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California Polytechnic State University

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FOR IMMEDIATE RELEASE

Pulitzer Prize-Winning Journalist To Speak at Cal Poly Conference Nov. 23

SAN LUIS OBISPO -- Pulitzer Prize-winning reporter Martha Mendoza will give a keynote speech Saturday, Nov. 23 in the Business Building Rotunda (Room 213) at Cal Poly.

The speech entitled "Why Journalism is Important: Giving Voice to the Voiceless" is free, open to the public and begins at approximately 10:30 a.m. The event is part of Cal Poly's 8th Annual Journalism Career Day Conference for local college and high school students as well as Central Coast residents considering a career in journalism.

Mendoza, 36, won the Pulitzer Prize for investigative reporting in 2000 as part of a team that revealed the decades-old secret of how American soldiers killed hundreds of Korean civilians at No Gun Ri bridge early in the Korean War.

An Associated Press national writer based in Santa Cruz, she is also a lecturer at UC Santa Cruz. Mendoza was a 2001 Knight Fellow at Stanford University, where she studied US international policy and civilians. She is also a 2002 UC Santa Cruz Alumni Achievement Winner.

Mendoza will be joined at the conference by a variety of media professionals from throughout California, including representatives from broadcasting, electronic publishing, graphic arts, magazines, radio, newspapers and public relations, said Nishan Havandjian, chair of Cal Poly's Journalism Department.

Career Day will begin at 9:15 a.m. with a panel discussion titled "What's the Bottom Line for a Journalism Career in a Bottom Line World?" Panelists will include Cal Poly alumnus Steffan Tubbs of ABC radio; Tom Porter, vice president of online publications for Freedom

Newspapers; reporter Daniela Lopez of KERO-TV in Bakersfield; and Joe Kieta, executive editor of Pacific Sierra Newspapers. Mendoza will deliver the keynote speech following the panel discussion.

Students from Cal Poly, Cuesta College, Hancock College and local high schools are also invited to participate in Career Day. They will have the opportunity to participate in breakout sessions with professionals from National Public Radio, ABC, the San Francisco Chronicle, the Los Angeles Times and the Tribune.

Career Day also includes "Finding a Compelling Story in Your Own Hometown," a workshop focusing on how to find a local story with national appeal. Kitty Felde of National Public Radio and Cal Poly alumna and Pulitzer Prize nominee Julia Prodis Sulek from the San Jose Mercury News will host the workshop.

While the event focuses on journalism, students majoring in business, speech communication, graphic communication, and advertising will also benefit from attending the conference, said Havandjian. "Professionals in all areas are constantly affected by the media," he noted.

Attendees do not need parking passes; parking is free on campus on weekends. For more details on the conference, contact the Cal Poly Journalism Department at (805) 756-2508.

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