

Michael Giusti

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Employment:

Loyola University New Orleans (2006 to present)

Senior Media Adviser

- **Adviser** and **chief administrative officer** for the campus newspaper (*The Maroon* — which was named *Princeton Review's* 5th best college newspaper in the nation for 2015); student magazine (*The Wolf*); video news service (*The Maroon Minute*); and the student Web-based, mobile and social media-based news services; overseeing a staff of 75 students

Adjunct Journalism Instructor

- Teach reporting, editing, newsroom management and media literacy

New Orleans Publishing Group (Family of New Orleans-based publications) (2002 to 2006)

Daily Journal of Commerce (1,000 circulation five-day daily trade publication)

- **Editor**, responsible in the year following Hurricane Katrina for all editorial aspects of this small, yet influential trade publication covering the construction industry of the Gulf Coast

New Orleans CityBusiness (40,000 weekly circulation business journal)

- **Associate editor**, responsible for managing a team of reporters and freelancers, as well as planning, coordinating, writing, editing and assigning business and finance articles

Custom Publishing (Commercial printing operation of NOPG)

- **Director**, responsible for managing, producing, editing, advising and coordinating commercial magazines, directories and newsletters for customers ranging from the Port of New Orleans to the Louisiana Philharmonic Orchestra

Daytona Beach News-Journal (100,000 daily circulation newspaper) (2000 to 2002)

- Municipal government **reporter** for the city of Edgewater, Florida
- Crime reporter, Daytona Beach, Florida, metro area

Education:

Loyola University New Orleans:

- Master of Business Administration, August 2012
- Bachelor of Arts, May 2000
 - Communications with a Print Journalism concentration;
 - Philosophy minor

Continuing Education

Donald W. Reynolds National Center for Business Journalism at the Walter Cronkite School of Mass Communication, Arizona State University

- Reynolds Week Fellow, January 2015

Computer skills

- Adobe Creative Suite
- Final Cut Pro X, Garage Band and other audio/video applications
- Advanced Microsoft applications and techniques including Access, Project and Excel
- Web publishing using Dreamweaver, Word Press and proprietary CMS interfaces
- Statistics techniques including variance control charts and regression analysis
- Customer relationship management software including Ad Pro and Sales Force
- Facebook, Twitter, YouTube, Issuu, Storify and other social media applications
- Data visualization using Google Fusion Tables and Tableau

Memberships

- Project Management Institute
- Society of Professional Journalists
- College Media Advisers
- Press Club of New Orleans
- College Media Business and Advertising Managers Association

Awards:

- *Gambit Weekly's 40 Under 40* – Honoring business and thought leaders younger than 40, 2014
- *Excellence in Teaching Award*, Loyola University College of Social Sciences, 2013
- *Excellence in Advising Award*, Loyola University College of Social Sciences, 2011
- *First Place, Investigative Reporting*, Press Club of New Orleans, 2003
- *First Place, News Series*, Press Club of New Orleans, 2003
- *Outstanding Graduate*, Loyola chapter Society of Professional Journalists, May 2000
- *R. Tom Bell Award*, Loyola University print journalism student of the year, May 2000
- *Mark of Excellence: Second Place for Editorial Writing*, National SPJ, *collegiate*, 2000
- *College Journalist of the Year* scholarship, Press Club of New Orleans, spring 1998

Teaching:**Classes taught:**

- *CMMN-A294-001, Elements of AP Style*
Spring 2015, Fall 2014, Spring 2014, Fall 2013, Spring 2013
- *CMMN-A250-001; Journalism,*
Spring 2015, Fall 2014, Spring 2014, Fall 2013, Spring 2013, Fall 2012
- *CMMN-A350-001, Advanced Journalism*
Spring, 2013
- *CMMN-A250-001; Beginning Reporting,*
Spring 2012, Fall 2011, Spring 2010, Fall 2010
- *CMMN-A359-001, Advanced Journalism Lab,*
Spring 2014, Fall 2012, Spring 2012, Fall 2011, Spring 2010, Fall 2010, Spring 2009, Fall 2009, Spring 2008,
Fall 2008, Spring 2007, Fall 2007, Fall 2006
- *CMMN-A251-001, News Editing,*
Fall 2011, Fall 2010, Fall 2009, Spring 2009, Fall 2008, Spring 2008, Fall 2007, Fall 2006
- *CMMN-A350-001, Advanced Reporting, (team taught with Dr. Sonya Duhe)*
Spring 2010
- *CMMN-A201-001, Digital Communication,*
Spring 2010, Fall 2009
- *CMMN-A351-001, Advanced Editing,*
Spring 2009
- *CMMN-A100-010, Intro to Mass Communication,*
Summer 2008, Summer 2007, Fall 2006
- *CMMN-A101-004, Communications Writing,*
Spring 2007

Course Development:

Every one of my courses has a BlackBoard element, and offers online and often multimedia elements to support my in-class lectures.

- **Journalism** — CMMN A250 — I implemented video journalism techniques, theories and methods including the use of natural sound; writing to video; writing and editing story packages; and writing VOs and VSOTs into a previously print-centric class.
- **Elements of AP Style** – CMMN A294 – I built from scratch an online-only AP style course to cater to all sequences and all levels of Mass Comm majors. This course uses online testing and on-demand video lectures, hosted on Vimeo and narrated by me.
- **Beginning Reporting** – CMMN A250 – I redesigned the entry-level journalism class to include a campus beat system that emulates how small community newsrooms cover beats and to include teaching that focuses on multimedia journalism techniques.
- **Advanced Reporting** — CMMN A350 – In conjunction with Dr. Sonya Duhe, we redesigned the Advanced Reporting class to include video and serve as a capstone reporting class for the journalism sequence

- **News Editing** — I restructured this class to more closely resemble actual newsroom experience, giving a special emphasis to on-deadline headline writing and story editing.

Student Awards:

As Adviser of the Loyola Student Media, I oversee the work of student journalists that is regularly recognized on a citywide, statewide, regional and national level. The following student journalism was awarded during the time that I served as the adviser:

2014-2015	Organization	Recipient	Publication	Place
Gold Medal	Columbia Scholastic Press Association	The Maroon	Maroon	Gold
Best College Newspaper	Princeton Review	The Maroon	Maroon	5
Editorial Page Design: Portfolio of work	Columbia Scholastic Press Association	Jessica DeBold	Maroon	1
Editorial Page Design: Single Page	Columbia Scholastic Press Association	Jessica DeBold	Maroon	1
Briefs Writing	Columbia Scholastic Press Association	Maroon Staff	Maroon	1
Caption Writing	Columbia Scholastic Press Association	Maroon Staff	Maroon	1
Headline Writing	Columbia Scholastic Press Association	Maroon Staff	Maroon	2
Typography: Overall Look of the Entire Paper	Columbia Scholastic Press Association	Maroon Staff	Maroon	2
Editorial Writing	Columbia Scholastic Press Association	Jessica DeBold	Maroon	CM
Overall Design	Columbia Scholastic Press Association	Maroon Staff	Maroon	CM
2013-2014	Organization	Recipient	Publication	Place
Editorial Writing	National SPJ Mark of Excellence	Staff	Maroon	1
Best Special Section	College Newspaper Business and Advertising Managers association	Shannon Donaldson	The Wolf	HM
All American Rating	Associated Collegiate Press	Maroon Staff	Maroon	All American
Editorial Writing	Press Club of New Orleans	Sam Winstrom	Maroon	2
Innovation of the year	Press Club of New Orleans	Aaren Gordon	Maroon Minute	1
Community News	Press Club of New Orleans	Nia Porter	Maroon	1
In-Depth Reporting (small)	SPJ Mark of Excellence Award	Lucy Dieckhaus	Maroon	Winner
Best Affiliated Website	SPJ Mark of Excellence Award	Devinn Adams	Maroon	Finalist
Feature Photography (small)	SPJ Mark of Excellence Award	Eric Knoepfler	Maroon	Finalist
Best Student Magazine	SPJ Mark of Excellence Award	Shannon Donaldson	Maroon	Finalist
Photo Illustration (small)	SPJ Mark of Excellence Award	Susana Aramburu	Maroon	Finalist
Photo Illustration (small)	SPJ Mark of Excellence Award	Sam Winstrom	Maroon	Finalist
Best All Around Nondaily Newspaper	SPJ Mark of Excellence Award	Sam Winstrom, Aaren Gordon	Maroon	Finalist
General News Reporting (small)	SPJ Mark of Excellence Award	Nia Porter	Maroon	Finalist
Editorial Writing	SPJ Mark of Excellence Award	Staff	Maroon	Winner
Editorial Writing	Louisiana/Mississippi Associated Press Managing Editors Award	Staff	Maroon	2
Editorial Writing	Louisiana/Mississippi Associated Press Managing Editors Award	Staff	Maroon	3
Investigative Reporting	Louisiana/Mississippi Associated Press Managing Editors Award	Lucy Dieckhaus	Maroon	1
Feature Photo	Louisiana/Mississippi Associated Press Managing Editors Award	Wadner Pierre	Maroon	3
Feature Story	Louisiana/Mississippi Associated Press Managing Editors Award	Sam Winstrom	Maroon	1
General Excellence	Louisiana/Mississippi Associated Press Managing Editors Award	Sam Winstrom, Aaren Gordon	Maroon	3

Best Editorial Page	Louisiana Press Association	Staff	Maroon	1
Best Feature Story	Louisiana Press Association	Lauren Irwin	Maroon	2
Best Feature Story	Louisiana Press Association	Sam Winstrom	Maroon	1
Best Overall Website	Louisiana Press Association	Devin Adams	Maroon	1
Best Sports Story	Louisiana Press Association	Etefia Umana	Maroon	1
General Excellence	Louisiana Press Association	Staff	Maroon	3
Individual Editorial Cartoon	Louisiana Press Association	Katherine Richard	Maroon	1
Most Effective Use of a Graphic Design	Louisiana Press Association	Staff	Maroon	1

2012-2013	Organization	Recipient	Publication	Place
National Story of the Year	Associated Collegiate Press	Lucy Dieckhaus	Maroon	2
National Best Feature Writing	National SPJ Mark of Excellence	Shannon Donaldson	Maroon	Top 3
Best Info Graphic	Press Club of New Orleans	Precious Esie	Maroon	3
Best Cartoon	Press Club of New Orleans	Sydney Barbier	Maroon	2
Best Editorial	Press Club of New Orleans	Daniel Quick	Maroon	3
Best Special Section	Press Club of New Orleans	The Maroon Staff	Maroon	2
Breaking Sports Reporting	Louisiana/Mississippi Associated Press Managing Editors Award	Karl Gommel	Maroon	2
Editorial Writing	Louisiana/Mississippi Associated Press Managing Editors Award	Daniel Quick	Maroon	3
General Excellence	Louisiana/Mississippi Associated Press Managing Editors Award	The Maroon	Maroon	3
Feature Writing (small)	SPJ Mark of Excellence Award	Shannon Donaldson	Maroon	3
General News Reporting (small)	SPJ Mark of Excellence Award	Shannon Donaldson	Maroon	1
General News Reporting (small)	SPJ Mark of Excellence Award	Aaren Gordon	Maroon	2
Non-Fiction Magazine Article (small)	SPJ Mark of Excellence Award	Vannia Zelaya	Maroon	3
Sports Writing (small)	SPJ Mark of Excellence Award	Hasani Grayson	Maroon	1
Sports Writing (small)	SPJ Mark of Excellence Award	Karl Gommel	Maroon	2
Sports Writing (small)	SPJ Mark of Excellence Award	Karl Donaldson	Maroon	3

2011-2012	Organization	Recipient	Publication	Place
Best Headline	Press Club of New Orleans	Sam Winstrom	Maroon	1
Best Community News Story	Press Club of New Orleans	Karin Curley	Maroon	1
Best Community News Story	Press Club of New Orleans	Cherie Lejeune	Maroon	3
Best Info Graphic	Press Club of New Orleans	Precious Esie	Maroon	2
Best Info Graphic	Press Club of New Orleans	Precious Esie	Maroon	3
Best Cartoon	Press Club of New Orleans	Sydney Barbier	Maroon	1
Best Cover Design	Press Club of New Orleans	Sam Winstrom	Maroon	2
Best Cover Design	Press Club of New Orleans	Sam Winstrom	Maroon	3
Best Sports Story	Press Club of New Orleans	Colby Wilson	Maroon	2
Best News Story	Associated Collegiate Press	Karin Curley	Maroon	HM
General Excellence	Louisiana Press Association	The Maroon	Maroon	1
Most Effective Use of Design	Louisiana Press Association	Sam Winstrom	Maroon	
Best Sports Story	Louisiana Press Association	Camara Thomas	Maroon	1
Best News Story	Louisiana Press Association	Karin Curley	Maroon	1
National Best In-Depth Reporting	National SPJ Mark of Excellence Award	Precious Esie, Carl Harrison, Leslie Gamboni, Jamie Futral	Maroon	1
Feature Writing	Louisiana/Mississippi Associated Press Managing Editors Award	Jamie Futral	Maroon	1
Sports Writing	Louisiana/Mississippi Associated Press Managing Editors Award	Craig Malveaux	Maroon	2
In-Depth Reporting	SPJ Mark of Excellence Award	Precious Esie, Carl Harrison, Leslie	Maroon	1

		Gamboni, Jamie Futral		
General News Reporting	SPJ Mark of Excellence Award	Masako Hirsch	Maroon	2
Sports Writing	SPJ Mark of Excellence Award	Camara Thomas	Maroon	3
Best All-Around Non-Daily Student Newspaper	SPJ Mark of Excellence Award	The Maroon Staff	Maroon	3
Best News Reporter	Southeast Journalism Conference	Jamie Futral	Maroon	7
Best Feature Writer	Southeast Journalism Conference	Leslie Gamboni	Maroon	2
Best Newspaper page layout designer	Southeast Journalism Conference	Sam Winstrom	Maroon	8
Best Magazine Page Layout Designer	Southeast Journalism Conference	Kaitlin Riley	Wolf	2
Best Magazine writer	Southeast Journalism Conference	Melanie Ziems	Wolf	3
Best College Magazine	Southeast Journalism Conference	The Wolf	Wolf	5
2010-2011				
The Ashton Phelps Sr. Memorial Award for Editorial Writing	Press Club of New Orleans	Alex Fournet	Maroon	1
Best Continuing Coverage	Press Club of New Orleans	Precious Esie, Sam Winstrom, Craig Malveaux	Maroon	3
Best Editorial	Press Club of New Orleans	Alex Fournet	Maroon	1
Best Community News	Press Club of New Orleans	Precious Esie	Maroon	3
National Finalist Non-Daily Student Newspaper	National SPJ Mark of Excellence Award	The Maroon	Maroon	Top 3
Best Non-Daily Student Newspaper	SPJ Mark of Excellence Award	The Maroon	Maroon	1
Best Student Magazine	SPJ Mark of Excellence Award	The Wolf Staff	Wolf	3
Best Editorial Writing	SPJ Mark of Excellence Award	The Maroon Staff	Maroon	2
Best In-Depth Reporting	SPJ Mark of Excellence Award	Precious Esie	Maroon	3
Story of the Year	Associated Collegiate Press	Jean-Paul Arguello	Maroon	HM
Best News Story	Louisiana Press Association	Precious Esie	Maroon	3
Best News Story	Louisiana Press Association	Jean-Paul Arguello	Maroon	HM
Best College Magazine	Southeast Journalism Conference	The Wolf	Wolf	4
Best Press Photographer	Southeast Journalism Conference	Elle Maloney	Maroon	8
Best Magazine Page Layout Designer	Southeast Journalism Conference	Kaitlin Riley	Maroon	3
Best Magazine Writer	Southeast Journalism Conference	Angela Hernandez	Maroon	5
General Excellence	Associated Press Managing Editors Association	The Maroon Staff	Maroon	3
2009-2010				
General News Story	Press Club of New Orleans	Katie Urbaszewski	Maroon	3
Best Investigative Story	Press Club of New Orleans	Jean-Paul Arguello	Maroon	3
Best Investigative Story	Press Club of New Orleans	Eduardo Gonzales	Maroon	HM
Best Special Section	Press Club of New Orleans	Katie Urbaszewski	Maroon	3
Best Sports Story	Press Club of New Orleans	Craig Malveaux	Maroon	2
Best Sports Column	Press Club of New Orleans	Ramon Vargas	Maroon	1
Best Breaking News Photo	Press Club of New Orleans	Kevin Zansler	Maroon	1
Best General News Photo	Press Club of New Orleans	Kevin Zansler	Maroon	2
Best Breaking News Photo	SPJ Mark of Excellence Award	Kevin Zansler	Maroon	1
Best Nonfiction Magazine Article	SPJ Mark of Excellence Award	Lauren Laborde	Wolf	2
Best General News Reporting	SPJ Mark of Excellence Award	Jean-Paul Arguello	Maroon	3
Best Sports Writer	Southeast Journalism Conference	Steve Heath	Maroon	2
Public Service Journalism	Southeast Journalism Conference	Katie Urbaszewski	Maroon	3
Public Service Journalism	Southeast Journalism Conference	Jessica Williams	Maroon	4
Public Service Journalism	Southeast Journalism Conference	Massako Hirsch	Maroon	5

2008-2009

Best In-depth news/feature story	Columbia Scholastic Press Association	Jaune Jackson and Jessica Williams	Wolf	1
Best Editorial Writing	Columbia Scholastic Press Association	The Maroon Staff	Maroon	2
Best Overall Magazine Design	Columbia Scholastic Press Association	The Wolf Staff	Wolf	HM
Best Online Breaking News	Columbia Scholastic Press Association	Jaune Jackson	Maroon	HM
Best General Humor Column	Columbia Scholastic Press Association	Justin Templet	Maroon	HM
Best Investigative Reporting	Press Club of New Orleans	Jessica Williams	Maroon	HM
Best Editorial Illustration	Press Club of New Orleans	Tom Macom	Maroon	2
Best Sports Column	Press Club of New Orleans	Ramon Antonio Vargas	Maroon	1
Best Feature Photo	Press Club of New Orleans	Rachel Strassel	Maroon	3
Best Sports Feature Photo	Press Club of New Orleans	Andrea Castillo	Maroon	2
Best General News Story	SPJ Mark of Excellence Award	Jessica Williams	Maroon	1
Best General News Photography	SPJ Mark of Excellence Award	Kevin Zansler	Maroon	2
Best Feature Photo	SPJ Mark of Excellence Award	Rachel Strassel	Maroon	1
Best Feature Photo	SPJ Mark of Excellence Award	Rachel Strassel	Maroon	2
Best Online News Reporting	SPJ Mark of Excellence Award	Katie Urbaszewski	Maroon	1
Best News Story	Louisiana Press Association	Jessica Williams	Maroon	1
Best Sports Story	Louisiana Press Association	Eduardo Gonzalez	Maroon	1
Best Sports Photo	Louisiana Press Association	Tom Macom	Maroon	3
Best General News Photography	Louisiana Press Association	Kevin Zansler	Maroon	3
Best Student Newspaper	Louisiana Press Association	The Maroon Staff	Maroon	3
Best Sports Photo	Louisiana Press Association	Tom Macom	Maroon	HM
Best Sports Story	Louisiana Press Association	Briana Prevost	Maroon	HM
Best General News Photo	Louisiana Press Association	Rachel Strassel	Maroon	HM
Best Magazine	Southeast Journalism Conference	The Wolf Staff	Wolf	HM

2007-2008

Pacemaker Finalist	Associated Collegiate Press	Maroon Staff	Maroon	Top 50
Best Sports Column	Press Club of New Orleans	Ramon Antonio Vargas	Maroon	1
Best Sports Column	Press Club of New Orleans	Michael Nissman	Maroon	2
Best General News Photo	Press Club of New Orleans	Michael Nissman	Maroon	2
Best multi-feature photo	Press Club of New Orleans	Kathleen McCann	Maroon	3
Best General News Reporting	SPJ Mark of Excellence Award	Ramon Antonio Vargas	Maroon	1
Best General News Photo	SPJ Mark of Excellence Award	Ramon Antonio Vargas	Maroon	3
Best Sports Writing	SPJ Mark of Excellence Award	Ramon Antonio Vargas	Maroon	1
Best Sports Column	SPJ Mark of Excellence Award	Michael Nissman	Maroon	3
Best Non-Daily Student Newspaper	SPJ Mark of Excellence Award	Maroon Staff	Maroon	1
Best Photo Illustration	SPJ Mark of Excellence Award	Michael Nissman, Steve Kashishian, Daniel Monteverde and Ramon Vargas	Maroon	1
Best Sports Photography	SPJ Mark of Excellence Award	Michael Nissman	Maroon	2

2006-2007

Pacemaker	Associated Collegiate Press	Maroon Staff	Maroon	Top 25
Best Editorial	Southeaster Journalism Conference	Coleen O'Lear Jared Bailey and Kelly Brown	Maroon	3
Special event coverage	Southeaster Journalism Conference	Brown	Maroon	4

Best news graphic designer	Southeaster Journalism Conference	Daniel Monteverde	Maroon	4
Best newspaper page layout	Southeaster Journalism Conference	Catherine Cotton	Maroon	4
Best college newspaper	Southeaster Journalism Conference	Maroon Staff	Maroon	5
Breaking News Reporting	Society of Professional Journalists	Daniel Monteverde Jared Bailey and Kelly	Maroon	1
Feature Writing	Society of Professional Journalists	Brown	Maroon	2
Sports Writing	Society of Professional Journalists	Ramon Vargas	Maroon	2
Sports Writing	Society of Professional Journalists	Nicole Mundy	Maroon	3
Online News Reporting	Society of Professional Journalists	Daniel Monteverde Nicole Mundy and	Maroon	1
Online Sports Reporting	Society of Professional Journalists Columbia Scholastic Press	Ramon Vargas Catherine Cotton and	Maroon	1
Two Or More Pages Photo Layout	Association	Michael Nissman	Maroon	2
Best Sports Story or Sports Feature	Louisiana Press Association	Ramon Vargas	Maroon	1
Staff Generated - Color Over 1/2 Page	Louisiana Press Association	Chris Senac	Maroon	1
Staff Generated - Black and White 1/2 Page or Under	Louisiana Press Association	Faheem Iqbal	Maroon	2
Staff Generated Color Over 1/2 Page	Louisiana Press Association	Chris Senac	Maroon	3
Best Column	Louisiana Press Association	Lauren LaBorde	Maroon	3
Best Sports Story or Sports Feature	Louisiana Press Association	Nicole Mundy	Maroon	HM

Student publishing:

As a professor in the Journalism and Advanced Journalism classes, my students produce stories covering on-campus, as well as off-campus topics. The result of that structure has been my students' classwork being published by several professional publications, including:

Date	Publication	Student	Topic
February 2015	<i>The Uptown Messenger</i>	Lawsom Box	"Smoking ban welcomed by university-area bar owners"
February 2015	<i>The Mid City Messenger</i>	Madeline Ho	"Central Casting Looking for extras"
December 2011	<i>The Uptown Messenger</i>	Patrick Rafferty	"Pure Cake, Alamo Underground latest ventures to join Freret 'renaissance'"
November 2011	<i>The Uptown Messenger</i>	Olivia Lueckemeyer	"Police Search for Alleged Serial Beer Bandit"
November 2011	<i>The Orleans Picayune</i>	Colby Wilson	"Magazine Street repair project is complete"
October 2011	<i>The Uptown Messenger</i>	Colby Wilson	"Audubon Park's Bird Island still missing its departed flocks"

Service

Organizational service

- Board of directors, vice president for awards, College Media Business and Advertising Managers Association, 2013-2015
- Board of directors, education chairman, Press Club of New Orleans, 2013-2014
- Campus Adviser, Loyola Chapter of the Society for Professional Journalists, 2006-2007; 2008 to present

Media interviews, service projects and speaking engagements

- Interviewed by Fox 8 about the ethics of Brian Williams' helicopter gaff, Spring 2015
- Interviewed by Mediamatters.org on the ethics of misgendering someone in a news story, Spring 2015
- Interviewed by the New Orleans Advocate about the Times-Picayune closing their press, Fall 2014
- Interviewed by WWL-AM on the Garland Robinette show about "click bait", spring 2014

Interviewed by the Associated Press about the Purchase of *The Advocate* by John Georges, spring 2013
 Interviewed by Fox 8 about the Purchase of *The Advocate* by John Georges, spring 2013
 Spoke with a group of visiting foreign diplomat press officers about the state of college media for a State Department-sponsored visit to the United States, New Orleans Citizen Diplomacy Council, 2013
 Interviewed by WWL-AM about ethics in news judgment, spring 2013
 Interviewed by *New Orleans CityBusiness* about media business models and media employment following *The Times-Picayune's* restructuring to a non-daily print cycle, summer 2012
 Interviewed by WWNO.org about *The Times-Picayune* restructuring and media business models, summer 2012
 Interviewed by WVUE-TV about media law, spring 2012
 Interviewed by the Associated Press about media ethics, fall 2011
 Served as a guest speaker for young aspiring journalists, Metairie Academy for Advanced Studies, 2011
 Judged the “Margaret Dixon Freedom of Information” competition, Louisiana/Mississippi Associated Press Managing Editors Association Better Newspapers Competition, 2011
 Debriefed a group of 19 journalists from Africa about their State Department-sponsored trip to the United States, New Orleans Citizen Diplomacy Council, 2011
 Interviewed on *The Ed Clancy Show* on WGNO-FM about media ethics, spring 2008

Student Conventions

- Coordinated and escorted students to national conventions for:
 - **Associated Collegiate Press/College Media Advisers:**
Fall 2013, Fall 2012, Fall 2011, Fall 2010, Fall 2009, Fall 2007, Fall 2006
 - **College Media Business and Advertising Managers:**
Spring 2013, Spring 2010, Spring 2009, Spring 2008
 - **Southeast Journalism Conference:**
Spring 2008
 - **Society of Professional Journalists:**
Fall 2006

Student training programs

- Joint advertising training with LSU and Loyola ad staff:
Fall 2012, Fall 2009, Spring 2009, Fall 2008
- Loyola Student Media Orientation and training:
Fall 2014, Fall 2013, Spring 2013, Fall 2012, Spring 2012, Fall 2011, Fall 2010, Fall 2009, Fall 2008
- Consulting for:
 - Barry University (*The Buccaneer*), 2011
 - Metairie Academy (*Monthly Mustang*), 2011
 - Riverdale Middle School (*The Riverdale Pride*), 2008

Silver Scribe high school journalism competition. Served as a facilitator, speaker and judge: 2014, 2013, 2012, 2011, 2010, 2009, 2008, 2007

Scholarship and publishing

Speaking

- Giusti, Michael D. (2014, October) *Soliloquy on Getting Published* Delivered to Oxford Graduate School students in Dayton, TN.
- Giusti, Michael D. (2014, March) *Help! My Business Office is a Mess*. Breakout session delivered to the College Media Business and Advertising Managers spring national convention in Austin, TX.
- Giusti, Michael D. (2013, October). *Media Business Models 101*. Breakout session delivered to the Associated Collegiate Press/College Media Advisers fall national convention in New Orleans.
- Giusti, Michael D. (2013, October) *Deadlines Decoded*. Breakout session delivered to the Associated Collegiate Press/College Media Advisers Fall national convention in New Orleans.
- Giusti, Michael D. (2013, October) *Help! My Business Office is a Mess*. Breakout session delivered to the Associated Collegiate Press/College Media Advisers fall national convention in New Orleans.
- Giusti, Michael D. (2012, October). *Media Business Models 101*. Breakout session delivered to the

- Associated Collegiate Press/College Media Advisors fall national convention in Chicago, IL.
- Giusti, Michael D. (2012, October) *Deadlines Decoded*. Breakout session delivered to the Associated Collegiate Press/College Media Advisors Fall national convention in Chicago, IL.
 - Giusti, Michael D. (2012, October) *Help! My Business Office is a Mess*. Breakout session delivered to the Associated Collegiate Press/College Media Advisors fall national convention in Chicago, IL.
 - Giusti, Michael D. (2012, May) *Professional Journalism — Past, Present and Future*. Breakout session delivered to the Loyola Alumni College in New Orleans, LA.
 - Giusti, Michael D. (2012, April) *Improving media relationships*. Media training session delivered to the Social Security Administration public affairs specialists during the Spring 2012 Strategic Communications Workshop in New Orleans, LA.
 - Giusti, Michael D. (2011, October) *Media Business Models 101*. Breakout session delivered to the Associated Collegiate Press/College Media Advisors fall national convention in Orlando, FL.
 - Giusti, Michael D. (2011, October) *Help! My Business Office is a Mess*. Breakout session delivered to the Associated Collegiate Press/College Media Advisors fall national convention in Orlando, FL.
 - Giusti, Michael D. (2011, April) *Writing for the Media*. Media training session delivered to the Social Security Administration public affairs specialists during the Spring 2011 Strategic Communications Workshop in New Orleans, LA.
 - Giusti, Michael D. (2011, March) *Fighting for Good Management* Meeting keynote address delivered to the Metairie Rotary Club in Metairie, LA.
 - Giusti, Michael D. (2010, October) *Media Business Models 101*. Breakout session delivered to the Associated Collegiate Press/College Media Advisors fall national convention in Louisville, KY.
 - Giusti, Michael D. (2010, October) *Building a Business Staff at a Small College Paper*. Breakout session delivered to the Associated Collegiate Press/College Media Advisors fall national convention in Louisville, KY.
 - Giusti, Michael D. (2010, April) *Big Sales, Small Schools*. Breakout session delivered to the College Newspaper Business and Advertising Managers national conference in Los Angeles, CA.
 - Giusti, Michael D. (2010, October) *Improving media relationships*. Media training session delivered to the Social Security Administration public affairs specialists during the Fall 2010 Strategic Communications Workshop, New Orleans, LA.

Freelance writing

DailyFunder Magazine (Daily Funder LLC), a trade journal targeting the alternative business lending industry. I write and serve as the managing editor for print operations.

2013-2015

ISO&Agent Magazine (Source Media; Chicago), a trade journal targeting the payment services industry. I report on the credit card and payments industry. 2006-2015

Future Lab (Spoon Publishing; Stockholm, Sweden), a Web-based trade magazine targeting the security and identification industry. I contribute regular internationally reported English-language articles for a web-based trade publication covering the security industry; 2010-2013

Bankrate.com, a Web-based consumer-finance magazine. I write general assignment personal finance coverage, 2003 to present

EPTnewswire.com, (Potomac Communications Group; Washington), a news agency dedicated to publishing stories based on the electronic payments industry. I write consumer-orientated feature stories, 2013-2014.

Silopanna Health Consulting, (Washington). I wrote a federal grant on behalf of a wound-care manufacturing company, 2013.

Here Magazine (Spoon Publishing; Stockholm Sweden), a trade journal targeting the engineering community. I wrote a feature package on an ethanol producer for an engineering trade magazine; 2010

New Orleans Publishing Group, Edited and produced custom publications on a contract basis, 2007; 2009

Home Port Magazine (Time Inc.), reported on foreclosures for a personal finance magazine published by the Navy Federal Credit Union, 2008

New Orleans CityLife Magazine, wrote a regular technology column for a monthly metro magazine, 2004-2005

New Orleans Magazine, wrote a feature spread on the New Orleans housing market for a monthly metro magazine, 2003

Popular press articles

- Giusti, Michael D. (2014). *Medical Payments and Personal Injury Protection Clauses: Good Values or a Pain in the Neck?* Available at <http://www.autoinsurancecenter.com/medical-payments-and-personal-injury-protection-clauses-good-values-or-a-pain-in-the-neck.htm>
- Giusti, Michael D. (2014). *How to beat a speeding ticket in court*, Jan. 14, 2015 on Cheap Car Insurance. Available at <http://www.cheapcarinsurance.net/how-to-beat-a-speeding-ticket-in-court/>
- Giusti, Michael D. (2014). *Removed: An Influential trade group has said that businesses conducting MCAs are no longer welcome*, December, 2014, in DailyFunder Magazine available at <http://dailyfunder.com/magazine/DailyFunder-Issue6-November-December.pdf>
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