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Hollywood and Journalists

Save the Date! Join us as we welcome Joe Saltzman ('62-Journalism), Director, Image of the Journalist in Popular Culture (IJPC) and Bill Grueskin, Dean of Academic Affairs of The Journalism School, Columbia University. *More Details to Follow.*

Event Date: Tuesday, January 27th, 2009 at 6:00pm

Mark Your Calendars!

The Columbia University Alumni Association of Southern California is pleased to invite you to a special event entitled:

"HOLLYWOOD AND JOURNALISTS"

with

Joe Saltzman '62-Journalism

Director, Image of the Journalist in Popular Culture (IJPC),
Author of Frank Capra and the Image of the Journalist in American Film,
Professor of Journalism, University of Southern California and
recipient of the Columbia Graduate School of Journalism Alumni Award

Bill Grueskin

Dean of Academic Affairs
The Journalism School, Columbia University

JANUARY 27, 2009

at the

Luxe Hotel Sunset Boulevard

11461 Sunset Boulevard
Los Angeles, CA 90049

800-HOTEL-411

www.luxehotelsunsetblvd.com

Additional Details to Follow

Joe Saltzman, the director of the "Image of the Journalist in Popular Culture" (IJPC)

and the author of *Frank Capra and the Image of the Journalist in American Film*, is an award-winning journalist who is professor of journalism and former associate dean at the Annenberg School for Communication at the University of Southern California. He is a recipient of the Columbia Graduate School of Journalism Alumni Award.

He received his B.A. in journalism from the University of Southern California and his M.S. from the Columbia University Graduate School of Journalism. After working for several years as a newspaper reporter and editor, Saltzman joined CBS television in Los Angeles in 1964 and for the next ten years produced documentaries, news magazine shows, and daily news shows, winning more than fifty awards including the Columbia University-duPont broadcast journalism award (the broadcasting equivalent of the Pulitzer Prize), four Emmys, four Golden Mikes, two Edward R. Murrow Awards, a Silver Gavel, and one of the first NAACP Image awards. He was among the first broadcast documentarians to produce, write, and report on important social issues, including *Black on Black*, a ninety-minute program with no written narration on what it is like to be black in urban America in 1967; *Rape*, a 30-minute 1970 program on the crime that resulted in changes in California law; *The Junior High School*, a two-hour program on education in America in 1970; and *Why Me?* a one-hour program on breast cancer in 1974 that resulted in thousands of lives being saved and advocated changes in the treatment of breast cancer in America.

In 1974, he created the broadcasting sequence in the USC School of Journalism. During his tenure at USC, Saltzman, who has won three teaching awards, has remained an active journalist producing medical documentaries, functioning as a senior investigative producer for *Entertainment Tonight*, and writing articles, reviews, columns, and opinion pieces for hundreds of magazines and newspapers. He has been researching the image of the journalist in popular culture for a dozen years and is considered an expert in the field.

The image of the journalist in popular culture is a gold mine of research possibilities. The *Image of the Journalist in Popular Culture (IJPC)*, a project of the Norman Lear Center in the Annenberg School for Communication at the University of Southern California, was created in 2000 to investigate and analyze, through research and publication, the conflicting images of the journalist in film, television, radio, fiction (novels, short stories, plays poems), cartoons, comic strips, comic books, commercials and other forms of popular culture to demonstrate their impact on the public's perception of journalists (www.ijpc.org).

Bill Grueskin, began his journalism career in 1975 as a reporter and editor at the *Daily American* in Rome, Italy. From 1977 to 1979, he served as a VISTA volunteer and the founding editor of the weekly *Dakota Sun* on the Standing Rock Sioux Indian Reservation in North Dakota.

After completing graduate school, he worked as a reporter and editor at the *Baltimore News American* and the *Tampa Tribune*. In 1985, he moved to the *Miami Herald* and eventually became city editor, where he oversaw the paper's local coverage of Hurricane Andrew. The paper's overall coverage of the storm won the Pulitzer Prize Gold Medal for public service.

Grueskin joined *The Wall Street Journal* in 1995 as an editor on Page One; he was named deputy Page One editor in 1998, responsible for such coverage areas as the changing stock market, welfare reform, race and business, and the internet economy.

In June 2001, he was named managing editor of *The Wall Street Journal Online*, the largest subscription news site on the Web. He oversaw the staff in the aftermath of the September 11 attacks on the World Trade Center, across the street from the Journal's offices. During his tenure at the Online Journal, the number of subscribers doubled to more than one million. The site also introduced numerous features, including blogs, interactive graphics, podcasts and a robust video platform.

In 2007, he was named deputy managing editor/news for *The Journal*, overseeing 14 domestic news bureaus,

and combining the print and online news-editing desks in New York and New Jersey.

Mr. Grueskin has a bachelor's degree in classics from Stanford University and a master's degree in international economics and U.S. foreign policy from Johns Hopkins University's School of Advanced International Studies. He has served on various community boards, and also has served as a Pulitzer Prize juror in the public-service and features categories.

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