

LOUIS ALVIN DAY  
CURRICULUM VITAE

**PERSONAL INFORMATION**

Business Address: Manship School of Mass Communication  
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Teaching/Research Interests: Media Law and Policy, Media Ethics, Media Philosophy

**EDUCATIONAL BACKGROUND**

Ph.D., Mass Communication. Ohio University. Emphasis in Radio-TV. Minor in international law. 1973.

MA, Journalism. University of Georgia. Minor in international law. 1968.

ABJ, Journalism. University of Georgia. Major in broadcasting. Minor in political science, 1966.

**EXPERIENCE**

*1981-present:*

Manship School of Journalism, Louisiana State University: Alumni Professor 2004-present; Professor 1991-1994; Acting Director (May 1991-May 92); Associate Professor (1981-91); International Programs Coordinator (1994-present); Associate Dean for Graduate Studies and Research (2000-2001); Courses Taught: Mass Media Law, Graduate Seminar In Media Law, Media Ethics and Social Responsibility, Electronic News Gathering, Television News, Broadcast Newswriting and Reporting, Public Opinion, Press Theory. I developed the course in Media Ethics and Social Responsibility.

*1976-1981:*

Assistant Professor (3 years) and Associate Professor (1 year) Professor, School of Journalism and Mass Communication, University of Oklahoma. Courses Taught: Radio News, Advanced Broadcast News and Public Affairs Reporting (Producer of weekly cable TV news magazine show in connection with this course), Broadcast Writing, Media Law, R-TV-Film and Society, Broadcast Programming, Graduate courses in Press Theory, Mass Media Law, Communications Policy, Mass Media and Foreign Policy.

***1973-1976:***

Assistant Professor, Broadcast & Cinematic Arts Area, Central Michigan University (Mt. Pleasant, Michigan). Courses Taught: Broadcast Law & Regulation, Broadcast Critique, Management, Programming, Writing, R-TV News, History and Analysis of Documentary Film, various graduate seminars.

***1970-1973:***

Graduate Assistant, School of Radio-TV, Ohio University. Administrative Assistant to the Director, School of Radio-TV and instructor (rank of Graduate Assistant) in Broadcast Writing Course.

***1970:***

WRBL Radio-TV, Columbus, Georgia. News reporter, writer, editor.

***1969-1970:***

U.S. Army. Military Correspondent, Vietnam. News reporter and writer.

***1968-1969:***

U.S. Army. Audio-Visual Officer, U.S. Army Materiel Command, Washington, D.C.  
Duties: Liaison with civilian and military media and public relations.

***1966-1968:***

Graduate Assistant and part-time instructor, School of Journalism, University of Georgia.  
Courses Taught: writing, Radio-TV production.

***1965:***

WRBL Radio-TV, Columbus, Georgia. News reporter, writer, photographer.

**MEMBERSHIPS AND HONORS**

Scripps Howard Foundation's National Teacher of the Year, 2005.

Awarded Ouachita Parish Chapter Alumni Professorship, January 2004.

Darden Research Professorship, 2001-2002.

Thomas and Darlene Ryder Professorship (2002-2004).

Selected as one of 10 recipients for University Excellence In Teaching Award at LSU, Spring 1995.

Association for Education in Journalism and Mass Communication

Association for Practical and Professional Ethics

Society of Professional Journalists

Broadcast Education Association

Radio-Television News Directors Association (Associate Member)

Phi Beta Kappa Honorary Society

Phi Kappa Phi Honorary Society

Kappa Tau Alpha Journalism Honorary Society

Nominated for Outstanding Teacher Award by LSU Student Government Association, October 1989.

**PROFESSIONAL ACTIVITIES AND SERVICE**

International Seminars/Workshops: Teaching & Service

*Note: In all of the training sessions listed below I both coordinated the sessions, as well as teaching at least one session.*

May-June, 1994: Traveled to Russia and Kazakhstan as member of a team under USIA sponsorship to help train foreign journalists in how a free press operates.

December, 1994: Hosted journalist from Slovakia and arranged visits to local media.

March, 1995: Coordinated one week seminar and taught sessions on media ethics for journalists from Eastern and Central Europe here under sponsorship of USIA and Institute of International Education.

April, 1995: Hosted and arranged training sessions for Dr. Wang Wei, and ethics professor from Beijing, China, here under sponsorship of USIA and Institute of International Education.

June 1995: Hosted and arranged training sessions for Japanese journalist here under sponsorship of USIA and Institute of International Education.

June 1996: Hosted and coordinated training sessions and visits for Serbian journalist here under sponsorship of USIA and Institute of International Education.

July 1996: Hosted and coordinated training sessions for three journalists from Brazil here under sponsorship of USIA and Institute of International Education.

November 1996: Hosted and coordinated training sessions for two journalists from Uganda here under sponsorship of USIA and the African American Institute (Washington, D.C.)

April 1997: Hosted and coordinated training sessions for five journalists from the African nations of Angola, Mozambique, and Guinea Bissau here under sponsorship of USIA and the African American Institute (Washington, D.C.)

July 1997: Hosted and coordinated training sessions for 15 African (Francophone) journalists here under sponsorship of USIA and Institute of International Education.

October 1999: Hosted and coordinated training sessions for 13 African (Francophone) journalists here under sponsorship of USIA and Institute of International Education.

University and School Committees (Representative List, 1981-present)

Arts and Sciences Faculty Senate (Prior to School's separation from A&S)

Faculty Senate Courses and Curriculum Committee (Chair for one year)

University General Education Commission

Faculty Senate General Education Committee

SACS Program Review Committee

Chairman, Committee On Naming University Facilities.

Secretary, DISD Advisory Committee.

Faculty Senate Grievance Committee

PS-36 (Promotion/Tenure Policies) Revision Committee  
Graduate Council

Chancellor's Distinguished Lecture Series Committee

Director Search Committee (1990-91)

Chair, Curriculum Revision Committee (1993-94)

Chair, Curriculum & Teaching Committee

Management Committee

Budget Committee

Graduate Committee

Chair, Promotion & Tenure Committee (For the past 15 years)

School Search Committee for faculty member to teach law, journalism, media management. (2008)

School Standard 3 (Curriculum) Accreditation Committee.

Chair, Flagship Agenda Standards Committee

Member, University Graduate Council

Chair, Faculty Senate Grievance Committee

Member, University Academic Practices Committee

Member, Faculty Senate Committee on Committees

Member and Chair, University Promotion and Tenure Committee

Chair, School Media Law Assessment Committee

Annual attendance since 1973 at Broadcast Education Association Convention. Program chairman of copyright session at BEA legal seminar in 1976; contributed paper to this 1976 seminar and presented paper at 1981 legal seminar sponsored by BEA in Washington, D.C. Chaired program at 1982 BEA convention on the "Genre" of situation comedies. Served for two years (1981-82) as Vice-Chairman of the BEA Regulations Committee and published for three years the Regulations Committee newsletter.

Program chairman for telecommunications panel for Southern Speech Communication Association, Atlanta, Georgia, April 1978.

Attended several Faculty/Industry workshops sponsored by the International Radio Television Society in New York, 1974, 1976, 1979, 1980. Nature of participation: member of "simulation team" to role play in management/programming problems.

Reviewed papers and chaired program for AEJMC regional conference, Baton Rouge, Louisiana, March 1983.

Attended Southwest Symposium on Journalism/Mass Communication, Austin, Texas, October 1983. Made paper presentation.

Member of Advisory Committee for Paralegal Studies Institute, Louisiana State University.

Attended seminar on tort law reform conducted by Southern Newspapers Publishers Association, Raleigh, NC, January 1987.

Attended writing workshop sponsored by Radio Television News Directors Association, Baton Rouge, LA, June 1987.

Attended workshop in Atlanta on graduate recruitment sponsored by Graduate and Professional School Enrollment Management Consultants. August 1987.

Attended Practising Law Institute Seminar in New York. November 1987.

Presentation on the use of case simulations in the teaching of media ethics, BEA convention in Las Vegas, April 1988.

Attended annual convention of Association for Education In Journalism and Mass Communication, 1988, 1989, 1990.

Served as judge for BEA Law/Policy Division competitive papers, January 1991.

Reviewed book manuscript on media law for Wadsworth Publishing Co., February 1991; reviewed prospectus for text on broadcast journalism for Allyn & Bacon, Spring 1991.

Frequent participant in high school newspaper/yearbook workshops sponsored by the Louisiana Scholastic Press Association. Presentations made on libel and invasion of privacy.

Chaired session on privacy law at AEJMC Southeast Colloquium, Tuscaloosa, Alabama, March 25-27, 1993.

Judge for Law Division papers for 1994 AEJMC Convention competitive papers.

Participated in workshops on critical thinking in 1994 (Denver) and 1995 (San Francisco) sponsored by the Foundation for Critical Thinking.

Traveled to Chile in August 1996 to further collaborative efforts with Diego Portales University and address students on subject of media ethics.

Judged Freedom of Information awards for Louisiana Press Association, 1996-2003

Panelist for program on ethical issues surrounding Food Lion case sponsored by Public Relations Association of Louisiana, March 1997.

Served as scholarly paper judge and chaired panel for Law Division at the annual AEJMC convention in New Orleans, August 1999.

Paper judge for law or ethics divisions of AEJMC, 2002-2008.

Moderator for Socratic Seminar titled “Should Journalists Testify Before War Crimes Tribunals?,” Association for Education in Journalism and Mass Communication Annual Convention, San Francisco, August 2006.

Served as respondent for panel on Best Practices in teaching of media ethics (also judged paper entries for this program), AEJMC, August 2007, Washington, D.C.

Judge for Law Division paper competition for August 2008 for annual AEJMC Convention.

## **SCHOLARLY ACTIVITIES AND PUBLICATIONS**

### ***Books and Book Chapters:***

Coauthor with Peter Orlik, Larry Patrick, and Steve Anderson, *Electronic Media: Chronicles and Challenges*. Malden, MA: Blackwell Publishers, 2007.

Coauthor with Abraham Santibanez and Miguel Gonzalez (professors at Diego Portales University, Santiago, Chile), *Journalist Ethics For The New Millenium: A Latin American Approach* (a media ethics case book published in Spanish in Chile, Fall 2001).

*ETHICS IN MEDIA COMMUNICATIONS: Cases and Controversies*. Belmont, CA.: Wadsworth Publishing Co., 1991. Second edition published in 1996. Third edition published in summer 1999. Fourth Edition published in 2002. Fifth Edition published in 2006.

“Globalization’s Challenge to the Press’ Moral Imperative: Journalists Must Become Globalists,” in David Demers (ed.), *Global Media News Reader*. Spokane, WA: Marquette Books, 2002, pp. 129-145.

“Political Advertising and the First Amendment,” in Robert Mann (ed.), *The Manship School Guide to Political Communication*. Baton Rouge, LA: Louisiana State University Press, 2010.

### ***Articles:***



Co-author (with Drew McDaniel), "INTELSAT and the Communist Nations' Policy On Satellite Communications," *Journal of Broadcasting*, Fall 1974, pp. 311-321.

"A Copyright Dilemma: The TV Format," *Journal of Broadcasting*, Spring 1978, pp. 249-57.

"Blanket Licensing and Public Policy," *Journal of Broadcasting*, Winter 1980, pp. 79-80.

"Shield Laws and the Separation of Powers Doctrine," *Communications and the Law*, Fall 1980, pp. 1-15. Reprinted in Theodore R. Kupferman (ed.), *Censorship, Secrecy, Access, and Obscenity*. Westport, CT.: Meckler Publishing, 1990, pp. 133-147.

"In Search of A Scholar's Privilege," *Communications and the Law*, Spring 1983, pp. 3-21.

"Broadcaster Liability For Access Denial," *Journalism Quarterly*, Summer 1983, pp. 246-52; 261.

"Media Access To Juvenile Courts," *Journalism Quarterly*, Winter 1984, pp. 751-56; 770.

"Media Access To Military Courts," *Communications and the Law*, October 1986, pp. 3-21.

"Media Access To Military Courts: An Update," *Communications and the Law*, April 1987, pp. 3-4.

"The Pro Athlete's Right of Publicity In Live Sports Telecasts," *Journalism Quarterly*, Spring 1988, pp. 62-70.

Profile of responsibilities of broadcast educator, published in Peter B. Orlik's *The Electronic Media*. Boston: Allyn & Bacon, 1992, pp. 436-37. Updated for second edition, 1997.

"Journalism Detachment and Credibility In A Democratic Society," published in *Reflexiones Academicas* (the scholarly journal of the School of Communication and Information, Diego Portales University, Santiago, Chile), No. 8, 1996, pp. 113-124.

Ethics Case Study Commentary (Teaching: "A Professor's Moral Obligations"). *Journal of Mass Media Ethics*, Vol. 12, No. 4, 1997, pp. 247-50.

“The Journalist As Citizen Activist: The Ethical Limits of Free Speech,”  
*Communication Law and Policy*, Winter 1999, pp. 1-34.

A public lecture delivered at Washington and Lee University, November 12, 1999:  
“Globalization’s Challenge To The Press’ Moral Imperative,” *Ethics in Journalism*, Vol. 3 (2000), pp. 3-16 (a publication of Washington and Lee University under the sponsorship of the Knight Professorship Program). Also reprinted in *Global Media News* (A publication of the Center for Global Media News), Vol. 2, No. 4, Fall 2000, pp. 4-10.

“Media Access To Information,” *Encyclopedia of American Civil Liberties* (Routledge, 2006).

Darwin’s Children: The Evolutionary Foundations of Journalism Ethics,” *Media Ethics*, Vol. 22, No. 1, Fall 2010, pp. 1, 14.

“Political Advertising and the First Amendment,” in Robert Mann (ed.), *The Manship School Guide to Political Communication*. Rev. Ed. Baton Rouge, LA: Louisiana State University Press (2011 Copyright).

***Papers and Other Research:***

Co-Author (with James Anderson, *et. al.*), "Two Studies: A Historical Analysis and A Content Comparison of the Cox Broadcasting Corporation's Affiliated News Media In Dayton, Ohio." Research conducted by Broadcast Research Center, Ohio University, and submitted to the Federal Communications Commission, May 1971.

Unpublished Ph.D. dissertation, "An Analysis of the United States' Proposals Submitted To the Plenipotentiary Conference On Definitive Arrangements For the International Telecommunications Satellite Consortium, 1969-1971." Ohio University, 1973.

Co-Author (with Drew McDaniel), "INTELSAT and the Socialist Bloc of Nations' Policy On International Satellite Communications." Paper presented to the International Communication Association convention, Montreal, Canada, April 1973.

"The `New' INTELSAT: Blueprint For the Future or Example To Be Avoided?". Paper presented to the International Communication Association Convention, New Orleans, April 1974.

"Credibility Gap In Outer Space: Commercial Success and Political Failure of United States Satellite Policy." Paper presented to the Southern Speech Communication Association convention, Tallahassee, Florida, April 1975.

"Direct Broadcast Satellites and Cultural Protectionism." Paper presented to the Southern Speech Communication Association convention, San Antonio, Texas, April 1976.

"The Search For Judicial Precedents," *CLIENT*, Fall 1976.

"A First Amendment Dilemma: The Personal Attack Rules and Group Defamation." Paper contributed to the BEA Legal Seminar, Washington, D.C., November 1976.

"The High School Press and the First Amendment: A Summary of Principles." Paper presented to the Southern Speech Communication Association convention, Knoxville, Tenn., April 1977. Also published in 1978 edition of *Free Speech Yearbook*.

"A Constitutional Dilemma: The U.S. Position On Direct Broadcast Satellites." Paper presented to the Southern Speech Communication Association convention, Atlanta, Georgia, April 1978.

"Broadcaster Liability For Denial of Access." Paper presented to the BEA Regulation Seminar, Washington, D.C., November 1981.

"Tort Liability of the Public Secondary School Journalism Teacher for Investigative Reporting Assignments." Paper presented to the Secondary Education Division, AEJMC convention, Athens, Ohio, July 1982.

"Unprotected Speech As A Defense To Copyright Infringement: A Question of Public Policy." Paper presented to the Southwest Symposium for Journalism/Mass Communication, Austin, Texas, October 1983.

"When Jurors Become Celebrities: Media Access To the *Voir Dire*." Paper presented to the AEJMC Regional Colloquium, Hampton, Virginia, March 1984.

Senior author on paper co-authored with John Butler, "Hazelwood School District v. Kuhlmeier: A Constitutional Retreat or Sound Public Policy?". A paper presented to the Secondary Education Division, annual conference of the Association for Education in Journalism and Mass Communication, Portland, Oregon, July 1988.

Senior author on paper co-authored with John Butler, "The Pedagogical Imperative: The Teaching of Ethics and Moral Reasoning In Scholastic Journalism." A Paper presented at the Secondary Education Division meeting, AEJMC, St. Petersburg, FL, January 1989.

Senior author on paper co-authored with John Butler, "The Virtue Ethics Canon: Laying The Foundation For Moral Responsibility In Scholastic Journalism." Presented to the Secondary Education Division of AEJMC, Miami, Florida, January 1991.

"Beyond The State Open Meeting Law: First Amendment Access To Official Proceedings." A paper presented to the Women In Communications, Inc. South Regional Conference, Tallahassee, Florida, April 1991.

"Pandering Statutes and the Regulation of Pornography." A paper presented to the 1991 Southwest Symposium (Sponsored by the Southwest Education Council for Journalism and Mass Communication), Corpus Christi, Texas, October 6-7, 1991.

"The Relevance of *Milkovich v. Lorain Journal Co.* To Scholastic Journalism: Liability For Expressions of Opinion In Student Publications." A paper presented to the Secondary Education Division, Association for Education In Journalism and Mass Communication, January 7-10, 1993, Atlanta, Georgia.

## **GRANTS**

1996-97: U.S. Information Agency grant to support three graduate fellows from former Soviet Union under sponsorship of International Research and Exchanges Board.

1997-98: U.S. Information Agency grant to support one graduate fellow from the former Soviet Union under sponsorship of Open Society Institute.

Research grant: Darden Professorship, 2001-2002.

## **REFERENCES**

Available Upon Request