



# Intro to Mass Communication

## CMMN-A100-SAUG, FALL 2024

The Intro to Mass Communication course provides students with a foundational understanding of the principles, history, and impact of mass media. Through an exploration of traditional and digital media, students learn how media shapes culture, influences public opinion, and drives communication in modern society. Key topics include journalism, public relations, advertising, social media, and emerging technologies such as podcasting and video streaming.

Students engage in hands-on projects and critical discussions to develop skills in content creation, media analysis, and strategic communication, preparing them for further studies or careers in the dynamic field of mass communications.

During the Fall 2024 semester, this course was taught at St. Augustine High School through Loyola University's dual enrollment program by Adjunct Professor Brandon Armant. Professor Armant is an accomplished communications professional, entrepreneur, and educator with extensive experience in journalism, public relations, marketing, and media production. As the CEO and president of BMM Communications, he brings real-world expertise into the classroom, providing students with practical insights and hands-on learning opportunities.

This college-level course challenges high school students to think critically, develop professional communication skills, and engage with advanced concepts in media and communication. Upon completing the course, students receive a letter grade and earn college credit, which can be applied to the institution of their choice.

Through this dual enrollment program, students experience the rigor and expectations of a college education while still in high school, preparing them for academic and professional success in the years to come.



**Brandon C. Armant**

ADJUNCT PROFESSOR OF  
MASS COMMUNICATION

# Final Project Exhibitions: Unified Digital Media & PR Campaigns

The Final Project Exhibitions showcase the culmination of a semester-long collaborative effort by students in the Intro to Mass Communications dual enrollment class with Loyola University at St. Augustine High School. Each group of students has developed a comprehensive digital media and public relations campaign addressing a significant social issue.

The exhibitions feature three integrated components:

- **Social Media Campaigns:** Dynamic and creative content designed to engage and inform audiences through real-world social media platforms.
- **Podcast Episodes:** Student-produced and videotaped discussions or narratives that explore the social issue in depth.
- **PR & Marketing Strategies:** Thoughtfully crafted press releases, outreach plans, and key messaging that support the campaign's objectives.

During the exhibitions, each group will present their projects live to a panel of communications and education judges, offering insights into their collaborative process, strategic decisions, and the potential societal impact of their work. These exhibitions emphasize creativity, teamwork, and the application of mass communication principles to real-world challenges.

The winning group will be awarded bonus points for their exceptional performance, making this exhibition not only a learning experience but also a celebration of innovation and talent in action.

# FINAL PROJECT EXHIBITIONS

## EXHIBITION 1 TEAM SOBER

**Social Issue:** Drunk Driving

1. **Joaquin Washington** - Team Leader, Executive Producer
2. **Branden Villavaso** - Team Asst. Leader, Digital Media Editor
3. **Tristan Turnbull** - Script Writer
4. **Keithen Batiste** - Community Manager
5. **Ty Theriot** - Content Creator
6. **Kodie Thompson** - Communications Liaison
7. **Landen Kelly** - Podcast Producer
8. **Colin Green** - Marketing Coordinator
9. **Ja'ir Richardson** - PR Specialist
10. **Ja'vardes Brazile** - Social Media Strategist

## EXHIBITION 2 HAIR AWARENESS ORGANIZATION

**Social Issue:** St. Augustine H.S. Hair Policy

1. **Bailey Ruffin** - Team Leader, Executive Producer
2. **Maddox Casbon** - Team Asst. Leader, Producer
3. **Landon Wade** - PR Team
4. **Korry Hill** - Film Editor
5. **Julien Dennis** - Social Media (Tiktok)
6. **Aidan Moore** - Film Crew
7. **Devance Harris, Jr.** - Social Media
8. **Jonathan Ashford** - Film Crew
9. **Mark Jones, Jr.** - Social Media (YouTube)
10. **Nile Manuel** - Film Crew

# EXPERT PANEL OF JUDGES

This panel will serve as expert judges for the final project exhibition for **Professor Brandon Armant's Intro to Mass Communication** dual enrollment course at **Loyola University New Orleans**, with students at St. Augustine High School.

Students will showcase their collaborative media projects, demonstrating their knowledge in social media, public relations, and marketing, while receiving valuable feedback from these esteemed communications and education professionals.



## Nicole Waivers

News Director  
**WWL-TV**

- Decades of experience as a news executive producer and news director at several television stations across the country
- Alum of Loyola University New Orleans



## Aimee Alleman

Assistant Professor of Advertising  
Mass Communication Dept. Chair  
**Loyola University New Orleans**

- Decades of experience in the advertising industry, specializing in strategic marketing and automation
- Founder of Hey Mae Mae, a digital marketing agency
- Alum of Loyola University New Orleans



## Tod Smith

President and General Manager  
**WWL-TV**

- Decades of experience as President and General Manager of multiple television stations
- Alum of St. Augustine High School
- Alum of Loyola University New Orleans
- Board of Trustees Member for Loyola University New Orleans



## Mary L. H. Laurie

Retired Educator and Administrator  
**Orleans Parish Public Schools**

- Decades of experience as a school district administrator, an elementary school principal, and a high school principal at traditional and charter public schools in New Orleans
- Board of Directors Member for InspireNOLA Charter Schools
- Board of Directors Member for Significant Educators



## Kendal Francis

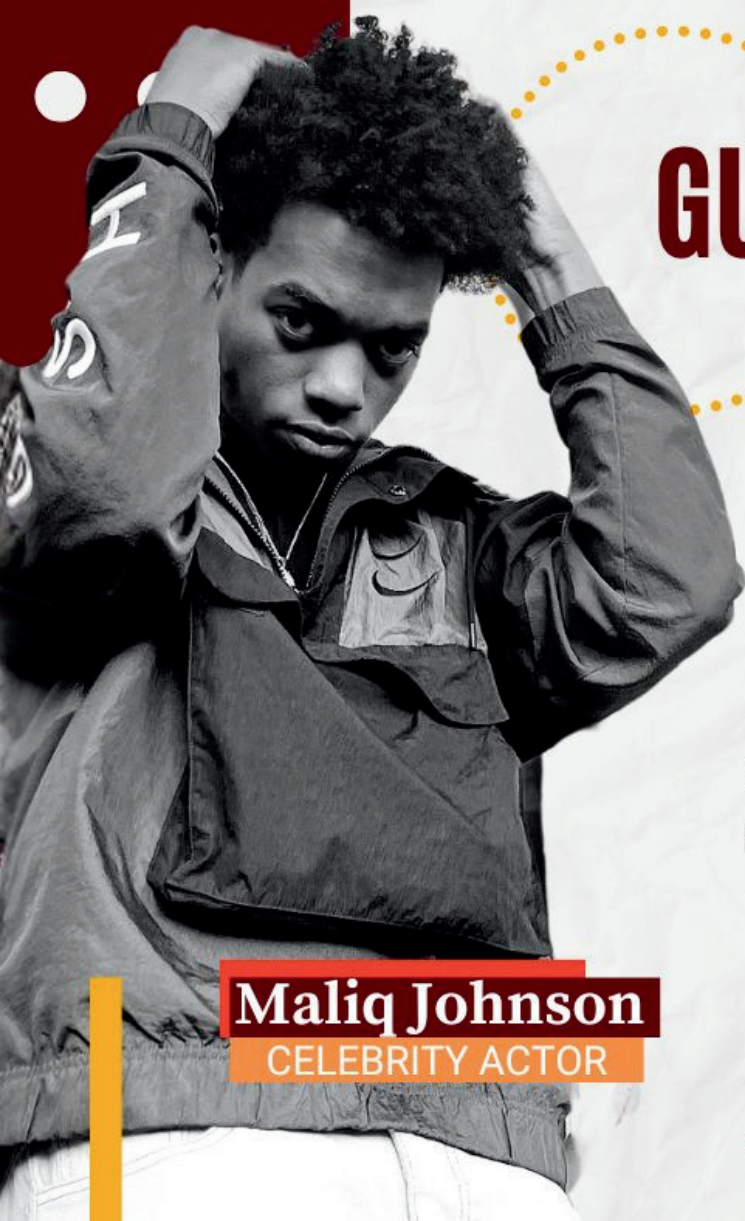
Assignment Editor  
**WDSU-TV**

- Decades of experience as an assignment editor and journalist at WDSU (News Channel 6) in the news department
- Founder and Executive Director of The Blessed 26 Mentoring Organization, with 20 years of experience mentoring youth and fostering personal development.

# Thank You

Many thanks to these gentlemen for generously sharing their time, knowledge, and expertise with the St Augustine High School students during Loyola University's dual enrollment course in Mass Communication. Your contributions have been invaluable in inspiring and educating the next generation of leaders and communicators.

## FALL 2024 PRESENTERS



### SPECIAL GUEST SPEAKER

Students in Professor Brandon Armant's **Intro to Mass Communication** dual enrollment course for **Loyola University New Orleans** received an exclusive opportunity to hear from acclaimed actor and entertainer **Maliq Johnson**.

Maliq, featured in numerous major motion pictures and TV shows, shared his journey in the entertainment industry and how mass communication plays a vital role in shaping **film, television, and media**. This discussion provided a unique behind-the-scenes look at how media professionals and entertainers collaborate to create and influence mass communication.

**Maliq Johnson**  
CELEBRITY ACTOR



### SPECIAL GUEST SPEAKER

FBI Special Agent **Traylon Williams** joined Professor Brandon Armant's **Intro to Mass Communication** dual enrollment course for **Loyola University New Orleans** for an insightful discussion around the critical intersection of **misinformation and false advertising** in media and how they can lead to criminal activity. This engaging session highlighted the importance of **ethical communication in media** and provided real world examples of how deceptive practices can have serious legal consequences.

**Traylon Williams**  
FBI SPECIAL AGENT



### SPECIAL GUEST LECTURER

Students in Professor Brandon Armant's **Intro to Mass Communication** dual enrollment course for **Loyola University New Orleans** received an insightful lecture from **Mel Cordier**, Director of Marketing & Communications at St. Augustine High School. Cordier discussed how **strategic branding and marketing** shape institutional identities, like St. Aug, while emphasizing the importance of mentorship, community engagement, and **mass communication** in fostering growth and creating opportunities for future generations.

**Mel Cordier**  
ST. AUGUSTINE HIGH SCHOOL  
MARKETING & COMMUNICATIONS  
DIRECTOR

## VIDEO PRODUCTION



**Damian "Rich" Gordon**  
RICH IN SPIRIT PRODUCTIONS



**Ryan "He Shooting" Marrero**  
RYAN MARRERO PRODUCTIONS



LOYOLA  
UNIVERSITY  
NEW ORLEANS