

Gabriel Rivera

Professor Alen Oren

Journalism 101

22 October 2014

Scott Pelley

A) Early Life and Career

- 1) Born on July 28, 1957 in San Antonio, Texas
- 2) Attended journalism school at Texas Tech University:
 - Did not graduate
- 3) Began career at 15 years old for the *Lubbock Avalanche-Journal* as a copyboy :
 - Lied about his age to get the job as he had to be 16
- 4) Started with KSEL in Lubbock, where he worked from 1975 until 1978
- 5) Worked for KXAS-TV Dallas/Fort Worth from 1978 till 1981
- 6) Also worked as a producer and reporter for WFAA-TV Dallas/Fort Worth from 1982-1989

B) CBS

- 1) Joined as New York based reporter in 1989
- 2) He was assigned in 1990 for a year in Dhahran, Saudi Arabia, to cover the Persian Gulf Crisis:
 - Covered Baghdad as well as broadcasting live reports of Iraqi missile attacks on Saudi Arabia
- 3) Served as a correspondent in Dallas, where he covered many big domestic stories:

-Oklahoma City bombing and the trial of perpetrator Timothy McVeigh

4)1992 assigned to the presidential campaigns of Bill Clinton and Ross Pero

5)In 1993 he reported on the WTC bombing, 1994 Los Angeles Northridge earthquake, Hurricane Andrew and Hugo, and NASA's shuttle missions

6)In 1997 named Chief White House Correspondent where he broke more stories than any other correspondent:

- First reported that Monica Lewinsky had become a cooperating witness in the the Office of the Independent Counsel Investigation

- Reported that President Clinton was going to be impeached

- President Clinton had been subpoenaed to testify before a grand jury

7)On 9/11 he was one of the first reporters on scene at the WTC:

- He won awards for live reports from Ground Zero and which included the search and recovery operations exhibiting his ability to provide an extensive knowledge of news events.

8) Done extensive reporting on the wars in Iraq and Afghanistan

9) Joined 60 minutes in 2004:

- Half the majors awards are his for the program

- Some his "60 Minutes" assignments include:

- . conducting the only interview with one of the Navy SEALs who helped kill Osama Bin Laden

- .An interview with the chief accuser in Major League Baseball's doping case against Alex Rodriguez of the New York Yankees

10) May 2011 he was named anchor and managing editor for “CBS Evening News”:

-Became America's fastest growing network evening news broadcast under him

-Replaced Katie Couric whose ratings were not on par

--460,000 views to 720,000 views two seasons he was there

-N.B.C, A.B.C started with Anthony Weiner Scandal, on his first broadcast he started with Afghanistan and the fighting of insurgent on the shared border with Pakistan

-*The New York Times* article by Alessandra Stanley “signaled no-nonsense newsman”

11) Has won multiple awards which include:

-Alfred I. duPont-Columbia Silver Baton

- 3 George Foster Peabody awards

-18 National Emmy Awards

-5 Edward R. Murrow awards and many more

C) Why is he a great journalist in my opinion

1) The way he projects himself on T.V.

2) The manner in which he explains subjects

3) *Baltimore Sun* article by David Zurawik said “CBS News has earned those new viewers the right way, offering them a source of news and information that is not hopelessly tainted by politics”

4) *The New York Times* article by Alessandra Stanley called his hiring “a return to a glamour-free newscast; he is earnest and solemn, dependable and not too dashing.”

Bibliography

Halbrooks, Glenn. "CBS News Anchor Scott Pelley Bio" *About*. N.p., n.d. Web 17 Oct 2014

"Scott Pelley." *CBSNews*. CBS Interactive, 8 Oct 2014. Web. 17 Oct 2014

Stanely, Alessandra. "A New Anchor Steps In, Skipping Frills and Drama." *The New York Times*. The New York Times, 6 June 2011. Web. 17 Oct. 2014.

Zurawik, David. "Scott Pelley Says Americans Want an 'honest' Newscast" *Baltimore Sun*. N.p., 6 June 2013. Web. 17 Oct 2014.