



**The Image of the Journalist in Popular Culture (IJPC)**  
**A Project of the Norman Lear Center**  
**Annenberg School for Communication**  
**University of Southern California**  
**Fact Sheet**

**MISSION:** The mission of the Image of the Journalist in Popular Culture, a project of the Norman Lear Center at USC Annenberg, is to investigate and analyze – through research and publication – the conflicting images of journalists in film, television, radio, fiction, commercials, cartoons, comic books, music, art, video games – demonstrating their impact on the public’s perception of newsgatherers. It was founded in 2000 by Joe Saltzman, professor of journalism at the USC Annenberg School for Communication. Today, the IJPC Web site ([ijpc.org](http://ijpc.org)) and the IJPC Database are considered the definitive worldwide sources for this subject and are used on a daily basis by scholars, students and professionals who want to do more research in this area.

**IJPC ASSOCIATES:** There are 240 IJPC Associates representing 142 academic institutions throughout the world.

**IJPC DATABASE:** The revised and updated **The Image of the Journalist in Popular Culture (IJPC) Database© 2009 Edition** includes more than **71,600** items on journalists, public relations practitioners and media in: Films (19,800 movies, movies made for TV and miniseries); Television (26,000 items); Fiction (10,800 novels, 1,500 short stories, 500 plays and 200 poems); Radio (2,900 items); Cartoons, Comic Books & Comic Strips (5,800 items); Commercials (320 items); Non-Fiction (Documentaries, News, Sports, 3150 items); Humor (690 items); Games (140 items); Art (30 items); Music (Songs-Compositions, 90 items); Early References (120 items). The IJPC Database includes **print journalists** (from large urban newspapers to small country weeklies, including editors, reporters, photojournalists, correspondents, columnists, publishers, newsboys), **broadcast journalists** (from networks to local stations including reporters, anchors, correspondents, producers, writers, technical personal, news directors, station owners, network executives and management), **public relations practitioners** (from press agents to publicists), and the **news media** (anonymous reporters who show up in countless films and television movies ranging from press conferences to packs of reporters shouting questions or chasing after the main character to individual reporters asking questions). The Database can be referenced by year, title, type, occupation and author. As one scholar put it, “I don’t see how anyone can write anything in this field without referring to the database. There is nothing like it and it is an indispensable reference.”

**THE IJPC WEB SITE (ijpc.org):** The goal of the IJPC Web site is to collect everything written on the subject and to bring scholars, professionals, and students together to share ideas and research. The IJPC Headlines on the front page alert newcomers to the site to important developments in the field. The key areas of the Web site include The IJPC Journal, a peer-reviewed, refereed journal), the Student Research Papers featuring original research by graduate students throughout the world and the Resources page, which includes the latest IJPC Research Materials on Film, Television and Fiction with recommended books, articles and Web sites. This section includes original articles and selected reprints as well as a bibliography of key sources in the field, offering a wealth of information to the scholar. It is divided into several areas alphabetically and by subject: Films, Television, Novels and Short Stories, Public Relations, Art and Photography, Comic Books and Music.

**THE IJPC JOURNAL** is an online academic journal that adheres to the highest standards of peer review. The founding editors are Matthew C. Ehrlich, *University of Illinois at Urbana-Champaign*; Sammye Johnson, *Trinity University*; Joe Saltzman, *University of Southern California*. Editorial Board members are: Maurine H. Beasley, *University of Maryland*; Bonnie S. Brennen, *Temple University*; Mary-Lou Galician, *Arizona State University*; Howard Good, *SUNY New Paltz*; Loren Ghiglione, *Northwestern University*; Norma Fay Green, *Columbia College Chicago*; Richard R. Ness, *Western Illinois University*; Radhika Parameswaran, *Indiana University*; Karen Miller Russell, *The University of Georgia*; Barbie Zelizer, *University of Pennsylvania*. Its purpose is to further the mission of the Image of the Journalist in Popular Culture Project. The IJPC Journal is an interdisciplinary journal that, while centered on journalism, is open to contributions from many disciplines and research approaches, using a variety of methods and theoretical perspectives. Original investigation is expected, as well as clear, lucid writing and presentation.

**THE IJPC STUDENT RESEARCH PAPERS:** Research papers on IJPC topics never before explored. It includes the first USC Annenberg School of Journalism IJPC Thesis on “Law & Disorder: The Image of the Journalist in Television’s *Law & Order* Series” by Caley K. Cook. Editor: Matthew C. Ehrlich, professor of journalism at the University of Illinois.

**THE IJPC COLLECTION** grows on a daily basis and now includes more than 11,300 DVD discs and videotapes, more than 5,000 hours of audiotapes and MP3 files, more than 8,500 novels, short stories, plays and poems (the largest collection of novels and short stories featuring journalists ever assembled), scripts, research materials, articles, art works and other artifacts. By using the IJPC Database, scholars frequently order material from the IJPC Collection ranging from out-of-print novels to short stories never collected before to films, TV and radio programs and commercials not available anywhere else, to comic books, comic strips, musical selections and other areas of popular culture.

**IJPC VIDEOS:** The IJPC Videos are edited collections of film and television clips illustrating different facets of the subject. Most were created in conjunction with IJPC PF & R AEJMC panels over the last five years. They are unique collections never before available. The IJPC videos are:

- The 2009 IJPC Associates Premium DVD, *The Image of the Gay Journalist in Movies and Television, 1929 to 2009*, a three-disc, 4:40:29 video compilation with 122 movie and television clips tracing the history of the gay journalist in the 20<sup>th</sup> and 21<sup>st</sup> centuries. Included is also a special supplement on *The Image of the Gay Public Relations Practitioner in Movies and Television*.
- The 2008 IJPC Associates Premium DVD, *The Image of the War Correspondent in Movies and Television, 1931 to 2007*, a two-disc, 255-minute video compilation with 166 movie and television clips tracing the image of the war correspondent in films and television from 1931 to 2007.
- The 2007 IJPC Associates Premium DVD, *Journalism Ethics Goes to the Movies*, a 110-minute video compilation for IJPC Associates created to supplement the book *Journalism Ethics Goes to the Movies* edited by Howard Good (Rowman & Littlefield, Lanham, MD). The book's 12 chapters explore issues that should concern anyone who aspires to a career in journalism, works in journalism or relies on journalism for daily information. The contributors do their exploring at the movies where sportswriters, war correspondents, investigative reporters, crime reporters, spin-doctors, TV anchors and harried city editors jostle for attention.
- The 2006 IJPC Associates Premium DVD, *The Image of the Broadcast Journalist in Movies and Television, 1931-2006*, a two-hour-and-48-minute video with 200 movie and TV clips tracing the image of the broadcast journalist in films and television from 1931 to 2006.
- The 2005 IJPC Associates Premium DVD, *Real-Life Journalists in Movies and Television, 1939-2006*, a two-hour-and-13 minute video compilation with 79 movie and television clips tracing the image of the journalist in films and television from 1939 to 2003. Featuring real-life journalists or actors portraying real-life journalists or movies based on the lives of real-life journalists.
- The 2004 IJPC Associates Premium DVD, the *updated Sob Sisters: The Image of the Female Journalist, 1929-2007*, a two-hour-and-41 minute video compilation with more than 136 movie and television clips documenting the history of the female journalist in film and television in the 20th and 21st centuries.
- The 2003 IJPC Associates Premium DVD, the *updated Hollywood Looks at the News: 1925-2007*, a 1-hour-and-49-minute video compilation with 165 movie and television clips documenting the history of journalists in film and television in the 20th and 21st centuries.

Also available are 28 video documentaries representing more than 60 hours of video including multiple excerpts from nearly 650 films and television titles. More than 1,000 items were viewed and analyzed. A companion sample syllabus runs 188 pages.

**CLASSES:** Class materials offered by the IJPC are being used by faculty at more than two dozen universities throughout the country. The IJPC Videos are not only used in journalism classes, but also in courses in gender studies, feminist studies, and journalism law, history and ethics.

**IJPC-AEJMC PANELS:** The IJPC PF & R panels have become a popular fixture at Association for Education for Journalism and Mass Communications (AEJMC) for the last seven years. For each panel, Saltzman creates special 10-minute videos taken from a two-hour-plus video based on that year's subject. The Entertainment Studies Interest Group and the Visual Communication Division on the Image of the Journalist in Popular Culture have co-sponsored panels on "The Image of Broadcast Journalists in Popular Culture," "Real-Life Journalists in Film and Television," "Sob Sisters: The Image of the Female Journalist in Popular Culture," and "Hollywood and the News: A History of the Image of the Journalist in Film and Television." In 2007, the Entertainment Studies Interest Group and the Ethics Interest Group co-sponsored "Journalism Ethics Goes to the Movies." In 2008, the Entertainment Studies Interest Group and the Magazine Division co-sponsored a panel on "The Image of the War Correspondent in Popular Culture." In 2009, the Entertainment Studies Interest Group and the Gay, Lesbian, Bisexual, Transgender Interest Group co-sponsored a panel on "The Image of the Gay Journalist in Popular Culture."

In 2005, Saltzman delivered a 44-page seminal paper *Analyzing the Images of the Journalist in Popular Culture: A Unique Method of Studying the Public's Perception of Its Journalists and the News Media* at the University of Wales Media History and History in the Media Conference and at AEJMC in the United States. The paper set the agenda for more scholarly research in a field previously ignored by academia.

## FUTURE PROJECTS

**PROJECT I: NATIONAL SURVEYS:** Two national surveys are planned – one exploring how the images of the journalist in films, television and fiction influence the public, and another exploring how the images of the journalist in film, television and fiction have affected and influenced those who work in the media.

**PROJECT II: A DEFINITIVE HISTORY OF THE IMAGE OF THE JOURNALIST IN POPULAR CULTURE:** For the last 15 years, Saltzman has been researching a projected 10-volume history of the image of the journalist in popular culture: *Heroes and Scoundrels: The Image of the Journalist in Popular Culture*. The work starts at the beginning of recorded history and continues into the 21<sup>st</sup> century. Saltzman hopes to gather a group of writers who will work with him on the project because it is obviously too large an undertaking for one scholar. For this historical look at the journalist in popular culture, a journalist is defined as anyone in any century who performs the function of the journalist today – gathering and disseminating news, information, advice, editorial comment and criticism.