

Ushering in Hollywood's

JANICE MIN, WHO HAS TRANSFORMED A VENERABLE TRADE PUBLICA

BY ANNA SCOTT

When 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.



THE NEW GIRL IN TOWN

At *Us Weekly*, Janice Min ruled the newsstand by gently mocking celebrities as she embraced them. Now she's taken her nice-is-the-new-mean ethos to Hollywood and finds that even sharks need a little love. *By Nick Arciolo*

Janice Min is intently examining a wall plastered with mocked-up pages of the publication she launched last year, the magazine version of the buzzy Spielberg-produced sci-fi show *Terra Nova*. Inside, one story dissects the ongoing feud between Paramount's Brad Grey and DreamWorks' Jeffrey Katzenberg over distribution rights (and much, much more), while another pays tribute to *Broadcast News* producer and Bogdanovich ex-Polly Platt, who died in late July.

Wearing a snug navy blue Phillip Lim dress and black patent Louisiain wedges, Min is decisive. Within minutes, she's decided to give more space to the Platt memorial piece ("We've got great stuff from Cameron [Crowe] and Bogdanovich"), which means cramming the "Yes, I Did Say That!" quotes roundup onto a business page (a momentary qualm: "Is it slightly hazy to have quotes face news?") and possibly "whacking" down a six-page TV-executive roundtable. She also requests a fix for an ambiguous cartoon of men in hats illustrating a story about potential investors.

An Outsider Making Waves In Hollywood

On an unusually clear day in Los Angeles, Janice Min took a walk in the SoHo Hotel's last episode of her Hollywood fixer serving as a backdrop for her first issue. It was a walk to see Min, a former editor at *Us Weekly*, who had just launched her new magazine, *The Hollywood Reporter*, in a city where she had spent the last few years of her career as a reporter and editor at *Us Weekly*.

Tablet App With That Catalog Fool

The Food, a shopping search engine, introduced an app that creates interactive catalogs for retailers like Cabel & Barrel and Sephora.



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 entertainment 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.?"

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