

For Immediate Release
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PULITZER WINNER BOB MARSHALL
TO GIVE 2009 CAULFIELD LECTURE AT LOYOLA

BALTIMORE, MD – Pulitzer Prize-winning reporter and columnist Bob Marshall will deliver “Going Local in the Age of Global Communications,” the 2009 Muriel and Clarence J. Caulfield Memorial Lecture, on Thursday, April 23, at 4:00 p.m. in McGuire Hall in the Andrew White Student Center on Loyola College’s North Charles Street campus. This event is free and open to the public.

A 1971 graduate of Loyola University in New Orleans, Bob Marshall’s 35-year reporter and columnist career for *The Times-Picayune* of New Orleans includes covering professional, college and Olympics sports, outdoors, feature writing, op-ed columns, and special projects series specializing in environmental issues, as well as television, radio and magazines. He has earned two Pulitzer Prizes, the most prestigious recognition of outstanding U.S. journalism, in 1997 for "Oceans of Trouble," a comprehensive series of articles analyzing the conditions in the Gulf of Mexico that threaten the world's fish supply, and in 2005 for investigating the U.S. Army Corps of Engineers' missteps that led to the Hurricane Katrina disaster. In addition, Marshall was a finalist for the Investigative Editors and Reporters award and the Polk Award for his on-going coverage into the causes of the disaster. Marshall most recently put together a series entitled "Last Chance," which won the prestigious John B. Oakes Award for Distinguished Environmental Journalism given by Columbia University.

Marshall's other national and regional awards for journalism include top honors from the Associated Press, United Press International, Scripps-Howard Foundation National Journalism Awards, Society of Professional Journalists, National Association of Sportswriters and Sportscasters and the Pro Football Writers of America, Outdoor Writers Association of America, Louisiana Outdoor Writers Association, and Southeastern Outdoors Press Association. His environmental reporting and essays have also earned recognition from a wide range of conservation and environmental groups, and including Conservationist of the Year awards from the Louisiana Wildlife Federation. In 2004 Marshall was elected to the Circle of Chiefs by the Outdoor Writers Association of America, that group's highest award for contributions to conservation.

In addition to his newspaper work, Marshall's professional credits include his current assignment as conservation editor for *Field & Stream* Magazine, and terms as South region editor of *Field & Stream*; South columnist of *Outdoor Life* Magazine; host of the F&S Radio Network; co-host of ESPN's *The Outdoors Writers* and feature assignments for a wide range of national publications from *Men's Journal* and *Reader's Digest* to *National Geographic Adventures*.

Marshall lives in New Orleans with his wife, Marie.

Noting sweeping changes threatening many newspapers with extinction, Marshall's Caulfield Lecture will explain why his own paper is well positioned to survive the Web age. Three decades ago, *The Times-Picayune* began to emphasize local reporting, a decision that Marshall and other young staff journalists lampooned at the time. However, going local in news coverage helped to build brand loyalty with the newspaper's readers, a bond that was further cemented by the tragedy of Hurricane Katrina. As a result, *The Times-Picayune* has the highest circulation penetration rate of any newspaper its size or larger in the nation. Its web site, NOLA.com, has the highest viewership in its circulation area of any newspaper web site in the nation. Most of the *TP's* web site visitors also subscribe to and read the print edition. Marshall's illustrated lecture will examine whether going local could save other newspapers.

The Caulfield Lecture series at Loyola was established 21 years ago by the family of Clarence J. Caulfield, a 1922 alumnus who spent 26 years as an editor at *The Sun* and was a mentor to such prominent writers as J. Anthony Lukas and Russell T. Baker. Hosted by the Communication Department, the Caulfield Lecture brings journalists and commentators of national stature to Loyola every year. Last year's Caulfield Lecture, "Judging Race: The Press & Civil Rights," was delivered by Pulitzer Prize-winning journalist and historian Gene Roberts.

The Department of Communication offers an undergraduate major in Communication with Journalism Specialization. Students study newspaper, magazine, book, online, and broadcast journalism. Visiting Journalists on the faculty include Mark Bowden, Stephanie Shapiro, and Timothy Tooten, Sr. Loyola College in Maryland is a Jesuit comprehensive university comprising a College of Arts and Sciences, School of Education, and The Sellinger School of Business and Management. Established in 1852, Loyola enrolls 3,500 undergraduate and 2,600 graduate students from across the country.

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