February 11, 2004

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'Medialand' -- Journalism or Entertainment or What?
To Be Discussed at Herb Kamm Media Forum March 11 at Cal Poly

SAN LUIS OBISPO -- Is what we see and hear in the media really news?

That question and others regarding the quality of information in today’s media will be explored by a
distinguished panel of experts at the 2004 Herb Kamm Media Forum on March 11 at Cal Poly.

The free public forum, titled “The Good, the Bad and Medialand,” will begin at 7 p.m. in Philips Hall of the
Performing Arts Center’s Christopher Cohan Center. It is the eighth such event in a continuing series initiated
by the late journalist and Cal Poly advisor Herb Kamm.

Featured guest panelist Louis D. Boccardi, former CEO and president of the Associated Press, will join six
additional journalists, including Cal Poly journalism graduates Steffan Tubbs (ABC News), Peter Hartlaub and
John Hubbell (the San Francisco Chronicle), and Ryan Huff (the San Luis Obispo Tribune), and Cal Poly
Journalism Professor Teresa Allen.

The evening’s moderator will be George Ramos, Cal Poly Journalism Department chair and two-time Pulitzer
Prize-winning reporter for the Los Angeles Times.

“Their objective and ours,” said College of Liberal Arts Dean Harry Hellenbrand, “is to take a hard and
reasoned look at where journalism and entertainment each begins and ends, and how the confusion
between the two affects the American public's concept of news.”

From 1999 through 2001, Kamm produced seven media forums in conjunction with Cal Poly that drew
hundreds of people to campus to hear from national and local media writers; film and television writers, critics
and directors; and political commentators.

The March 11 forum is the first to be presented in Kamm’s honor. The university, at the request of donors,
has also established the Herb Kamm Journalism Scholarship to reward outstanding students in that field.
For more information about the forum or the Herb Kamm Journalism Scholarship, call the College of Liberal
Arts College Relations Office at (805) 756-1216

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