The Alan K. Simpson-Norman Y. Mineta Leaders Series

A Conversation with Kate and Jim Lehrer

Moderator: Larry Lauer
March 26, 2012 | 1:00 pm | Blinken Auditorium, TWC Residential & Academic Facility (RAF)

The Simpson-Mineta Leaders Series is founded in the spirit of the lifelong friendship of two extraordinary leaders from opposite sides of the aisle. Norman Y. Mineta and Alan K. Simpson met during World War II when Simpson’s Boy Scout troop met with Mineta’s in the Heart Mountain Relocation Center in Wyoming where Secretary Mineta’s family was then interned with over 10,000 other Japanese-Americans. Despite their differences, both their friendship and their commitment to leadership and public service endured.

The Simpson-Mineta Leaders Series aims to create a forum in which students from around the country and the world can engage with extraordinary leaders, explore issues of contemporary public concern, and articulate their own views about the meaning of leadership and citizenship in today’s society.

Kate Lehrer

Ms. Lehrer has written four novels, as well as short stories, essays and book reviews. Her work has been published in a number of anthologies.

A 1959 Texas Christian University graduate, Ms. Lehrer taught English in Texas public schools. After meeting and marrying in Dallas, she and her husband, Jim Lehrer, moved to Washington DC. She began writing after their three daughters were in school. Her first novel, *Best Intentions*, was published in 1987 to outstanding reviews.

Like *Best Intentions*, Ms. Lehrer’s next two novels, *When They Took Away the Man in the Moon*, and *Out of Eden*, received enthusiastic critical notice. *When Out of Eden* won the Western Heritage Award for outstanding fiction, the novel’s artistic quality and accuracy were noted. Her fourth book, *Confessions of a Bigamist*, was published in May 2004. The story, she said, “is a metaphor for all kinds of conflicts in a woman’s life.”

Ms. Lehrer is a frequent panelist on the *Diane Rehm Show*’s “Reader’s Review” on National Public Radio, and she has been a guest on a number of national television shows. She participates in wide range of literary organizations and often speaks at book club meetings and other events. A founding member of
PEN/Faulkner, she now serves on the organization’s Writers in Schools Advisory Board. She also has been active in the Washington Literacy Council.

Ms. Lehrer lectures at colleges and universities and serves on the Board of Visitors at TCU’s AddRan College of Humanities and Social Sciences, as well as the advisory council for the Arts and Sciences at George Mason University. With Jim Lehrer, she was keynote speaker at the AddRan College Board of Visitors lunch in 2003 and was a participant in the inaugural Schieffer Symposium last year.

Ms. Lehrer previously has been recognized with honorary Doctors of Letters degrees from Goucher College and McDaniel College.

Jim Lehrer
Executive Editor and Anchor—PBS

Born in Wichita, Kansas, in 1934, Jim Lehrer received an A.A. degree from Victoria College and a B.J. in 1956 from the University of Missouri before joining the Marine Corps. From 1959 to 1966, he was a reporter for The Dallas Morning News and then the Dallas Times-Herald. He was also a political columnist at the Times-Herald for several years and in 1968 became the city editor.

Lehrer's newspaper career led him to public television, first in Dallas, as KERA-TV's executive director of public affairs, on-air host and editor of a nightly news program. He subsequently moved to Washington, DC, to serve as the public affairs coordinator for PBS, and was also a member of PBS's Journalism Advisory Board and a fellow at the Corporation for Public Broadcasting. Lehrer went on to join the National Public Affairs Center for Television (NPACT) as a correspondent.

It was Lehrer's work with NPACT that led to his initial association with Robert MacNeil and, ultimately, to their long-term partnership. In 1973, they teamed up to provide NPACT's continuous live coverage of the Senate Watergate hearings, broadcast on PBS. Following that Emmy-winning collaboration, Lehrer was the solo anchor for PBS coverage of the House Judiciary Committee's impeachment inquiry of Richard Nixon.

In October 1975, the half-hour "Robert MacNeil Report," with Jim Lehrer as the Washington correspondent, premiered on Thirteen/WNET New York. Over the next seven years, "The MacNeil/Lehrer Report" (as it was renamed in 1976) won more than 30 awards for journalistic excellence. In September 1983, Lehrer and MacNeil launched their most ambitious undertaking, "The MacNeil/Lehrer NewsHour." The 1995-96 season marked the 20th year of their journalistic odyssey, as well as MacNeil's departure and Lehrer's stewardship of the program as "The NewsHour with Jim Lehrer." In 2009, the program title changed to “PBS NEWSHOUR” to reflect the program’s expanded role as the hub of news and public affairs programming on PBS both online and on air.

Lehrer has been honored with numerous awards for journalism, including the Chairman’s Award at the 2010 National Academy of Television Arts & Sciences News & Documentary Emmy Awards, the 1999 National Humanities Medal, presented by President Bill Clinton and First Lady Hillary Rodham Clinton and in October 2011, the National Press Club will present him with their top honor, the Fourth Estate Award. In 1999, Lehrer was inducted into the Television Hall of Fame with MacNeil and into The Silver
Circle of the Washington, DC, Chapter of The National Academy of Television Arts and Sciences. He has won two Emmys, the Fred Friendly First Amendment Award, the George Foster Peabody Broadcast Award, the William Allen White Foundation Award for Journalistic Merit and the University of Missouri School of Journalism’s Medal of Honor. In 1991, he was elected a Fellow of the American Academy of Arts and Sciences.

In the last six presidential elections, Lehrer has served as a moderator for eleven of the nationally televised debates among the candidates. In 1988, he moderated one presidential debate; in 1992, he moderated two presidential debates; in 1996, he was selected to be the sole moderator of all three debates -- two presidential and one vice presidential. In 2000, in an unprecedented show of respect and confidence, he was again selected as the sole moderator of the three presidential debates, which were conducted in different formats - podium, round-table and town hall. In 2004, he was selected to be moderator of the first presidential debate in Coral Gables, Florida. In 2008, he was selected to be moderator of the first presidential debate in Oxford, Mississippi.

Lehrer’s contributions as both a journalist and a debate moderator have led many to recognize him with national service awards, including the Colonial Williamsburg Churchill Bell Award in 2011 and the Distinguished Service Award for the Advancement of American Public Discourse on Foreign Policy from the American Committees on Foreign Relations.

Lehrer is the author of 20 novels, two memoirs and three plays. His latest novel, “Super,” was published in April 2010 and is a story of celebrity and murder aboard the Sante Fe’s railroad’s famous Super Chief, known as “The Train of the Stars” during Hollywood’s heyday. His next book, a non-fiction work about the presidential debates, titled “Tension City” was published by Random House in September 2011. “Oh Johnny,” published in April 2009, is a portrait of a young man’s coming of age during World War II. “Mack to the Rescue,” published in April 2008 is the 7th in his successful series of novels featuring a fictional lieutenant governor of Oklahoma. “Eureka,” published in October 2007 is an endearing portrait of American middle age. “The Phony Marine,” published in November 2006, explores questions of character and heroism. “The Franklin Affair,” published in April 2005, explores the world of historians and the quest for truth and justice. “No Certain Rest,” published in August 2002, wrestles with a Civil War mystery. Other novels include “The Special Prisoner,” about a World War II POW; “White Widow,” about a Trailways bus driver in the 1950’s; two, “Blue Hearts” and “Purple Dots,” are about the adventures of retired C.I.A. agents; “The Last Debate,” a cautionary tale about journalism, politics and ethics, was also produced as a movie for the Showtime Channel in 2000; and Lehrer’s first novel, Viva Max! the story of a platoon of modern Mexican soldiers who attempt to re-take the Alamo, was made into a 1969 comedy movie starring Jonathan Winters and Peter Ustinov. The plays are “Chili Queen,” “Church Key Charlie Blue” and “The Will and Bart Show.” The memoirs are “We Were Dreamers” and “A Bus of My Own.”

Lehrer and MacNeil are partners in MacNeil/Lehrer Productions, a co-producer of "The NewsHour" and producer of other programs and series for public, commercial and cable television-several of which Lehrer has hosted. The most recent was the 2001 Emmy Award-nominated "Debating Our Destiny: Forty Years of Presidential Debates," in which Lehrer interviewed former presidential and vice presidential candidates about their debate experiences. "Ladye Bird," a biography of Lady Bird Johnson, aired in December 2001.
Jim Lehrer and his wife, Kate, have been married since 1960. They have three daughters - Amanda, Lucy and Jamie - and six grandchildren.

Larry D. Lauer—Moderator

Larry D. Lauer is a pioneer in integrated marketing and strategic communication for academic institutions and nonprofit organizations. From 1999 to 2009 he served as TCU’s first vice chancellor for marketing and communication, and was executive director of its strategic planning initiative, The Commission on the Future of TCU. In 2009 he became TCU’s first vice chancellor for government affairs. In addition, he is distinguished professor of strategic communication at TCU’s Schieffer School of Journalism and an adjunct fellow at the Center for Strategic and International Studies (CSIS) in Washington, D.C. Currently he also serves as strategic marketing advisor to the American Council on Education (ACE).

Lauer came to TCU on the faculty in 1966, earned permanent tenure in 1972, and became head of the evening college, the summer school, and all noncredit programs in 1974. He began 30 years of directing TCU’s communications and marketing programs in 1979, which included adapting the field of integrated marketing to higher education, teaching media studies, teaching strategic and international communication, public broadcasting projects, and international education.

Lauer speaks at national and international conferences, counsels with associations, and has worked with more than 40 campuses on integrated marketing and strategic communication initiatives in the USA, Canada, Mexico, Chile, Columbia, South Africa, the Caribbean, the UK, Poland, France, Italy, Germany, Spain, Australia, Denmark, The Netherlands, and Singapore. His international experience includes serving seven years on the board of INPUT, an international public television producers’association. Here he was the US host to almost 800 producers from over 50 countries in 1999. He also served seven years on the board of the Council for the Advancement and Support of Education (CASE), when it became truly international with offices in Washington, London and Singapore. He has considered his longtime international work in higher education and public broadcasting to be U.S. “public diplomacy” initiatives, a topic he has been interested in since his graduate work at American University.

He is the author of four books: Learning to Love the Politics: How to Develop Institutional Support for Advancement (CASE Books, 2010), is about the internal politics challenges faced by advancement professionals. Communication Power (Jones & Bartlett, 1997) is a strategy and tactics guide for nonprofit executives. Competing for Students, Money and Reputation: Marketing the Academy in the 21st Century (CASE Books, 2002), has become a CASE bestseller. Reviews of it have dubbed him an “integrated marketing guru” and “simply the best in his field.” And Advancing Higher Education in Uncertain Times (CASE Books, 2006) also has been a CASE Books bestseller.

Lauer has also written more than 30 journal articles and book chapters on institutional marketing and communications. His articles on integrated marketing and planning appear in Nonprofit World, CASE Currents, Trusteeship, Public Purpose, Journal of Marketing for Higher Education and International Journal of Advancement. He edited the first ever section on marketing in the third edition of the CASE Handbook of Institutional Advancement, where he is referred to as“pioneer of integrated marketing for our profession.”

He is the only person ever to receive CASE’s Alice L. Beeman Award for Research in Communication twice, first in 2003 at the International Assembly and again in 2007 at the Annual Summit for Advancement Leaders. It was given to honor both of his books on marketing the academy, and is named for CASE’s first president. He also received the ICUT President’s Award in 2003 from Independent
Colleges and Universities of Texas. It is presented periodically at the annual meeting of ICUT presidents for distinguished service to the organization and to the 32 independent colleges and universities in Texas. In addition he received the 2004 Distinguished Achievement Award from CASE District IV.

Lauer was founding chair of the redesigned international CASE assembly in 2006, now named the Summit for Advancement Leaders, which annually examines the impact of the dramatic changes in higher education on the advancement professions. He was also the founding chairman of The Council for the Advancement and Support of Education’s (CASE) Advanced Seminar on Integrated Marketing in Higher Education, and served on the advisory board of the American Council on Education’s (ACE) Solutions for America project. He has been a faculty member and past chair of the CASE Summer Institutes on Communications and Marketing at Duke and Vanderbilt Universities.

**Directions to TWC Residential and Academic Facility (RAF)**

1005 3rd St., NE, Washington, DC – 3rd & K Sts., NE

Take the RED line train in the direction of Glenmont to the New York Ave stop. Exit via the M St. exit. Turn left on M St. Turn right on 3rd St. The building will be on your left between L and K Sts.