

University of Southern California

# VISIONS AND VOICES

The USC Arts & Humanities Initiative


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## Why Me?: Special Screening of the Pioneering Documentary on Breast Cancer

Visions and Voices



Thursday, October 21, 2010 : 6:30pm

University Park Campus  
Annenberg Auditorium (ASC)

Admission is free.

In 1974, Annenberg journalism professor Joe Saltzman produced *Why Me?*, a landmark documentary acknowledged to be the first television documentary on breast cancer. This groundbreaking documentary addressed a subject previously unseen on television. The program was viewed by one out of every three women in the Western world, and has been credited with saving thousands of lives. It is hard to imagine a time when women would not speak publicly about breast cancer, but in 1974, it was an act of courage for a woman to appear on television to talk about what was considered a deadly disease. In addition to a screening of the program, a panel of communication experts, moderated by Judy Muller, an Emmy Award-winning television correspondent and associate professor of journalism, will discuss the making of the award-winning documentary and how it paved the way for contemporary approaches to documentary making. The panel will also look at current television dramas and their portrayal of breast-cancer awareness and treatment.

Organized by the USC Annenberg School for Communication &amp; Journalism.

For further information on this event:

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