

**Tuesday, August 4, 2026**

**Tuesday, August 4**

**8 a.m. to 5 p.m. / PC001**

**Advertising Division**

Workshop Session

**Teaching Advertising in the Age of Social Media, Generative AI, and Corporate Apocalypse**

Moderating/Presiding

**Anastasia Kononova**, Michigan State

**Anan Wan**, Kansas State

**Mengyan Ma**, Michigan State

**Zheran Liu**, Michigan State

**Subhalakshmi Bezbaruah**, Mississippi

**Mahesha Withanalage**, Michigan State

Panelists

**Aimee Alleman**, Loyola, New Orleans

**Huan Chen**, Florida

**Matthew Conway**, Kentucky

**Thomas Dadourian**, Southern California

**Isabella Amani Foley**, Edison International and Southern California Edison

**Barikisu Issaka**, California State, Long Beach

**Heijin Lee**, Pepperdine

**Chen Lou**, Nanyang Technological University

**Christy Rowley**, Intralox

**Heather Shoenberger**, Pennsylvania State

**Yulenda Timothy**, Spears Group

**Ting-Hao Tsou**, Louisiana State

**Mariah Wellman**, Michigan State

**Quan Xie**, Southern Methodist

**Weilu Zhang**, Kentucky

Generative AI, algorithmic omnipresence, influencer economy, and attention-grabbing content production have forever changed the meaning of the advertising profession worldwide. By extension, the nature of advertising education in the United States and other countries is also changing. However, this is happening at a slower pace. While traditional career pathways (e.g., the “Big Six” agency roles, corporate advertising, and brand management) remain relevant, many advertising graduates increasingly envision their professional futures in entrepreneurial or content-creation areas. Advertising education faces accelerating pressures to adapt as national and international communications industries demand new skills, students expect practical, future-oriented preparation, and instructors must navigate rapidly evolving technologies reshaping knowledge production. This pre-conference brings together internationally recognized educators and researchers, advertising professionals, and students to explore how advertising education can respond—strategically, ethically, and creatively—to the realities of social media ecosystems, generative AI tools, and broader societal transformation. We invite pre-conference attendees to participate in conversations and workshops with and learn from industry professionals, scholars, education influencers, and undergraduate and graduate students to facilitate educational innovation. Pre-registration is required. Pre-registration is required.

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8 a.m. to Noon / PC002

### AEJMC Council of Divisions

Workshop Session

#### Remixing and Redesigning Curriculum: Third Annual AEJMC Teaching Academy

Moderating/Presiding

**Patrick R. Johnson**, Marquette and **Briana M. Trifiro**, Northeastern

This pre-conference workshop provides faculty and graduate students with hands-on experience designing, redesigning, or remixing a course they teach (or are planning to teach). It will guide participants through a multi-step curriculum design process grounded in education theory and practice (e.g., objectives, Lexile scores, assessment, instructional strategies, backward design, Bloom's taxonomy, zone of proximal development). Participants will leave with resources, skills, and a newly structured course to implement in the upcoming school year; we will also establish a network to continue conversations beyond the workshop. Participants do not need to know educational theory or curriculum and instruction practice. Rather, this experience is meant to provide an equitable experience in curriculum design regardless of experience level or title. We hope participants come with excitement to create a curriculum that has a lasting impact and learn instructional design strategies to elevate their home institution's curriculum and pedagogy. A certificate of completion will be provided for individuals who attend and complete this workshop. More information about what to bring and how to prepare will be provided closer to the conference. For information contact Patrick Johnson, Marquette, [patrick.johnson@marquette.edu](mailto:patrick.johnson@marquette.edu) (ETHC) or Briana Trifiro, Northeastern, [b.trifiro@northeastern.edu](mailto:b.trifiro@northeastern.edu) (CSGE) Pre-registration is required.

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8 a.m. to Noon / PC003

### AEJMC/Lillian Lodge Kopenhagen Fellowships for the Empowerment of Early Career Women in Communication Education

Workshop

#### 2026-27 Class of AEJMC/Lillian Lodge Kopenhagen Fellows for the Empowerment of Early Career Women in Communication Education

*2026-27 LLK Fellows*

**Nandini Bhalla**, Texas State

**Clejetter Cousins**, North Carolina at Pembroke

**Marta Mensa**, North Texas

**Shiyu Yang**, Tennessee, Knoxville

**Bingbing Zhang**, Iowa

The AEJMC/Lillian Lodge Kopenhagen Fellowship for the Empowerment of Early Career Women in Communication Education is a competitive, year-long professional development program designed to support and advance early-career women faculty in journalism and mass communication. The fellowship provides a structured and supportive environment where participants engage in mentorship, skill-building, and community-building opportunities aimed at strengthening their academic careers. The program also addresses key challenges facing early-career faculty, including tenure preparation, burnout, and career progression. Upon completion, participants receive formal recognition as Kopenhagen Fellows and join a growing network of scholars committed to advancing excellence and equity in communication education.

Session open only to Fellows.

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## Tuesday, August 4, 2026

8 a.m. to Noon / PC004

### Accrediting Council on Education in Journalism and Mass Communications (ACEJMC)

Workshop Session

#### ACEJMC Accreditation: Involvement Drives the Process; Assessment Tells the Story

Moderating/Presiding

**Susan Walton**, Executive Director and **Steve Geimann**, President, ACEJMC

Panelists

**name**, affiliation

This two-part session explores getting involved in ACEJMC by becoming a site team reviewer, followed by a discussion of Standard 3: Assessment - what to measure, how to close the loop, and how to tell your program's story of continuous improvement.

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9 a.m. to 1 p.m. / PC005

### Religion and Media Interest Group

Offsite Tour

#### Sacred Spaces Tour: VIP Guided Tour of St. Louis Cathedral and Old Ursuline Convent Museum

Guests will enjoy a private guided experience inside the cathedral, exploring its history, architecture, and role at the heart of New Orleans for nearly 300 years. Immediately following the cathedral tour, your group will go to the convent museum for their visit as the doors open. This will be followed by a visit to the Voodoo Spiritual Temple. Space is limited. For questions, please contact Cylor Spaulding at [cspaulding@Fullerton.edu](mailto:cspaulding@Fullerton.edu). (RMIG) Pre-registration is required.

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11 a.m. to 5 p.m. / PC006

### Association for Education in Journalism and Mass Communication and Association of Schools of Journalism and Mass Communication

Workshop Session

#### Institute for Diverse Leadership in Journalism and Communication (IDL)

*2025-26 Jennifer H. McGill Fellows (Outgoing)*

**Sungwon Chung**, Ball State

**Kareem El Damanhoury**, Denver

**Yan Huang**, Houston

**Shaheen Pasha**, Pennsylvania State

**Joe Phua**, Southern Methodist

**Miglana Sternadori**, Texas Tech

Session open only to IDL Jennifer H. McGill Fellows.

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12:30 p.m. to 5 p.m. / PC007

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**Newspaper and Online News Division**

Offsite Workshop Session

**Academic Job Market Readiness Workshop 2026**

**Location**

Loyola University New Orleans  
Communications and Music Complex  
J. Michael Early Studio (Room 402, 4th Floor)  
6363 St. Charles Avenue  
New Orleans, LA 70118  
(Corner of Calhoun Street and St. Charles Avenue)

What does a “job ready” CV look like? What about a research statement? Or a teaching statement? What questions might come at you in the interview process? How do you position your work for the job market? The academic job market is confusing and intimidating for even the most seasoned scholars. The 2026 Academic Job Market Readiness Workshop AEJMC Pre-Conference is designed to support doctoral students and early career faculty as they navigate the academic job search. Participants will engage in hands on workshops focused on CVs, cover letters, research statements, teaching statements, and interview preparation. The program also creates space to discuss the emotional dimensions of the job market, including uncertainty, stress, balance, and well-being, while building confidence and community. Each session will be led by a different scholar. This year, the pre-conference will take place off site at Loyola University New Orleans, located on St. Charles Avenue in the uptown area near Audubon Park, a vibrant academic neighborhood, and easily accessible from the conference hotel via the streetcar, offering a scenic and convenient ride to campus. Light refreshments will be provided at no cost. The workshop will begin with a soft start and networking at 12:30 p.m., with sessions running from 1 p.m. to 5 p.m. Pre-registration is required. For more information contact Michelle Rossi, Loyola University New Orleans, [mrossi@loyono.edu](mailto:mrossi@loyono.edu) (NOND)

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**1 p.m. to 5 p.m. / PC008**

**Magazine Media and Visual Communication Divisions**

Workshop Session

**Media Gumbo: A Mix of GAI, Trends and Education**

1 to 1:30 p.m.

**Keyframe of Mind: A Designer’s Guide to Cross-Platform Animation**

Speaker

**Emma Kumer**, Senior Newsroom Designer, The Washington Post Society for News Design’s  
2025 World’s Best Emerging Designer

In this presentation, Emma Kumer will demonstrate the process of taking a motion graphics story from ideation to publication to circulation. She will also walk through some of the projects she has created for The Washington Post, specifically those featured in her World’s Best portfolio.

1:30 to 2 p.m.

**Photojournalism and GenAI**

Speaker

**Daniella Zalcman**, Documentary Photographer + Founder, Women Photograph

Photojournalist and journalism professor Daniella Zalcman will dig into the growing impact generative AI tools are

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having on the production and dissemination of visual journalism, as well as the way these tools are shifting public trust in news photography.

2 p.m. – Session I

### **Visualizing the Beat: An AI Prompting Challenge**

Moderating/Presiding

**Chelsea Slack**, Assistant Professor and Faculty Adviser, The Lion's Roar and Manestream Podcast

Panelists

**Kenneth Woods**, Outgoing Editor-in-Chief

**Sean Hoffman**, Incoming Sports Editor and Editor-in-Chief

**Tyra Johnson**, Incoming Managing Editor

**Roselyn Rivas**, Outgoing Social Media Editor and Incoming Graduate Assistant

**Laura DiMattia**, Assistant Professor with an emphasis in NIL

Attendees will be divided into groups of about three and assigned to a specific track, such as sports, public relations, or hard news (including an NIL announcement to leverage faculty expertise). Groups will use free generative AI tools to draft a visual social media post aimed at a youth audience, then work with AI and cloud-based tools to incorporate non-AI content like actual photos and refine the draft into publishable work. Student journalists will provide real-time feedback on visual language, meme aesthetics, and mobile-first design. The session will wrap up with group sharing and a discussion of which visual elements best engage younger audiences.

3:00 p.m. – Session II

### **Visual Journalists, GAI, Third-Party Images, and Copyright Issues**

Moderating/Presiding

**Lisa D. Lenoir**, Indiana

Panelists

**Adonis Durado**, Ohio

**Tara Pixley**, Temple

**Jared Schroeder**, Missouri

This panel will provide insights into the latest conversations and research connected to visual journalism and the disruptions caused by GAI, third-party image making, and copyright issues. Panelists will discuss emerging research, ethical challenges, and legal implications in an era of synthetic media. Attendees will gain insight into the disruptions and learn how to question and pivot, if necessary, their image-making practices, editorial decisions, and production flow processes.

4:00 p.m. – Session III

### **Community and Career Connections: Setting Up Student-Run Photo Agencies and News Labs**

Moderating/Presiding

**Phylis West Johnson**, San José State

Panelists

**Christopher Assaf**, North Texas

**Mya Guarnieri**, Florida Atlantic

**Robin Hoecker**, DePaul

**Ilene Prusher**, Miami

**Zander White**, Kansas State

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In recent years, more colleges have set up student news labs that provide students with clips for their portfolios while supporting local news coverage. These spaces are also important for journalism students who are learning multimedia skills, as these skills have value beyond the newsroom. Many budding photojournalists and videographers help pay the bills by taking event photography jobs. Likewise, many college campuses and surrounding communities need photography and video services. Using the models of student-run photo agencies and news labs, this panel showcases how to facilitate development of professional-level skills while also fulfilling a community need. Faculty advisers will discuss the processes of setting up community partnerships and developing an experiential learning curriculum.

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**1 p.m. to 5 p.m. / PC009**

**Mass Communication and Society Division**

Workshop Session

**Unlocking COVID-19 Big Data Insights: Hands-On Workshop with the Social Media Analysis-Based DataViz Tool**

Moderating/Presiding

**Terri N. Hernandez**, Mississippi State

Panelists

**Terri N. Hernandez**, Mississippi State

**Megan Stubbs-Richardson**, Miami

**Jacob Adams**, Miami

**Josh Dowdy**, Senior Data Scientist at Campaign

**Chris Lightsey**, HPC<sup>2</sup> Center for Cyber Innovation

During this two-hour workshop, creators of the DataViz tool will demonstrate the use of the tool, provide hands-on research activities and allow time for questions and answers. Workshop participants are encouraged to bring their laptops to the workshop so they can participate and engage with the interface throughout. By the end of the workshop, participants will be able to navigate the DataViz interface and explore the available data within COPE ID. Refreshments will be available. For more information, contact Terri Hernandez ([thernandez@comm.msstate.edu](mailto:thernandez@comm.msstate.edu)). Pre-registration is required.

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**1 p.m. to 5 p.m. / PC010**

**Minorities and Communication Division**

Workshop

**Leveling up as educators: Faculty Development, Student Opportunity, and Institutional Support**

Moderating/Presiding

**Vincent Peña**, DePaul

Session I —

**Beyond the Classroom: Partnerships and Programs that Support Student Growth**

Moderating/Presiding

**name**, affiliation

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### Panelists

**name**, affiliation

This workshop session will discuss how faculty can leverage their personal networks, organizational affiliations, and professional experience to enhance the opportunities for students. This session will focus on practical things folks can implement at their own institutions to help develop new programs for media and communication students. It will also address things like building community with student affinity groups, partnering with local organizations, and developing professional student agencies, among other topics.

### Session II —

#### **Strategies That Work: Teaching and Professional Development for Today's Faculty**

### Moderating/Presiding

**name**, affiliation

### Panelists

**name**, affiliation

This panel will provide practical ways for professors to level up their teaching prowess. There are three key takeaways for this session. First, audience members will identify techniques to keep Gen-Z students engaged in the classroom. Second, participants will learn ways to collaborate with AI as a thinking partner to enhance in-class activities and assignments. Third, the session will share ways to locate professional development opportunities that are budget-friendly.

### Session III —

#### **HBCU Educators Roundtable – Fundraising & “Friend-raising” Strategies for Faculty Across Institutions**

### Moderating/Presiding

**name**, affiliation

### Panelists

**Calvin Hall**, North Carolina Central

**Mira Lowe**, Florida A&M

**Jerry Crawford**, Virginia State

**Shaniece B. Bickham**, Loyola-New Orleans

**Jacqueline Jones**, Morgan State

This year's Roundtable will focus on Fundraising and "Friend-raising" strategies – ways to encourage financial support from a range of audiences to support the academic unit's vision and mission, while also engaging with alumni and other stakeholders to build partnerships and foster a culture of philanthropy and involvement. The questions the panel will explore are the following: What approaches can academic units use to tackle the challenges they face in this area? How can they align these efforts with their core academic priorities, reach new donor groups, nurture long-term relationships, show the impact of donations, and coordinate initiatives across the institution?

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**1 p.m. to 5 p.m. / PC011**

**Public Relations Division**

### Workshop Session

**Prosocial Communication, Leadership, and Grassroots Campaigns: The Role of Public Relations**

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**in Community Mobilization**

Moderating/Presiding

**Virginia Harrison**, Pennsylvania State

**[1– 2 p.m.]**

**Part I – Guiding Prosocial Communication in Challenging Times: Research Insights from Three Contexts**

Sponsored by the Arthur W. Page Center for Integrity in Public Communication

Moderating/Presiding

**Jonathan McVerry**, Pennsylvania State, Arthur W. Page Center for Integrity  
in Public Communication

**Brooke W. McKeever**, Alabama

Panelists

**Dongya Wang**, Miami

**Jiacheng Huang**, Minnesota

**Staci Smith**, Virginia Commonwealth

Part I, sponsored by the Arthur W. Page Center for Integrity in Public Communication, will focus on insights gleaned from the Page Center research call on Prosocial Communication. Panelists will discuss how government, corporations, and NGOs communicate about prosocial and/or contentious issues in the current environment. Drawing from their research, panelists will share findings on prosocial communication during tragedy, moral signaling in times of conflict, and learning from stakeholders to improve corporate social advocacy outcomes.

**[2:10 – 3:10 p.m.]**

**Part II – Industry Leadership through Prosocial Communication**

Sponsored by the Plank Center for Leadership in Public Relations

Moderating/Presiding

**Karla Gower**, Alabama, Director, Plank Center for Leadership in Public Relations

Speaker

**Kindred Notes**, Founder and Director, KM Strategies Group

**Part II**, sponsored by the Plank Center for Leadership in Public Relations, will be led by an industry professional who interacts with activists and activist communication. The workshop will provide practical guidance for practitioners.

**[3:20 – 3:50 p.m.]**

**Part III – Workshop on Prosocial Communication in the Classroom**

**Part III** will combine the Page Center and Plank Center presentations in an interactive format to help attendees consider how to bring lessons from research and practice into their classrooms, helping students prepare for the challenges of prosocial communication in the real world.

**[4:00 – 5:00 p.m.]**

**Part IV – Community Mobilization in Action: Case Study of the Wallace Grain Elevator**

Moderating/Presiding

**Michelle Keller**, Kansas

Panelists

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**Jo Banner**, Co-founder & Co-director, The Descendents Project

**Dr. Joy Banner**, Co-founder & Co-director, The Descendents Project

**Dr. Kimberly Terrell**, Environmental Integrity Project

**Part IV** will present a compelling Louisiana-based case study of an impacted community-led environmental campaign that successfully halted a proposed grain elevator project by a manufacturing company. Designed for public relations and journalism educators, the session explores how strategic message development, coordinated grassroots organizing, and sustained media coverage and social media combined to shape public narrative, influence stakeholders, and ultimately determine the outcome. The session will conclude with an interactive workshop in which participants apply these insights to a real-world challenge, developing practical strategies they can bring back to their classrooms.

This pre-conference brings together three perspectives from leading academics and practitioners around a compelling, timely topic: community mobilization and activism. Overall, this year's pre-conference format allows more time for hands-on workshops at the end of each session so participants can bring tangible activities to the classroom or their own research and practice. \$10 Fee [Registration required]. For information contact Virginia Harrison, Pennsylvania State, [virginia.s.harrison@gmail.com](mailto:virginia.s.harrison@gmail.com) (PRDV).

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**1 p.m. to 5 p.m. / PC012**

### **Small Programs Interest Group**

Workshop

**Tenure, Now What? Overcoming the Sophomore Slump in Teaching, Research and Service**

Moderating/Presiding

**Liz Atwood**, Hood College

Panelists

**Carrie Sipes**, Shippensburg

**Alan Goldenbach**, Hood College

**Jack Zibuluk**, Tennessee Chattanooga

**Kenneth Prybus**, Abilene Christian

This panel will explore ways to retain momentum in teaching, research and service after tenure. If faculty have relied upon their dissertations to form the basis of their research agenda for tenure, they may need new ideas and collaborators. Likewise, the associate professors are often the workhorses of institutions--the ones committees turned to for experienced (and tenured) leadership. This committee will ask advice from those who have successfully navigated the post-tenure stage of their careers.

**[2:15 p.m. to 3:30 p.m.]**

**AI as the Teaching Assistant: Ethical Strategies for the Weary Professor**

Moderating/Presiding

**Tamara Welter**, Baylor

Panelists

**Amy McCoy**, Drake

**Kate Stepaniuc**, North Carolina A&T State

**Kenneth Pybus**, Abilene Christian

**Alec Teffertiller**, Baylor

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**Kim Fox**, American University in Cairo  
**Lisa Carponelli**, Simpson

As artificial intelligence tools become increasingly integrated into higher education, journalism educators are faced with opportunities and questions. This panel explores how AI can serve as a virtual teaching assistant while maintaining academic integrity and journalistic values. Panelists will share practical strategies for incorporating AI responsibly in the classroom, managing workload without compromise while preparing students for an AI-influenced media landscape. Ideal for educators seeking balance between innovation and ethics in their pedagogy. This segment is co-sponsored by Media Ethics Division.

**[3:40 p.m. to 5:00 p.m.]**

**Engaging Alumni with JOMC Students: Programs, Events, and Mentorship Opportunities**

Speaker

**Kate Stepaniuc**, North Carolina A&T State

The relationship between alumni and current media students represents one of the most valuable assets within any journalism and mass communication program. This panel, Engaging Alumni with JOMC Students: Programs, Events, and Mentorship Opportunities, explores innovative strategies to strengthen that connection and build mutually beneficial relationships that enrich both the student experience and the alumni community. Alumni bring real-world insights, professional networks, and authentic stories that help students bridge the gap between classroom learning and industry practice. The panel will highlight programs across the country that actively involve alumni in mentorship initiatives, career networking events, and collaborative media projects. These efforts not only prepare students for the professional world but also reaffirm alumni pride and strengthen their long-term connection to their alma mater.

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**1 p.m. to 5 p.m. / PC013**

**Lillian Lodge Kopenhagen Center for the Advancement of Women in Communication, Florida International University, Commission on the Status of Women, and AEJMC Council of Affiliates**

Workshop Session

**Women Faculty Moving Forward: Successfully Navigating the Academy**

Moderating/Presiding

**Lillian Lodge Kopenhagen**, Florida International  
and **Tracy Everbach**, North Texas

Keynote Speaker

**Tracy Lucht**, Director, Greenlee College of Journalism and Communication, Iowa State

Panelists

**Margaretha Geertsema-Sligh**, Professor of Journalism and Director of Graduate Studies,  
College of Communication, Butler-Indianapolis

**Jaime Loke**, Associate Professor of Journalism, Texas Christian

**Jeannine Relly**, Professor and Associate Dean for Faculty Affairs and Advancement, Arizona

**Elanie Steyn**, Associate Dean, Gaylord College of Journalism and Mass Communication, Oklahoma; **Ingrid**

**Bachmann**, Associate Professor, School of Communications, Pontificia Universidad Catolica de Chile and director of the Millennium Nucleus on Digital Inequalities and Opportunities, a research project funded by Chile's National Agency for Research and Development.

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This 15th annual workshop is designed to help junior women faculty members move forward in their careers through mentoring, networking, and preparing for tenure and promotion and administration or other leadership positions. Speakers, panelists, and roundtable leaders include senior scholars and administrators and amazing women colleagues who have achieved significant leadership positions in their careers. By invitation only.

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**1 p.m. to 7 p.m. / PC014**

### **Association for Education in Journalism and Mass Communication**

Business Session

**AEJMC Board of Directors, 2025-26**

Moderating/Presiding

**Bey-Ling Sha**, Texas Tech, President, AEJMC 2025-26

AEJMC Board Members Only.

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**2 p.m. to 5 p.m. / PC015**

### **Law and Policy Division**

Part I — Division Competition Recognition – 2:30 to 3:30 p.m.

#### **2026 Teaching Ideas Competition**

Moderating/Presiding

**Leslie Klein**, Nebraska

#### *First Place*

You're the Content Moderator for a Social Media Startup

**Chip Stewart**, Texas Christian

#### *Second Place*

Advice Lines

**Alexis Ingber**, Syracuse

#### *Third Place*

Media Law in T-Shirts

**Peggy Watt**, Western Washington

Winners of the 2026 Teaching Ideas Competition share their innovative ideas for teaching media and communications law topics to undergraduate and graduate students.

Part II — PFR Session – 4:00 to 5:00 p.m.

#### **Be Prepared: Reputation Management in a Polarized AI World**

Moderating/Presiding

**Kathy R. Fitzpatrick**, South Florida

Panelists

**Karla Gower**, Alabama

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**Cayce Myers**, Virginia Tech  
**Antoaneta Vanc**, Quinnipiac

Communication leaders face escalating reputational threats driven by AI-enabled attacks, disinformation, cyber incidents, deepfakes, and leaks. This panel explores interdisciplinary strategies for risk detection, ethical decision-making, and resilience building, while highlighting gaps in traditional reputation-management training and the potential need for new regulatory frameworks to address emerging harms.

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**5 p.m. to 6 p.m. / PC016**

**Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication, Florida International University, Commission on the Status of Women, and AEJMC Council of Affiliates**

**Reception for Kopenhaver Center Fellows, Present and Past**

Hosting:

**Carla Zensen**, Florida International  
and **Tracy Everbach**, North Texas

This is a networking reception for Kopenhaver Center Fellows, present and past. By invitation only. A special thank you to Louisiana State University sponsoring the reception.

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