



DANIEL PEARL AWARD

for courage and integrity
in journalism

BOB WOODRUFF

INSPIRED BY
TIANANMEN SQUARE,
HE NOW INSPIRES US

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Bob Woodruff is not your typical war hero. He's never fired a shot or killed anyone in battle. He is this year's recipient of the Daniel Pearl Award for Courage and Integrity in Journalism, bestowed by the Los Angeles Press Club in conjunction with Judea and Ruth Pearl, parents of the Wall Street Journal reporter slain by extremists in Pakistan in 2002.

A native of Bloomfield, Michigan, Bob attended Colgate University in the early 1980s before graduating from Michigan Law School. At Colgate he was a star athlete in both lacrosse and soccer

jing, China. When the Tiananmen Square uprising began, he was hired by CBS as a local translator, and saw journalists doing the kind of work that inspired him deeply. That monumental experience planted the seed that altered his career ambitions forever.

He left his lucrative law career for a low-paying gig at an NBC affiliate in Redding, California, followed by another stint at the CBS affiliate in Richmond, Virginia. Then, in 1996, he joined the Chicago bureau of ABC News, where he covered major national and global stories. Soon recognized as one of ABC's top correspondents, he filed stories on everything from the Asian Tsunami to North Korea's nuclear ambitions. After the September 11 attacks, he was one of the first Western reporters inside Pakistan, and was stationed in Kabul during the war to dethrone the Taliban. During the initial invasion of Iraq, he was in his natural element, embedded with the First Marine Division, 1st Reconnaissance Battalion.

He was named co-anchor of ABC's World News Tonight in December of 2005, but once again left the safety of his anchor desk to stand shoulder to shoulder with fighting men in Iraq, believing there was no other way to present a truthful picture of the battlefield.

On January 29, 2006, while reporting from the war zone, he was seriously wounded by a roadside IED that detonated twenty feet away. According to medical reports, he came within a millimeter of dying that terrifying day. The initial eight-hour operation removed dirt, rocks, and shrapnel from Bob's head and neck; brain swelling was alleviated by cutting away a 14-centimeter section of the left side of his skull. He was then placed in a medically-induced coma, and his wife, Lee, three brothers and four children kept vigil for weeks.

exhibiting the competitive spirit and intensity that would always serve him. Somehow, he found the time to take up rugby and Mandarin Chinese, and by 1989 found himself teaching law in Bei-

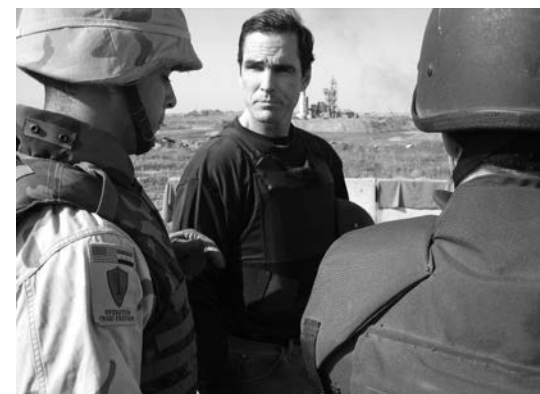


(ABC NEWS/ MARGARET ARO)

With unprecedented access, Bob Woodruff tours North Korea, and sees the inside of Yongbyon nuclear power facility, February 2008.



Because the left side of the brain controls reason, logic and speech, there was great apprehension about his future. No one was sure how much his damaged brain's rearranged synapses might permanently alter him—his personality, perhaps even his identity. His wife, Lee, asked attending doctors, "Will he still love me?" For a long time, there were no answers. When Bob was finally awakened from his coma after several weeks, doctors were stunned when he began speaking immediately. But his thoughts and memories were fragmentary and elusive. He had forgotten the names of his children—or that he had twins.



Bob Woodruff looks out the window of an Army helicopter on route to Taji, Iraq, 1/27/06 on assignment for ABC NEWS.

(ABC/VINNIE MALHOTRA)

Bob Woodruff (center) pictured with protective clothing just moments prior to the Iraq bombing.

(ABC/VINNIE MALHOTRA)

But Bob lost no time embarking on the grueling odyssey back to health and full-scale functioning as a journalist. It took thirteen months, an ordeal chronicled in the book written by Lee and Bob, "In An Instant: A Family's Journey of Love and Healing," published in February by Random House. The book is described by Publishers Weekly as "an important, wise, and inspiring guide to coping with tragedy—and an extraordinary drama of marriage, family, war, and nation."

The Woodruffs could not have imagined the road they would travel. During the long and ultimately successful recovery process, they learned that many injured service members returning from Iraq and Afghanistan were not as fortunate, and that their families paid a very personal cost of war. Traumatic Brain Injury, combat stress, and other combat-related injuries can require extensive treatment, in a system that is often bewildering. And thousands face such problems, with The Rand Corporation recently estimating that as many as 300,000 soldiers have some form of TBI.

Bob and Lee established the Bob Woodruff Family Foundation to meet the vital needs they identified during their struggle. The Foundation works with industry and government to develop

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excellence in prevention, diagnosis, treatment, support and resources for the injured. The Foundation helps military members and their families get access to long-term support and state-of-the-art treatment options, education, employment opportunities and other resources, all aimed at reintegrating them back into the everyday structure of life.

Whenever asked about his personal struggle, Bob invariably deflects the question by speaking of the plight of others. He doesn't allow his story to take the spotlight but focuses instead on his kinship with injured Iraqi war veterans, many of whom will struggle for the rest of their lives to deal with TBI.

Bob returned to the airways on February, 27, 2007, in a whirlwind of appearances on Good Morning America with Charlie Gibson, ABC World News and The Oprah Winfrey Show to promote his documentary, To Iraq and Back: Bob Woodruff Reports, which aired on ABC later that evening. He has returned to reporting for ABC World News and Nightline, and is anchoring a new series on Planet Green, Discovery Communications' 24/7 eco-lifestyle network premiering in July.

Bob has earned the praise and high acclaim of his industry colleagues, having been awarded the Alfred I. duPont/Columbia Award and the George Foster Peabody Award—two of the most significant honors in broadcast journalism. At a commencement

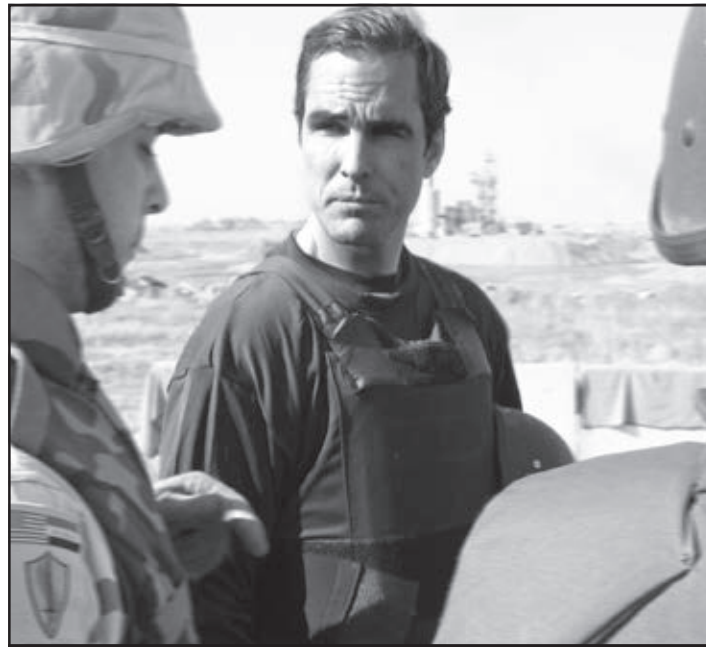


Bob Woodruff reports on "May Day" from Cuba during the week of April 29th—his first overseas reporting since being severely injured by a roadside bomb in Iraq in January 2006. (ABC/STEVE FENN)

speech he gave several weeks ago at the University of Michigan, Bob had this to say about his career change following the events at Tiananmen Square: "The kind of work I was doing did not feed my soul, and so I made a fairly radical move at the time. I left my six-figure law firm job with a two-month-old baby at home and accepted a job as a TV reporter in a tiny California town for \$12,000 a year. We qualified for food stamps."

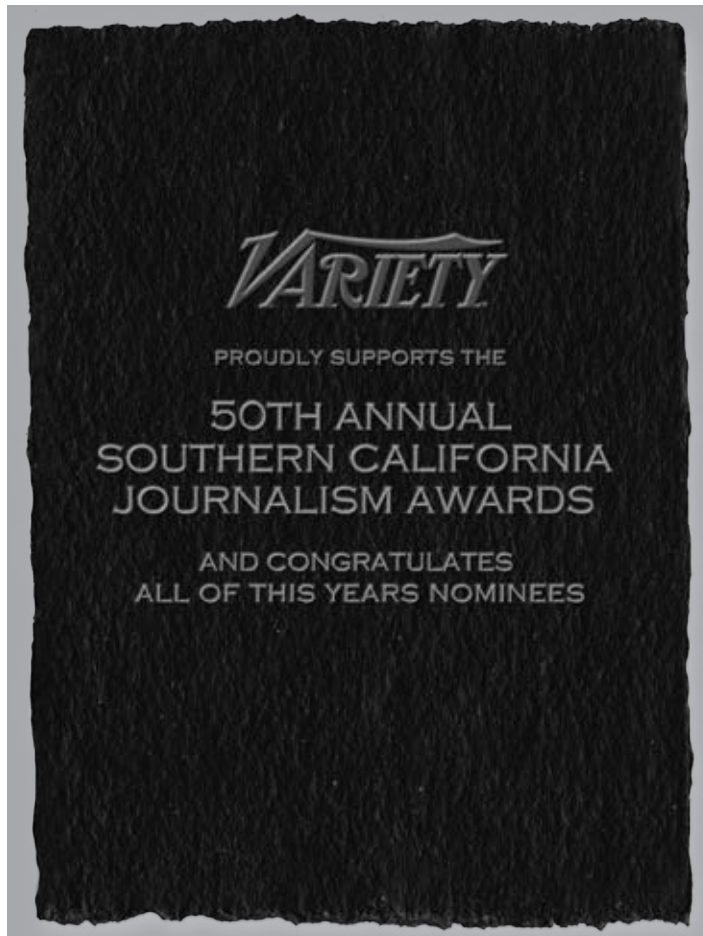
Clearly, Bob believes that passion and good journalism can make our country a better place, whether that means revealing the truth about a war and its devastating effects on returning servicemen, explaining the scope of an international crisis or delving into the aftermath of hurricane Katrina.

On a more personal level, while dealing with Bob in preparation for his acceptance of the Pearl Award, we at the Los Angeles Press Club could not help but notice his courteous humility and wicked sense of humor (something apparent to anyone who saw his recent appearance with Jon Stewart on The Daily Show). It seems almost surreal that anyone could have survived such a devastating, life-altering experience, yet emerged with so much generosity and grace. 🙏



Reporting, that can change lives.

Congratulations to Bob Woodruff on receiving
The Daniel Pearl Award for Courage and Integrity in Journalism.



**Congratulations To
Our Own Ana Garcia.**

*Honored With Tonight's
Joseph M. Quinn Award
For Lifetime Achievement.*

