Ushering in Hollywood's

JANICE MIN, WHO HAS TRANSFORMED A VENERABLE TRADE PUBLICA



BY ANNA SCOTT

hen Janice Min arrived in Los Angeles from New York in 2010 to take the helm of *The Hollywood Reporter*, the entertainment trade publication was struggling with both its traditional competition and pressure from new Internet outlets. Not anymore.

Since taking over as editorial director, Min has ushered in a bold reinvention that has significantly boosted the *Reporter*'s circulation and visibility. At a time when the tug-of-war between print and online journalism has never been more pronounced, Min has capitalized on both media to breathe new life into a stalwart of Hollywood journalism.

For her work on *The Hollywood Reporter*, along with her past jobs at publications including *Us Weekly*, the Los Angeles Press Club is honoring Min with its Luminary Award for career achievement.

This is not the first time Min has overseen the transformation of a once sleepy publication into an industry powerhouse. She earned her reputation as a kind of entertainment journalism fixer during her years atop *Us Weekly*. Today it's hard to imagine a time when *Us Weekly*'s glossy covers didn't

dominate the racks at grocery store checkout counters with titillating headlines. But when Min joined the publication as a reporter in 2002, the celebrity gossip-driven magazine was relatively obscure in a field crowded with the likes of *People* and *Entertainment Weekly*.

Min became *Us Weekly*'s editor-in-chief just one year after joining the publication, and she wasted no time in introducing a snappier tone to its pages. Short articles, juicy scoops and lots of photos replaced long, more flattering celebrity fare. She also took risks, sometimes steering the magazine's coverage to politics and focusing on the then relatively unknown world of reality television. That helped earn *Us Weekly* a reputation as an "Oprah-esque" tastemaker in terms of consumers' appetites for celebrity news, rather than a mere follower of the biggest names in film and traditional television.



New Golden Age

TION, RECEIVES THE L.A. PRESS CLUB'S LUMINARY AWARD

Circulation and advertising sales boomed during Min's six-year tenure, catapulting *Us Weekly* to the top of the celebrity weekly heap. When she stepped down from the magazine in 2009, she hadn't yet lined up her next job. At the time, she told the *New York Times* she was seeking a new challenge, saying, "I felt like I'd done every possible thing at *Us Weekly* to make it successful."

Go West

When Min came to Los Angeles and took the top spot at the *Reporter* just over two years ago, the 80-year-old publication was showing its age. Its contents focused entirely on the nitty gritty business doings of film studios and television networks. The *Reporter* had fallen behind up-to-the-minute websites like Nikki Finke's Deadline and The Wrap.

Min was charged with shaking up and modernizing *The Hollywood Reporter* precisely because of her elevation of *Us Weekly*. When she took over, Richard Beckman, the global media chief for *The Hollywood Reporter* owner E5 Global Media, was clear that he wanted a reinvention of the venerable publication.

"Janice dramatically transformed the landscape of etertainment journalism," he said in a statement at the time. "She is perfectly suited to lead the *The Hollywood Reporter*'s business-to-influencer coverage of the global entertainment industry."

Min has certainly lived up to the task.

She's moved the *Reporter*'s breaking news coverage to a revamped website. Meanwhile, the once daily print publication now comes out weekly, as its contents have shifted to emphasize longer features and lush images. She has also focused on bringing in fresh talent. Her additions to *The Hollywood Reporter* include Editor-at-Large Kim Masters, who previously produced features for *Vanity Fair*, *The Daily Beast* and National Public Radio; and former *Variety* reporter Bill Higgins. Circulation and web traffic have surged.

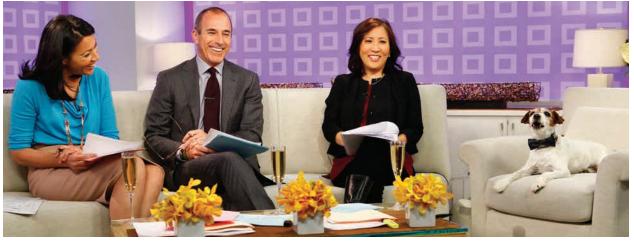
Min has only been in Hollywood a short time, but it's not surprising she's already made her mark. The Columbia University School of Journalism graduate got her start straight out of college, as a newspaper reporter in Westchester County, New York. Outside of that short stint, she's spent her entire career in the world of entertainment glossies.

KATHY GRIFFIN

Kathy Griffin, the hilariously foul-mouthed comedian and actress, famously claims to be a D-list celebrity, but she's selling herself short. After studying drama at the Lee Strasberg Theatre and Film Institute, Griffin cut her teeth with the Groundlings and soon found herself on TV shows like "ER" and "Seinfeld." Those appearances led to a pair of HBO specials. In 2004, Griffin began a long-running relationship with Bravo starting with a stand-up comedy special, "The D-List," that led to the two-time Emmy-winning reality series, "Kathy Griffin: My Life on the D-List." Griffin has used her celebrity to champion LGBT rights, including same-sex marriage; the work earned her the Vanguard award at the 2009 GLAAD Media Awards — which she accepted onstage in a string bikini, naturally. In 2010, Griffin published a memoir titled Official Book Club Selection in which she boldly wrote about her plastic surgery mishaps, her drama-filled divorce, and the transition from being the youngest of five children living in a Catholic home outside of Chicago to breaking into the ruthless world of entertainment in Hollywood. Griffin performs to sold-out audiences around the country in arenas usually meant for rock bands. She has more than a million subscribers on Facebook and regularly tweets to her 1.6 million Twitter followers.







Janice Min on the *Today Show* with Ann Curry and Matt Lauer.

Min became a staff writer for *People* at 23, followed by gigs at *Life* and *In Style* before arriving at *US Weekly*. Along the way, she also found the time to write a book, *How to Look Hot in a Minivan: A Real Woman's Guide to Losing Weight, Looking Great, and Dressing Chic in the Age of the Celebrity Mom.* It came out last month.

As Min continues to build her reputation as a Hollywood heavyweight, the mother of two credits her ever-growing stack

of accomplishments in part to her hectic home life.

"I've never seen more efficient people at work than working mothers," she told the parenting website sheknows.com earlier this month. "We really know how to cram it in."

Anna Scott is a producer with the KCRW shows "To the Point" and "Which Way, L.A.?"

Photography for All Occasions

