

# Univ. of California School of Journalism - Media Giraffe Profile

## Univ. of California School of Journalism

Lowell Bergman - Adjunct Professor

"Is Geraldo Rivera investigative reporting? In the O.J. Simpson case, were people standing outside doing interviews called investigative reporters because they were tracking down who the live-in babysitter was? Is that investigative reporting? I don't know. There may be some investigation involved and there may be some reporting, but I don't think it has much to do with keeping institutions or individuals accountable who have power and are not accountable. It doesn't have much to do with the old phrase "comforting the afflicted and afflicting the comfortable."

*Lowell Bergman, in a Jan. 2001 interview at the site Journalism Jobs"*

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### About

Lowell Bergman, 60, in 2006, is a longtime investigative journalist who spent much of his career at CBS, and in recent years has written for *The New York Times* and PBS. In 2004, his writing and that of David Barstow resulted in *The Times* receiving a Pulitzer Prize for public service journalism.

From the UC-San Diego website:

"Lowell Bergman's groundbreaking reports for The Times, PBS Frontline, and CBS 60 Minutes have earned him every top award in journalism. Renowned for his exposés of Big Tobacco (dramatized in the film "The Insider"), the Enron scandal, the roots of Terrorism, and many others, Bergman's work has influenced legislation and court cases and routinely sets the news agenda nationwide."

From the University of California School of Journalism website:

"Bergman was one of the founding members of the Center for Investigative Reporting and spent 16 years as a producer with CBS's 60 Minutes, where he was honored with several Emmys and a Peabody Award. More recently he has been a frequent contributor to the New York Times and served as both producer and correspondent for numerous PBS Frontline documentaries. The story of his investigation of the tobacco industry for 60 Minutes was chronicled in the feature film "The Insider." He graduated from the University of Wisconsin and did graduate work at UC San Diego. He is an adjunct professor and teaches investigative reporting."

A 1999 interview with Lowell Bergman on the PBS website:

<http://www.pbs.org/wgbh/pages/frontline/smoke/bergman.html>

A Jan. 31, 2001, interview with Bergman at the University of California-Berkeley, interviewed by Harry Kreisler:

<http://globetrotter.berkeley.edu/people/Bergman/bergman-con0.html>

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