

## Standard 8

### Professional and Public Service



#### **Executive summary:**

The unit has a robust record of professional and public service. The School and its faculty work to advance the journalism and mass communication profession while engaging with its community, alumni and the public. The School houses the Shawn M. Donnelley Center for Nonprofit Communication which has helped nonprofits in the New Orleans area for more than 20 years. Classes also work with nonprofits as clients. The School regularly communicates and engages its alumni, professionals and professional organizations to ensure the curriculum is kept current.

**1. Summarize the professional and public service activities undertaken by the unit. Include operation of campus media if under control of the unit; short courses, continuing education, institutes, high school and college press meetings; judging of contests; sponsorship of speakers addressing communication issues of public consequence and concern; and similar activities.**

Consistent with Loyola University New Orleans' mission and commitment to service, the School is a vibrant entity for professional and public service activities. Examples include:

- **Student media**, including The Maroon, The Maroon Minute, loyolamaroon.com and The Wolf
- **The Loyola News Service**, a professional partnership with New Orleans media through which students produce work
- **Loyola Athletics Partnership** through which students live-stream athletics events
- **The Shawn M. Donnelley Center for Nonprofit Communications**, a student-run agency that helps nonprofits achieve success through creative communication solutions.
- **The Tom Bell Annual Silver Scribe High School Journalism Contest/The Journalism Education Association High School Workshop**
- **Society for Features Journalism annual conference**
- Co-hosted **The Poynter Institute: A Journalist's Guide to Covering Jails**
- **The Association of Jesuit Colleges and Universities (AJCU) Communication Conference Host: "Create, Innovate and Communicate"**
- Hosted **"Media Wars and Entrepreneurship"** with John Georges
- **Edward R. Murrow Award Judging**
- **Suncoast Emmy Judging**
- **Robin Toner Award** given by Syracuse University

**2. In a digital file, list examples of professional and public service activities undertaken by members of the faculty in the past six years (before the self-study year). Limit to five examples per faculty member. The unit has the option of providing a complete list in a separate digital file. Do not include service to the unit or institution; this information should be presented in Standard 1.**

SMC faculty continue to engage in professional and public service activities at the local, national and international levels. [See five examples from each faculty in the past six years.](#) For a complete list, [click here](#). (Appendix M)

**3. Describe the unit's contact with alumni, professionals and professional organizations to keep curriculum and instruction, whether online or on-site, current and to promote the exchange of ideas. Contact may include alumni and professional involvement in advisory boards, curriculum development, guest speaking, placement, internships, and fundraising. Provide advisory board members' names and contact information. (See fundraising committee below).**

The School enjoys contact with alumni, professionals and professional organizations in numerous capacities. Examples with alumni include the School's annual Den of Distinction induction and our annual portfolio review, during which professionals, including alums, are

asked to participate in our annual senior portfolio review. The School also hosts an annual Networking Day during which organizations are brought in to interview students for internships and jobs. Guest speakers complement our faculty in our classrooms. Several serve as visiting professionals. Graduates serve on our fundraising committee, serve as capstone reviewers and partner with us for the Loyola News Service. We are consistently engaged with professionals. The School has partnered with Gray Media for the Gray Media Producer Incubator Program where professionals from Gray serve as classroom fellows and work with students to produce television news. We also participate in an Advertising Immersion Day during which students spend the day with a local advertising agency working on challenges within the industry.

The School's **Den of Distinction** celebrates the lives and careers of alumni who have made significant contributions to the field of mass communication. Nominees for the Den as solicited from alumni and selected by a committee consisting of alumni and faculty. Members, inducted during the annual spring senior reception, are listed on the website, recognized in the newsletters and showcased on the "wall of fame" of portraits on the 4th floor of the Communications/Music Complex. Members are:

- Class of 2019: Brandi Boatner '05
- Class of 2018: Rhonda Shear '77
- Class of 2017: Sandy Breland '84
- Class of 2016: María Celeste Arrarás '82, Michael E. Skehan '76
- Class of 2015: Tom Llamas '01, Leo McLean '58, Rene Sanchez '87
- Class of 2014: Russell H. Myerson '76, Veronique Niles Spruill '80, Reid I. Steinberg '94
- Class of 2013: Peter Finney, Sr. '49, Gary G. Hymel '54, Judith Reese Morse '84, Michael Smith '01
- Class of 2012: John Deveney '88, Shawn M. Donnelley '91, Maurice Guillerman '53, Bob Marshall '71

The annual **portfolio review** enlists professionals, some who are also alumni, to participate in the one-on-one discussion and assessment of students' work.

Alumni generally make up 25-50% of each year's **guest speakers**.

The **fundraising committee** of the School, dedicated to raising money for the support of the J. Michael Early Multimedia Studio and the School, includes distinguished professionals and graduates. Members include:

**Angela Hill**, chair, former WWL-TV anchor, Angela Hill, [anghill@aol.com](mailto:anghill@aol.com) 504-554-4950

**Sandy Breland**, senior VP, Gray Media and Den of Distinction recipient, Loyola alumna, [sbreland@raycommmedia.com](mailto:sbreland@raycommmedia.com), 225-215-4700

**Joe Duke**, former CBS News employee and news director WWL-TV, professional-in-residence, [joeduke4@gmail.com](mailto:joeduke4@gmail.com), 917-882-5594

**Therese Duke**, former CBS News and WWL-TV producer, advancement officer, [theresesduke@gmail.com](mailto:theresesduke@gmail.com), 917-439-0052

**Mike Early**, son of J. Michael Early (multimedia facility being named after) [jme3corp@aol.com](mailto:jme3corp@aol.com), 504-442-1220

**Mavis Early**, daughter-in-law of J. Michael Early, [mavisearly@gnoha.com](mailto:mavisearly@gnoha.com), 504-421-2585

**Anne Gauthier**, former member, Board of Trustees, chair of the university's Faith in the Future Campaign, [anne.b.gauthier@gmail.com](mailto:anne.b.gauthier@gmail.com), 504-914-2287

**Derby Gisclair**, Loyola alumnus and University Board of Trustees member, [dgisclair@cox.net](mailto:dgisclair@cox.net), 504-522-1296 (graduate)

**Dominic Massa**, WWL-TV executive producer and Loyola alumnus, [dmassa@wwltv.com](mailto:dmassa@wwltv.com), 504-554-0785

**Anne Milling**, co-chair, Faith in the Future campaign and local philanthropist, [amilling504@gmail.com](mailto:amilling504@gmail.com), 504-881-8627

**Kirsten Early Reisig**, niece of J. Michael Early, director of retail/partner - SRSA Commercial 504-616-8982 [kearly@srsa-realestate.com](mailto:kearly@srsa-realestate.com)

**Tod Smith**, WWL-TV general manager, Loyola alumnus, [tsmith@wwl.com](mailto:tsmith@wwl.com), 504-529-6201

**Carol St. Martin**, retired executive assistant to J. Michael Early, 504-427-0384 [cstmartin@live.com](mailto:cstmartin@live.com)

The School has co-hosted events on campus with the agency Peter Mayer, the Feature Writers of America, the Poynter Institute, NOLA.com, the Online News Association and various other professional groups. A faculty member has also served as a guest speaker to Gray Media's News Summit in which news directors from across the country made up the audience. The School's student services director is the education chairwoman for the Press Club of New Orleans.

**4. Describe the unit's methods for communicating with alumni, such as newsletters or other publications. Provide the web link for communication during the previous academic year or provide print copies in the workroom.**

The School publishes a newsletter for alumni in both the fall and spring semesters and often the summer too, highlighting student, faculty and alumni news and achievements. The newsletter includes a link to the annual alumni survey and to the School's social media platforms to enable alumni to maintain contact with the program. (Printed copies are available in the workroom.)

**5. Describe the unit's support of scholastic (high school) journalism, including workshops, visiting lectures, critiques of student work, etc.**

The School has, for more than 40 years, hosted the Tom Bell Silver Scribe High School Journalism Contest. In fall 2017, the School hosted its first [Journalism Education Association/Loyola High School Workshop](#). In spring 2018, we combined the JEA workshop with our annual Tom Bell Silver Scribe High School Journalism Contest.

In fall 2018, the School gave its first yearbook awards in conjunction with JEA. For the fall conference, former ESPN anchor Michael Smith, Loyola alumnus and member of the School's Den of Distinction and a School visiting professional-in-residence, was the keynote speaker.

For the spring 2019 conference, Tom Llamas, anchor of ABC News “World News Tonight” weekend edition and alumnus and member of the Den of Distinction, was the keynote speaker. Llamas spoke via FaceTime video, as he was reporting from the Virginia State Capitol. After his talk, he went live on ABC’s “The DeBrief” show, during which he gave the students at our conference a shoutout.

In both 2018 and 2019, the university offered a full tuition scholarship to the Louisiana Journalist Student of the Year. The recipient from 2019 will be joining the freshman class this fall.