**SHORT VITA 2020**

**JOE SALTZMAN**

**Professor of Journalism and Communication**

**Director, Image of the Journalist in Popular Culture (IJPC)**

**A Project of the Norman Lear Center**

**Annenberg School for Communication and Journalism**

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# Academic Summary

Tenured Professor of Journalism and Communication. 53 years teaching at USC Annenberg – 46

years full-time teaching (1974 to present); 7 years part-time teaching (1967-74).

Associate Dean**,** Annenberg School for Communication, University of Southern California.

Director, The Image of the Journalist in Popular Culture (IJPC), a Project of the Norman Lear

Center, USC Annenberg.

Master of Science Degree in Journalism, High Honors. Columbia University Graduate School of

Journalism. Seymour Berkson Fellow. Post‑Graduate Robert Sherwood Fellow, 1962.

Bachelor of Arts Degree in Journalism, minors in English, Cinema and Political Science, 1961.

University of Southern California. Phi Beta Kappa. Daily Trojan Editor.

**Publication and Research Summary**

Author: *Frank Capra and the Image of the Journalist in American Film.*

Author, *Heroes and Scoundrels: The Image of the Journalist in Popular Culture* (with Matthew C.

Ehrlich, University of Illinois Press).

Producer: *Heroes and Scoundrels Image of the Journalist Multimedia Project* including the book, a

continuously updated website, and a 40-hour video companion.

Author, “Deception and Undercover Journalism,” Chapter 5 in*Journalism Ethics Goes to the*

*Movies,* edited by Howard Good. Publication date: 2008. Rowman & Littlefield)

Research Report: *The Image of the Journalist in Silent Film, 1890 to 1929* (in two parts) with

21 accompanying appendices, *The IJPC Journal.*

Research Report: *The Image of the Washington Journalist in Movies and Television: 1932 to 2013,*

*The IJPC Journal.*

Research Report: *The Image of the Public Relations Practitioner in Movies and Television:1901-*

*2017, The IJPC Journal.*

Author, *Analyzing the Images of the Journalist in Popular Culture,* ijpc.org

Producer, nine IJPC video compilations (see ijpc.org for details).

**Professional Summary**

CBS Television in Los Angeles. 1964-1974. Documentaries, news, specials, public service programs, hard news broadcasts, investigative report series, entertainment specials, on a daily, weekly and undesignated basis. Programs won more than 50 awards, including the Columbia University-duPont Award and four Emmys. Senior Documentary Producer, CBS Owned-and-Operated Stations.

Saltzman was among the first broadcast documentarians to produce, write and report on important social issues, including [***Black on Black***](http://www.ijpc.org/page/black_on_black_page.htm), a historic ninety-minute program with no written narration on what it is like to be an African-American in urban America in 1967, acknowledged to be the first documentary of its kind on television; [***Rape*,**](http://www.youtube.com/watch?v=o0BHdGD-Mlg&feature=youtu.be) a 30-minute 1970 program on the crime, the first documentary on the subject for television, which resulted in changes in California law and received the highest rating for a documentary in Los Angeles history; [***The Unhappy Hunting Ground***](http://www.youtube.com/watch?v=KPa9Mnk2xok&feature=youtu.be), a [**90-minute documentary**](http://www.youtube.com/watch?v=zKmcl942tXM&feature=youtu.be) on the urbanization of Native Americans, one of the few documentaries ever made on the subject; [***The Very Personal Death of Elizabeth Schell Holt-Hartford***](http://www.youtube.com/watch?v=I8oy4hkbIRY&feature=youtu.be), a 30-minute program on what it is like to get old in America; ***The Junior High School***([**Part One, “Heaven Hell or Purgatory”**](http://www.youtube.com/watch?v=w2cgWhyiuyM&feature=youtu.be) and [**Part Two, “From ‘A’ to Zoo”**](https://www.youtube.com/watch?v=cIVX5CcgoCg&feature=youtu.be)), a two-hour program on education in America in 1970, said by one critic to be the “best documentary ever made on education in America”; and [***Why Me?***](https://www.youtube.com/watch?v=YSrLRaqc6Zg), acknowledged to be the first television documentary on breast cancer in 1974, resulted in thousands of lives being saved and advocated changes in the treatment of breast cancer in America.

Free‑lance producer‑writer, television and radio.

Writer‑Producer, creator of the Investigative Unit, *Entertainment Tonight* and *Entertainment This Week.* Paramount Television. Syndicated to more than 150 stations in the United States, Australia and North and South America.

Supervising Producer, medical video and audio tapes, Feeling Fine Productions. Supervising Producer, Random House/Dr. Art Ulene Health Library Audiobooks.

Writer, *Forbes Magazine Report,* syndicated radio series.

Consultant, television, radio, documentaries.

Contributor to: *The Conversation.* *Los Angeles Times*, *Newsday*, *San Francisco* *Chronicle*, *San*

*Francisco Examiner*, *Long Beach* *Press‑Telegram*, *Santa* *Monica Outlook*, *Orange County Register*, *Chicago Tribune*, and many others. Also, regular contributor to Knight‑Ridder Syndicate and Los Angeles Times Syndicate.

Freelance writer‑researcher‑reporter for local and national magazines for more than 25 years,

including *The Reporter, Esquire, Look, Saturday Review, TV Guide, Panorama, New York Times Sunday Magazine, Los Angeles Magazine, Human Behavior, Reader's Digest, Westways, Emmy, USA Today*, *Newsweek* and many others.

Contributing Editor, Columnist/Books, the National Academy of Television Arts and Sciences

Emmy Magazine.

Associate Mass Media Editor and columnist, *USA Today*, the magazine for the Society for The Advancement of Education. Columnist, Words & Images.

# Awards and Honors

**Academic**

Recipient, Outstanding Service Award from the USC Association of Trojan Leagues.

Recipient, National Journalism & Mass Communication Teacher of the Year by the [Scripps Howard Foundation](http://scripps.com/foundation/), The Charles E. Scripps Award.

Recipient, Journalism Alumni Award, Columbia University Graduate School of Journalism, the

Alumni Association’s highest alumni honor.

Recipient, California State American Cancer Society Award for Most Distinguished Service.

Recipient, University of Southern California Associates, Teaching Excellence Award.

Recipient, University of Southern California Teaching Award, Division of Social Sciences and

Communication, College of Letters, Arts and Sciences Annual Teaching Award,

Recipient, two University of Southern California School of Journalism Teaching Awards.

Recipient, University of Southern California School of Journalism Alumni Award.

Recipient, two John Swett Awards by the California State Teachers Association.

Recipient, Certificate of Appreciation from the Los Angeles School Board.

Recipient, National Educational Film and Video Festival, The Gold Apple Award.

Recipient, John Muir Medical Film Festival Silver Awards.

**Professional**

Recipient, Alfred I. duPont/Columbia University Award in Broadcast Journalism (broadcasting’s

equivalent of the Pulitzer Prize).

Recipient, American Bar Association Silver Gavel Award, a national achievement for Best

Documentary. Also a personal Gavel Award Certificate.

Recipient, two Edward R. Murrow Awards for Television Documentary Reporting,

Distinguished Achievement in Broadcast Journalism, Radio‑Television News Assn.

Recipient, two National Association of Television Production Executives NATPSE) Awards for

excellence in production and broadcast journalism. Best Documentary of the Year.

Recipient, an Ohio State Award, the American Exhibition of Educational Radio‑Television

Programs and the Institute for Education by Radio‑Television Telecommunications Center,

the Ohio State University Award.

Recipient, two San Francisco State University Broadcast Media Awards.

Recipient, four Radio-Television News Association Golden Mike Awards.

Recipient, five National Academy of Television Arts and Sciences. Regional Emmy Awards,

Eleven other Nominations. Finalist, Two National Community Service Emmy.

Recipient three Greater Los Angeles Press Club Awards.

Recipient, five Associated Press Certificates.

Recipient, Scripps‑Howard Foundation Distinguished Journalism Citation

Recipient, Certificate of Commendation, The American Women in Radio and Television, Inc.

Recipient, NAACP Image Award, Best Documentary.

Recipient, American Cancer Society's First Annual Media Award.