever in the world I serve as a Fulbright Scholar. And so, the journey continues.

(Endnotes)

- 1 Gregory, C. (June, 25, 2020). *The Five Stages of Grief: An Examination of the Kubler-Ross Model*, Psycom. Accessed July 7, 2020: <https://www.psycom.net/depression.central.grief.html>
- 2 2019-20 Fulbright Application Status Update **CHINA**, Page 5

Florida newsroom looks much different

by **Keitha Nelson-Williams**

COVID-19 swooped in like a drunk eagle, a large powerful animal under the influence of a destructive substance manipulating its strength and purpose. We've all read about historic events that crippled our nation in a similar fashion, but newsrooms across the country never experienced anything quite like the coronavirus pandemic.

Initially, the virus was someone else's problem; an issue being tackled in a faraway land. We watched as people in China robotically wore masks as a part of their daily attire and pitied those plagued with such a disease. We were unaware that those images that didn't seem to apply to us here in the United States would soon be replicated in our own backyards. News coverage morphed from a single country's affair into a worldwide issue.

COVID-19 didn't creep in. On the surface, it hit hard. We, the citizens of the mighty United States, became its prey.

Local news reporters are accustomed to not just covering the news but doing so while experiencing it because we live in the communities we serve; we know firsthand the effects of the matters at hand. Initially, we knew very little about the coronavirus and exactly how it was being transmitted. Stay home if you can, wear a mask, wash your hands often, avoid



direct contact with others. Those were the warnings handed down by officials; warnings we repeated often throughout our newscasts. So how were we going to be able to do our jobs as journalists under these strict guidelines while out in the community? In the news business, you quickly learn early on that there



is always a way to get the job done.

One phone call from my news director was all it took to blow my mind. In my 16 years of working in television news, I never would have imagined that working remotely would be an option. Our chief photographer, Nick Moron, walked into my house and past my kids who stared at him with natural curiosity as he walked up the stairs that led into a loft area. He transformed this dusty loft that was once littered with typical storage material, including boxes filled with paper and mix-matched furniture, into my news studio. An old wobbly glass table became my "anchor desk," surrounded by strategically placed lights and a camera that locked into place. To get on the air, I was given specific instructions on how to use what's called a TVU, which transmits signals needed to go live from just about anywhere.

There are certain occupations that are not considered family-friendly. Some careers require extensive travel, unpredictable hours, and don't allow for the possibility of working from home. For nearly two decades, I was under the impression that the field of broadcast journalism was one of those non-family-friendly careers. Then I had children and quickly realized that, like most things in life, you have to make the best of any given situation. This crisis our world is now experiencing is likely teaching many people that same lesson.

In an effort to help stop the spread of the coronavirus, many businesses have managed to transition their employees to work from home. As I watched that trend grow across the nation, I never thought it would reach this close to home. As the eeriness of the pan-

demio made its way inside of my house, I saw our reporters, photographers, and producers also being forced to operate outside of a traditional newsroom setting. Their workspaces became out in the field and inside their homes. The typical communication we were all accustomed to was no longer an option. There was no one yelling across the newsroom about breaking news or the must cover stories of the day. Instead, Zoom took over. We use the web-based video conferencing tool for meetings and interviews now. At this point, it's the safest and most effective way to get stories on-air without being in physical contact with others.

I returned to the newsroom in August after five months of working from home. I watched as the morning show crew slowly made their way back into the studio. One by one, we were being approved to return. But



now as the Christmas holiday approached and the number of COVID-19 cases and deaths rose once again, many of my co-workers were being sent back home to work. I just got a call about Moron gearing up to return to my home with lights and a camera in hand. I was told the makeshift studio would be set up in my loft as a proactive measure, just in case we ended up back to where we started earlier in the year when that drunk eagle made a crash landing into our lives.

Keitha Nelson-Williams (Spring 2004) is the Good Morning Jacksonville anchor for First Coast News, an ABC/NBC news television affiliate in Jacksonville, Florida.



College writer settles for Zoom, phone

by **Thomas Becnel**

Before the coronavirus pandemic reached the University of South Alabama, I tried to do all of my interviews in person.

Students and professors would offer to speak with me over the phone, but I would cajole and insist, rudely inviting myself over to their dorms, offices and classrooms.

Interviews are better face-to-face. It's easier to talk, joke and laugh like you would in a regular conversation.

People are more comfortable and less guarded, which makes their quotes more natural and their stories more compelling for our university magazines and websites.

Only now everything is different. With the masks, quarantines and social distancing of COVID-19, intimate conversations are difficult, if not impossible.

Most students and professors work at home, so we depend on e-mail, phone calls and Zoom meetings. What else can you do? Sometimes I still meet people for outdoor interviews on campus in Mobile.

One popular spot is the plaza beneath our clock tower. We wear masks, sit at opposite ends of a bench, and pretend that it's not much colder than we thought it would be.

When I talk to new students at South Alabama, I tell them that I feel their pain. First the coronavirus pandemic spoiled their senior year of high school. Now their freshman year of college is a bust, too.

Over the phone, even during a routine interview, I hope they can hear sincerity in my voice. In person, even while wearing a mask, I hope they can see it in my eyes.

Thomas Becnel (Fall 1984) spent 30 years as a reporter and columnist for the Sarasota (Fla.) Herald-Tribune. He is now assistant director of strategic communications at the University of South Alabama.

WWL staffer runs control room so others can work remotely

by **Mark Menard**

When the full breadth of the pandemic started to become clear, the response was pretty quick at WWL Radio and came straight from our parent company Entercom Communications. Our corporate office in downtown New Orleans went on lockdown with only essential personnel allowed inside.

Our operation normally takes up the entire eighth floor of a skyscraper in the CBD, but the entire sales side of the building was told to enter a work-from-home protocol immediately, as were the management staff and all of the on-air talent for the six radio stations Entercom owns in New Orleans.

From mid-spring through the entirety of the summer, we operated with nearly everyone working from home.

I was one of the few still allowed in the building because, in addition to being the afternoon sports anchor and a Saints gameday host, I'm also the person in the control room during our afternoon drive-time Sports Talk program with Bobby Hebert and Kristian Garic. So while the two of them did the show remotely from home, I had to run the controls on-site.

But the protocols for that job drastically changed as well. Since there are three of us that use the WWL control room throughout the day, sanitation procedures were put in place to completely wipe down the control board, computers, phone, and any other common surfaces we all had to share. Social distancing wasn't necessarily an issue since only one of us occupied the room at a time. Masking protocols were put in place for anytime we weren't confined to our work areas.

These protocols remained in place even through special coverage events like the multitude of major storms that came through our area throughout hurricane season. In all, to my knowledge, only eight people were allowed in the building, yet we managed to continue to serve the community with up-to-date information regarding the storm systems and the damage in the area, whether it be flooding or simply power outages. It's a duty we take seriously and consider a privilege, and we found our way through the challenges to provide the coverage our listeners expect.

Additionally, when not working my shift in the control room, I joined my broadcasting co-workers in recording my fair share of sports reports from home.



On the financial side, Entercom also had everyone company-wide over a certain pay-grade take cuts for a brief period to help stave off having to furlough or lay-off employees. The emphasis has always been personal sacrifice for the greater good, and we've managed to keep our office COVID-free to this point.

More recently, the embargo on utilizing office space has been lifted slightly. With our obligations as the flagship station of the New Orleans Saints, sending programming down the line to a whole network of affiliates across the Gulf South, certain concessions were made in the event of putting out the best possible on-air product.

But while a select few extra people were allowed into the building, we did eliminate all of our usual remote broadcasts at establishments in the community that generally come along with Saints season.

Certainly that meant a tightening of our belts to make up for some of that lost revenue, though some of our longtime regular sponsors graciously chose to keep their names attached to their respective programs even if we couldn't be present in person for our usual "on-location" programs. To me, that just shows the importance of building relationships with your advertisers and delivering on your promises. If you cultivate that type of trust with your clients, they'll hopefully stick with you through hard times.

Hopefully, with the vaccine starting to roll out, we can get back to some form of normalcy, but I have a suspicion that "normal" will look a little different when all is said and done.

Mark Menard (Fall 2001) is a sports anchor/host with WWL Radio in New Orleans.

CMA names Nicholls grad top business adviser

Kelly (Lusco, Fall 1996) Merges received the College Media Association's 2019 Distinguished Business Adviser award at its annual conference October 2019 in Washington, D.C.

Merges is the assistant director and marketing adviser in Student Niner Media at UNC Charlotte. She has served in this capacity for more than 15 years, advising students in the area of marketing and promotions for all areas of Student Niner Media.

She graduated from the Master of Education in Educational Leadership program at UNC Charlotte. The program, in its second year, focuses on leadership development in the higher education setting. Merges is part of the inaugural class.

According to the CMA website, CMA is the voice of collegiate media and its advisers, serving student media pros, staffs and programs with education, research and resources. CMA communicates and works with professional media organizations and education associations on the local, state and national levels.



Founded in 1954 as the National Council of College Publications Advisers, CMA now has more than 700 members — the people who advise the nation's collegiate media newspapers, yearbooks, magazines, broadcast and electronic media and their staffs — from coast to coast. (<http://www.collegemedia.org/site/about.html>, n.d.).



Editor wins Emmy for special on COVID impact on Class of 2020

In December, Deanna Faust (Spring 2012) received an Emmy in the Education/Schools-Programs category for her work as show editor of a WDSU-TV special called "A Salute to the Class of 2020."

The program highlighted local seniors who missed out on a traditional graduation ceremony due to the coronavirus pandemic and were celebrating in their own ways.

She has worked at WDSU since 2018.

In 2020 she also received a second place NOLA Press Club Award.

Prior to her employment at WDSU she worked for six years at Jesse Duplantis Ministries as tape operator then video editor.

She had previously been an on-air personality at Praise 94.9 in New Orleans.



Photo by James Stewart

A number of alumni took part in the social justice/unity march June 4 in Thibodaux, either as participants or as working journalists. Among the participants were above from left Kendall Robinson, Leigh Robinson, Hugh Plaisance (a member of student media) and Damon Robinson (FALL 1999). Kendall is the 9-year-old daughter of Leigh (also a Nicholls graduate) and Damon.

CHINA, continued from Page 2

date: *EAP_China_Gisclair, Jessica*. (March 22, 2019). Fulbright U.S. Scholar Program, Institute of International Education, email message to Jessica Gisclair.

3 *China travel advisory: Level 3, Reconsider travel*. (January 28, 2020.) U.S. State Department, email message to Jessica Gisclair.

4 Yang, S. (January 30, 2020). *Reassignment*

of Fulbright award, Spring 2020 U.S. Fulbright Participants to China, Bureau of Educational and Cultural Affairs, U.S. Department of State, email message to Jessica Gisclair.

Associate Professor of Strategic Communications at Elon University (N.C.) Jessica Gisclair

(Spring 1985) is a 2020 Fulbright U.S. Scholar whose lecture appointment at Shanghai International Studies University, China, was canceled due to the Coronavirus pandemic. Her new 2022 Fulbright application to the University of Ljubljana, Slovenia, is under review. She teaches strategic communications and media law and ethics courses.

Faculty Notes

Mr. Lance Arnold



Assistant Professor of Journalism

Mr. Arnold worked throughout the spring, summer and fall with local civic and business leaders to webcast a weekly 30-minute public affairs program. “One Lafourche” dealt largely with COVID-19 issues. He also earned an Airman Certificate (license) as a remote drone pilot from the FAA.

Dr. Shaniece Bickham



Assistant Professor of Journalism

Kopenhaver Center Fellow

Dr. Bickham published the article, “An Exploratory Survey of Students’ Perceptions of University and Government Officials’ Crises Communication: Assessing Baton Rouge, Louisiana’s 2016 Summer of Violence and Flooding,” in “College Student Journal.”

She also co-authored “Diversity Sells: The Dollars and Cents of ‘Woke’ Rebranding,” a chapter in the book “Recasting the Disney Princess in an Era of New Media and Social Movements,” and she published “Michelle Obama and the Effective Use of Strategic Communication: The Art of Mastering Messaging Across Multiple Media Platforms” in the book “Media Relations and the Modern First Lady: From Jacqueline Kennedy to Melania Trump.”

TALBOT, continued from Page 1

When the space formerly occupied by Communicative Disorders became available, the MACO faculty and student media staffs prepared an 86-page proposal, including supporting documents, outlining the plan for a new media center.

Dr. Clune was very supportive of the project when he arrived in 2018, Stewart said.

“There was some University money available for the project, but we knew we would need private dollars as well,” Stewart said.

“Dr. Clune and Jeremy Becker’s office pitched in and gave us a great deal of support with potential donors,” he said.

“I can’t express how much the donation from Tina and her family means to the faculty and students,” Stewart said.

He added that fundraising for the project is still underway, explaining, “Part of any project of this nature is to also create endowments to maintain the space.”

Ms. Nicki Boudreaux



Assistant Professor of Journalism

Ms. Boudreaux directed students in campaigns for non-profits The Louisiana Organ Procurement Agency, Terrebonne Foundation for Academic Excellence, and an estuary-awareness campaign “Saving the Boot.”

Dr. Linda Martin



Assistant Professor of Public Relations

Dr. Martin is serving as president of the Thibodaux Rotary Club. This year the club supported St. Francis Vegetable Garden in its education programs for children and mission to provide fresh produce to local food banks.

Dr. Andy Simocelli



Director Distance Education Associate Professor of Journalism

Dr. Simocelli received the Academic Award for Teaching Excellence for 2020. He was also an invited lecturer at Pôle Universitaire Léonard de Vinci in Paris France in March, teaching “Digital Transformation in Higher Education and other Traditional Business Models.”

Magazine earns spot on Hearst list

The Hearst Journalism Awards program in June announced that Nicholls State University placed 20th in the national Tema Multimedia Competition - Digital News/Enterprise category, the first time the school took part in that category.

Nicholls was the only Louisiana school ranked in that division’s Top 20. Western Kentucky University took first place.

The recognition was for Spring 2020’s “Garde Voir Ci,” a digital magazine produced by students in A. Laure Chamberlain-Kasovich’s capstone course. It focused on the abandoned community of Grand Bayou.

James Stewart, department head, said, “The Hearst Awards have been described as the Pulitzer of college journalism.

“It is a tribute to the hard work of Ms. Chamberlain-Kasovich and her students in helping to provide a platform for seldom heard voices,” he added.

“This group faced one of the most difficult tasks producing a digital magazine from a distance during the COVID-19 pandemic, but they knew how important this story was to the families of Grand Bayou and other abandoned communities,” Chamberlain-Kasovich says. “I am so proud their hard work, determination and resourcefulness has been recognized.”



Chamberlain-Kasovich



Photo by Misty McElroy

Pictured above is the view of the central newsroom from the front entrance.

What Maco Alumni Are Doing

TOM BECNEL (Fall 1984) joined the University of South Alabama in November of 2019 as assistant director of strategic communications. He writes stories about students and faculty for the university's alumni magazine and online publications. He was previously a longtime reporter and feature writer for the Sarasota (Fla.) Herald-Tribune, which was owned for a quarter of a century by the New York Times. He and his wife, the former Naomi Algu of Thibodaux, a 1982 Nicholls alumna and computer specialist, are the parents of two adult daughters, Audrey Fulton of Austin, Texas, and Marie Becnel of Chicago. One reason they left Florida was to be closer to their Houma-Thibodaux relatives.

JACQUES BERRY (Spring 2004) is in his 20th year as a Louisiana state employee. He worked for the state Senate, the secretary of state and the lieutenant governor, overseeing all creative, legislative and communication aspects.

He is currently the policy and communication director at the Division of Administration. Along the way he played major roles in five statewide political campaigns. He lives in Baton Rouge and spends most of his spare time running with his dog and playing beach volleyball.

STEPHEN DEFELICE (Summer 1982) retired after more than 30 years of service as a treasury examiner. His wife Michel retired that same year and the couple lives in North Atlanta.

RANDY DOMINGUE (Fall 1982) retired in October 2019 as assistant secretary of labor with the Louisiana Workforce Commission in Baton Rouge, having started as an interviewer trainee with the Louisiana Department of Labor in Houma. He and his wife, the former Arleen Hebert of Napoleonville, have one daughter and one grandson. During his career of 36 and a half years, he held a variety of supervisory and management positions. He was appointed by Gov. John Bel Edwards and confirmed by the Louisiana Senate for the job from which he recently retired.

ASHLEY DUFRENE (Summer 2013) received a master's degree in Kinesiology with a focus on Sports Management in December 2018. She works as a floating teller ICSR with First American Bank.

JILL NAVARRE (Fall 2002) married Corey McMellon in November 2010. The couple lives in Larose. She has worked for Regions Bank for 16 years and is a Financial Relationship Specialist.

KEITHA NELSON-WILLIAMS (Spring 2004) has earned an Edward R. Murrow and Peabody for hurricane coverage as a part of the WLOX news team, an Emmy with ABC57 News and received an Award of Excellence in Broadcast Journalism from Women in Media. A New York native, the Anchor/Reporter for First Coast News in Jacksonville, Florida, attended Nicholls on a track scholarship. As an undergraduate, she was a member of the Xi Theta chapter of Delta Sigma Theta Sorority and served as president of the Radio and Television Digital News Association. In a six-part YouTube series she discussed her struggles with infertility. She says too many women suffer in silence, and she refused to keep that cycle going.

NICK REASONS (Spring 2007) lives in New Orleans and is a union Production Coordinator with membership in the IATSE Union since 2015. He worked with CBS traveling around the country as a national reporter and segment producer for its high school sports vehicle MaxPreps.com from 2008-2010, with segments appearing on CBS, CBS Sports and their affiliate channels and sites.

In 2011 he got the opportunity to fulfill a lifetime dream of working in the film industry and made the switch. He worked on such films as "Abraham Lincoln: Vampire Hunter," "GI Joe: Retaliation," "Bullet to the Head," "Percy Jackson: Sea of Monsters," "Oldboy," "Focus," "Get Hard," "Jurassic World," "Trumbo," "Jack Reacher: Never Go Back" and HBO's "True Detective" Season 1; and more recently the 2021 films "Black as Night" and "Blue Bayou." His film credits can be found at <https://www.imdb.com/name/nm2890057/>. He is married to Jennifer Carriere, and they have three dogs, Dana, Louie and Rosie.

RAY PETERS (Fall 1977) received the 2019 Emerald Literati Award for an article he co-authored in the January 2018 Journal of Management Development, "New Employee Onboarding - Psychological Contracts and Ethical Perspectives." He is a member of the

Nicholls College of Business Administration faculty and writes a bi-monthly column for "Bayou Business Magazine" on leadership topic.

DALTON PRIMEAUX (Spring 2013) is a Juris Doctor Candidate in the 2023 class at Nova Southeastern University in Ft. Lauderdale, Florida. He is president of his school's Lambda Law Society, the event coordinator and 1L representative of Nova's Fashion Law Association and was elected by his peers to the position of the 1L representative for the Student Bar Association's Elections Committee. Additionally, he was awarded a scholarship from the school's Alumni Association, who reviewed his personal statements for admission.

Primeaux moved to Manhattan shortly after graduation from Nicholls. He worked at several PR firms, before deciding to start his own practice in 2016. Primeaux traded in working at large firms to focus his effort and skills on helping budding fashion designers, and smaller businesses get their foot in the door.

Through this endeavor, he realized how incredibly integral intellectual property protections and the legal system were for these smaller companies.

Primeaux wanted to be a part of that foundation and support. So, he decided to pursue a law degree.

His goal is to guarantee small businesses have access to affordable legal support, and ensuring all artists and designers of color, as well as queer artists, get the recognition and pay they deserve. He hopes to merge together what he has learned as a mass communication graduate, his experiences in the public relations industry, his experience as a business owner and his legal knowledge to assist entrepreneurs achieve success.

CONNIE (Benoit) SIROIS (Spring 1994) is the author of "The Impact Directive: How to Use Your Communication to Positively Impact Yourself and Others and Why it Matters that You Do" (2019). She is a communication specialist who has worked in corporate and facilitated corporate trainings across the United States. In 2020, she was invited to be one of the Bible teachers and ministry speakers for the Women's Ministry at Living Word Church. She retired from the Nicholls English Department in 2018.

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. 24, No. 1
Spring 2021 The Nicholls State University De-
partment of Mass Communication newsletter is
published by the Department of Mass Commu-
nication, Nicholls State University, Thibodaux,
LA 70310. Production by Nicholls State Univer-
sity Printing and Design Services.
Dr. Jay Clune, University President
Ms. Jean Doegan, College of
Liberal Arts Interim Dean
Dr. James Stewart, Department Head

Department of
Mass Communication
P.O. Box 2031
Thibodaux, LA 70310

