

CURRICULUM VITAE

ROBERT MANN

Louisiana State University
Manship School of Mass Communication
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EDUCATION

M.A., Humanities, California State University-Domiguez Hills, 2001.

B. A., Journalism, University of Louisiana at Monroe, 1981.

EMPLOYMENT HISTORY

Manship School of Mass Communication, Louisiana State University, Baton Rouge.

Professor & Manship Chair in Journalism, July 2006 - present

Director, Reilly Center for Media & Public Affairs, Jan. 2012 -

Co-Director, Reilly Center for Media & Public Affairs, July 2010 – Dec. 2011

Teaching: Political communication and media writing.

Research areas: Political history; political communication.

Other responsibilities: Editor, Media & Public Affairs Book Series published by Reilly Center and LSU Press.

Office of the Governor, State of Louisiana, Baton Rouge.

Communications Director, 2004 - 2006

Devised and implemented strategic, long-range communications strategy for Governor Kathleen Blanco and her administration; supervised and coordinated external communications for the Office of the Governor and the Executive Departments of Louisiana government, including the Governor's Press Office, scheduling, speechwriting and constituent services; planned and implemented public events for the Governor; served as a spokesperson for the Governor to the media and at public events; liaison to political, advocacy and other organizations; chair of Governor's Communications Council.

U.S. Senator John Breaux, Washington, D.C. and Baton Rouge
State Director, 1999-2004
Louisiana Press Secretary, 1992-1999
Washington Press Secretary, 1987-1992

As State Director: managed Senator's Louisiana staff, located in four state offices; planned and implemented Senator's in-state travel, including media and other public events; advised Senator on political and policy issues; represented Senator in public appearances; served as liaison to political and advocacy groups.

As Louisiana Press Secretary: served as Senator's Louisiana spokesperson and liaison to news media; wrote speeches, news releases, newspaper columns and newsletters; advised Senator on various policy and political issues; helped plan and implement Senator's Louisiana travel schedule.

As Washington Press Secretary: advised Senator on media and policy issues; served as principal spokesperson; wrote speeches, news releases, newspaper columns and newsletters; helped plan and implement Senator's Louisiana travel schedule.

U.S. Senator Russell Long, Washington, D.C.
Press Secretary, 1985-1987

Advised Senator on media and policy issues; served as principal spokesperson; wrote speeches, news releases, newspaper columns and newsletters; helped plan and implement Senator's Louisiana travel schedule.

Shreveport Journal, Shreveport, Louisiana
Political Writer, 1983-1985

Chief political writer, covering state and local political campaigns, including 1983 Governor's race and 1984 U.S. Senate race.

Monroe News-Star, Monroe, Louisiana
Reporter, 1981-1983

Covered Ouachita Parish and West Monroe governmental bodies; served as Ruston Bureau Chief; wrote feature and profile stories.

KNOE-FM, Monroe, Louisiana
News Director, 1980-81

Wrote, produced and delivered morning and afternoon radio news broadcasts.

POLITICAL CAMPAIGNS

Communications Director, Kathleen Blanco for Governor

Baton Rouge, Louisiana, October 2003

Press Secretary, U.S. Senator John Breaux re-election campaign

Baton Rouge, Louisiana, April-November 1998

Communications Director, Louisiana Democratic Party

Baton Rouge, Louisiana, July-October 1995

Communications Director, Louisiana Democratic Party

Baton Rouge, Louisiana, August-November 1992

Press Secretary, U.S. Senator Bennett Johnston, re-election campaign

Baton Rouge, Louisiana, April-October 1990

PUBLISHED WORKS

Books:

A Journalist's Diplomatic Mission: Ray Stannard Baker's World War I Diary, ed. with John Maxwell Hamilton (LSU Press, 2012)

Daisy Petals and Mushroom Clouds: LBJ, Barry Goldwater and the Ad that Changed American Politics (LSU Press, 2011)

Political Communication: The Manship School Guide. ed., (LSU Press, 2011)

American Wartime Dissent: A History and Anthology. (New York: Palgrave Macmillan, 2010).

When Freedom Would Triumph: The Civil Rights Struggle in Congress, 1954-1968. (Baton Rouge: LSU Press, September 2007)

A Grand Delusion: America's Descent Into Vietnam. (New York: Basic Books, 2001)

The Walls of Jericho: Lyndon Johnson, Hubert Humphrey, Richard Russell and the Struggle for Civil Rights. (New York: Harcourt Brace, 1996)

Legacy to Power: Senator Russell Long of Louisiana. (New York: Paragon House, 1992)

The Complete Idiot's Guide to the Cold War. (New York: Alpha Books, 2002)

Book Chapters and Contributions to Edited Volumes:

“Government and Journalism in Crisis: There’s Enough Blame to Share.” *Covering Disaster: Lessons from Media Coverage of Katrina and Rita*. (Transaction Publishers, 2010)

“The Beginnings of a Long War: Southeast Asia, 1949-1963.” *The Most Dangerous Years: The Cold War, 1953-1975*. (Virginia Military Institute, 2005).

“Richard Russell,” *The Oxford Companion to American Military History*. (Oxford University Press, 1999).

Book Reviews:

“The Making of FDR: The Story of Stephen T. Early, America’s First Modern Press Secretary,” *Political Communication*, 26:1–3, 2009.

“Richard B. Russell: Southern Nationalism and American Foreign Policy,” *Journal of Southern History*, 74:4, 2008.

“A Reporter Scrutinizes War and Its Myths,” *New York Times*, October 22, 2002 (*War is a Force That Gives Us Meaning*,” by Chris Hedges).

“Despite All, Vietnam Still Likes Americans,” *New York Times*, May 29, 2002 (*Vietnam, Now*, by David Lamb).

“Masterful,” *The American Prospect*, May 20, 2002 (*Master of the Senate*, by Robert A. Caro).

Articles and Op-eds:

“Originality is Lacking in Today’s Ads,” *Politico*, June 22, 2012

“What’s Happened to Kip,” *Baton Rouge Business Review*, Sept. 6, 2011

“Perry: GOP Savior or Goldwater Redux?” *Politico*, August 26, 2011

“Why the Filibuster Must Be Reformed,” *New Orleans Times-Picayune*, December 17, 2010

“State Could Use Some of Long’s Vision,” *New Orleans Times-Picayune*, March 21, 2009.

“Education, health care get soaked in Jindal's cuts,” *New Orleans Times-Picayune*,

January 14, 2010

“A Teacher Offers a Message of Tolerance,” New Orleans *Times-Picayune*, Oct. 11, 2008.

“Who Was More Important, the President or the Preacher,” *Boston Globe*, January 15, 2008.

“In Praise of Mild Reforms,” *Boston Globe*, August 21, 2007.

“Mustering the Courage to End War,” *Boston Globe*, January 15, 2007.

“A Changing War Factor,” *Boston Globe*, August 10, 2006.

“The Top Drawer in the Cabinet,” *New York Times* “Week in Review,” August 5, 2001.

“The Guilt of Political Leaders,” *New York Times*, April 30, 2001.

“Grand Delusions: The Roots of America’s Disaster in Vietnam,” *The Long Term View*, Spring 2004, Massachusetts School of Law, Andover.

GUEST LECTURES AND PRESENTATIONS AT SYMPOSIA AND CONFERENCES

Lecture on history of political advertising, Simpson College, Culver Center, Indianola, Iowa, Oct. 10, 2012

Lecture on history of political advertising, Smithsonian Associates program, Washington, D.C., June 19, 2012

Lecture on history of political advertising, New America Foundation, Washington, D.C. Feb. 24, 2012

Public Speaking workshop, National College Conference for Political Engagement, Kennedy School of Government, Harvard University, Feb. 2012

Public Speaking workshop, National College Conference for Political Engagement, Kennedy School of Government, Harvard University, Feb. 2011

Earned Media Presentations, National College Conference for Political Engagement, Kennedy School of Government, Harvard University, September 2008.

Paper presented to the Louisiana Historical Association’s 2007 Annual Meeting, Alexandria, Louisiana, *A Real Johnson Man: The Personal and Political Relationship of Senator Russell Long and President Lyndon Johnson*, April 2007.

Presentation on media coverage of Iraq war at conference hosted by Massachusetts School of Law, "Presidential Power in America: The Constitution, the Defense of a Nation and the National Ethos," October 2006.

Paper presented to conference Vietnam War at Virginia Military Institute-Robert R. McCormick Tribune Foundation Cold War Conference, Lexington, VA, October 2002.

Paper presented on Vietnam War record of Senator George McGovern at Senator George McGovern's 75th Birthday Symposium, hosted by Eisenhower Center, University of New Orleans at the National Archives, Washington, D.C., April 1997.

"Forum Program" speaker, presentation about politics of the Vietnam War, Miller Center of Public Affairs, University of Virginia, March 2002.

Lecture on civil rights record of U.S. Senator Richard B. Russell at Richard Russell 100th Birthday Symposium, University of Georgia, November 1997.

Lecture on career and legacy of U.S. Senator Russell B. Long, "Legacy of Power" Symposium Honoring Senator Russell Long, LSU, Baton Rouge, November 1998.

Lecture on history of civil rights movement, Race Relations course, LSU/Southern University, February 1997.

Lecture on history of civil rights movement, Stephen E. Ambrose Distinguished Speaker Series, University of New Orleans, December 1996.

Lecture on civil rights and U.S. Senate history, Louisiana State University-Shreveport Foundation, Annual Lecture Series, April 1996.

Guest Speaker on civil rights movement, Common Cause of Louisiana, State Convention, February 1997.

Lecture on history of civil rights movement, Fan Fair, Southeastern Louisiana University, October 1996.

TEACHING

Courses Taught:

MC 4515, Case Studies in Media and Political Campaigns

MC 4520, Advanced Seminar in Political Communication

MC 4971, Political Communication Writing (Speech writing)

MC 2010, Introduction to Mass Media Writing.

MC 3506, Media, Politics and the Public

MC 3505, Media and Policy Processes

MC 7209, Public Communication Practices

MC 7004: News Media and Governance

Special topics courses: Political Speech Writing; 2008 Presidential Election

Graduate Committees:

Doctoral Dissertation Committees: Yasmine Dabbous, Manship School, 2010; David Shanks, Manship School, 2010; Richard Baker, College of Education, Dean's Representative, 2007-08; David Brown, Department of Political Science, Dean's Representative, 2010; Emily Pfetzer, 2012-13.

Master's Thesis Committees: Amanda Sapp and Katie Knobloch, 2008; Emily Schult, 2008; Rob Anderson, 2008; Paul Harang, 2009; Jaci Cole (chair), 2010; Claire Carville, 2011; Portia Levasseur, 2011; Kate Royals (chair), 2012-13.

Undergraduate Honors Thesis Committees: Jessica Perez, Fall 2007; Micaela DeGruy, Spring 2010 2009; Madeline Peters, Spring 2010; Margaret Looney, Spring 2010; Clayton Allen, Summer 2010; Aly Neel, Fall 2010; Emily Holden, Spring 2011; Leslie Leavoy, 2012.

UNIVERSITY SERVICE

Area Head, Political Communication, Manship School of Mass Communication, 2007-09

Chair, Search Committee for Reilly Chair in Political Communication, Fall 06-Spring 07; 2011-12; 2012-13.

Chair, Search Committee for media law and media management positions, Fall 2008.

Co-Chair, Search Committee for associate dean for graduate studies, Fall 2009.

Chair, Search Committee for Director of Student Media, Spring 2010.

Member, Search Committee for Manship School Dean, 2010.

Member, Manship Prize Committee, 2008-present

PROFESSIONAL AFFILIATIONS

Member, American Educators in Journalism and Mass Communication (AEJMC)

COMMUNITY AND PUBLIC SERVICE AND AWARDS

Member, Board of Directors, Louisiana Disaster Recovery Foundation, 2009 – 2011

Chair, Board of Directors, Louisiana Library Foundation (member since 2001).

Member, Board of Directors, WRKF Radio, Baton Rouge, 2010 – present

Member, Board of Directors, Atlas Foundation of New Orleans/Baton Rouge, 2012-

Board of Directors and Founding Chairman, United Methodist HOPE Ministries, 2002-05

Chairman, On-Site Advisory Board, U.S. Civil War Center, Louisiana State University, 2001-06

Chairman, Board of Directors, Friends of Families-Baton Rouge, 1999-2002

Board of Directors, Volunteers of America-Baton Rouge, 1996-2002

Member, Louisiana District Committee, Kairos Prison Ministry, 1998-99

President, U.S. Senate Press Secretaries Association, 1990-91

University of Louisiana at Monroe Journalism Hall of Fame, 1993

Louisiana Distinguished Civilian Service Medal, Louisiana National Guard, May 2006

Tiger Athletic Foundation Undergraduate Teaching Award, 2008.