

LESLIE IWERKS PRODUCTIONS

PRESENTS



NARRATED BY WILLIAM H. MACY

**HAMPTONS
INTERNATIONAL
FILM FESTIVAL**

WORLD PREMIERED ON OCTOBER 5, 2012

86 MINUTES | ENGLISH | UNRATED

DISTRIBUTION CONTACT

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INFORMATION & PHOTOS AVAILABLE AT
www.citizenhearst.com

FILMMAKERS

DIRECTOR

Leslie Iwerks

PRODUCERS

Leslie Iwerks and Jane Kelly Kosek

CINEMATOGRAPHER

Antonio Rossi

WRITERS

Leslie Iwerks and Mark A. Johnson

ORIGINAL SCORE

Christopher Brady

EXECUTIVE PRODUCERS

Debra Shriver and Judith Bookbinder

CO-PRODUCER

Michael E. Tang

ASSOCIATE PRODUCER

Bethany Lewis

FEATURING

(in order of appearance)

Frank A. Bennack, Jr.

CEO, Hearst Corporation

Will Hearst III

Grandson of William Randolph Hearst
Director, Hearst Corporation

Leonard Maltin

Film Critic, Author, Historian

Gil Maurer

Director & Former COO, Hearst Corporation

Frank Caruso

Vice President, Creative, King Features Syndicate

Dan Rather

News Anchor, Journalist

George Hearst III

Great-Grandson of William Randolph Hearst
Publisher, *Albany Times Union*

Duncan Edwards

President & CEO, Hearst Magazines International

Mike Peters

Cartoonist, King Features Syndicate

Steve Hearst

Great-Grandson of William Randolph Hearst
Vice President & General Manager
Western Properties, Hearst Corporation

Ellen Levine

Editorial Director, Hearst Magazines

Robin Pogrebin

Cultural Reporter, *The New York Times*

Kate White

Editor-in-Chief, *Cosmopolitan* (1998–2012)

Glenda Bailey

Editor-in-Chief, *Harper's Bazaar*

China Machado

Former Model
Fashion Editor, *Harper's Bazaar* (1962–1972)

Timothy Greenfield-Sanders

Portrait Photographer

George Hearst, Jr.

Grandson of William Randolph Hearst
Chairman, Hearst Corporation (1996–2012)

Phil Bronstein

Former Editor, *San Francisco Chronicle*

Steve Swartz

COO, Hearst Corporation

Jeff Cohen

Executive VP & Editor, *Houston Chronicle*

David Barrett

President & CEO, Hearst Television Inc.

Abbe Raven

President & CEO, A+E Networks

Bob Iger

Chairman & CEO, The Walt Disney Company

Scott Sassa

President, Hearst Entertainment & Syndication

George Bodenheimer

Executive Chairman, ESPN Inc.

Eve Burton

Senior VP & General Counsel, Hearst Corporation

David Carey

President, Hearst Magazines

Jay Fielden

Editor-in-Chief, *Town & Country*

David Granger

Editor-in-Chief, *Esquire*

Donna Karan

Fashion Designer

Heidi Klum

Model, Television Host

Nina Garcia

Fashion Director, *Marie Claire*

Ralph Lauren

Fashion Designer

Dr. Mehmet Oz

Surgeon, Author, TV Host

Oprah Winfrey

Talk Show Host

Founder & Editorial Director, *O, The Oprah Magazine*

Norman Foster

Founder & Chairman, Foster + Partners

Architect, Hearst Tower

Mark Burnett

Television Producer

Partner, One Three Media

SHORT SYNOPSIS

Citizen Hearst, directed by Academy Award® nominee Leslie Iwerks and narrated by Academy Award® nominee William H. Macy, traces the 125-year history of the Hearst media empire, from William Randolph Hearst's pioneering and controversial days of headline-grabbing newspapers and yellow journalism to today's successful and culture-shaping news, magazine, television and digital brands around the world.

SYNOPSIS

From Academy- and Emmy Award-nominated director Leslie Iwerks comes one of the great media success stories—the compelling and dramatic rise of one of America's best known companies—told in a beautiful new documentary, *Citizen Hearst*.

This original feature-length documentary, narrated by Academy Award nominee William H. Macy, explores the 125-year journey of Hearst Corporation, from William Randolph Hearst's conviction that print newspapers could boldly inform public opinion to the global impact of the company's multimedia brands and diversified businesses today. The iconic nature of W.R. Hearst has long enthralled the public and was famously dramatized in the 1941 film *Citizen Kane*, starring Orson Welles.

Citizen Hearst, produced by Leslie and Jane Kelly Kosek, is the first in-depth look at how the company has navigated the changing times over the span of two centuries.

Crafted from in-depth interviews and historical footage, *Citizen Hearst* features both the personal stories and media milestones that have created today's Hearst Corporation. It includes vérité stories of daily life at Hearst's newspapers, television stations, entertainment shows and magazines, including behind-the-scenes access to photo shoots. Leslie provides a rare glimpse behind the glass walls of the Hearst Tower, interviewing top magazine and fashion editors of *Harper's Bazaar*, *Cosmopolitan*, *Esquire* and *Town & Country*, among others, while also traveling to San Simeon, Calif., for unprecedented access to the Hearst Castle and interviews with Hearst family members. The film features interviews with Oprah Winfrey, Dan Rather, Mark Burnett, Ralph Lauren, Donna Karan, Bob Iger, Leonard Maltin, Dr. Oz and Heidi Klum, among others.

Citizen Hearst chronicles the rise of American journalism and Hearst's newspaper rivalry with Joseph Pulitzer; traces the beginnings of newsreels and films—and, later, magazine brands and cable; provides glimpses inside the personal lives of W.R. Hearst and Marion Davies (including reactions to *Citizen Kane*); explores the influences of media on politics through the decades; investigates Hearst's steadfast pursuit of diversification; and examines the company's bold commitment to building Hearst Tower in the wake of 9/11.

THE GENESIS OF *CITIZEN HEARST*

Leslie Iwerks has made several award-winning documentaries on notable institutions and the roles they have played in advancing media and technology, including *The Pixar Story*, *Industrial Light & Magic: Creating the Impossible* and *The Hand Behind the Mouse*. Hearst came to know Leslie through those films and others. Over time, they discussed Leslie's interest in making a documentary that told the real story of William Randolph Hearst and the company that still bears his name.

Citizen Hearst is the first in-depth look at how W.R. Hearst and his successors have adapted and changed from Hearst's start in the penny press days to today's global multimedia information age. Hearst remains a private company and a creative leader across industries 125 years after its start, something Leslie cited as an anomaly worthy of exploration.

DIRECTOR'S STATEMENT

"*Citizen Hearst* explores the creative genius and sharp foresight that has been handed down from one Hearst leader to the next, all in the pursuit of innovation across all media platforms. Hearst has always believed in the ability of its creative people to build and advance the organization. The film follows the thread that began with the unprecedented vision and risk taking of William Randolph Hearst and continues under the current leadership of CEO Frank Bennack today."—Leslie Iwerks

ABOUT THE FILMMAKERS



Leslie Iwerks | Director & Producer

Leslie Iwerks is an Oscar- and Emmy-nominated documentary director and producer, as well as the granddaughter of famed Disney animation legend and designer of Mickey Mouse, Ub Iwerks. Over the last 12 years, her company has produced award-winning documentaries, television specials and digital content for Disney, Pixar, HBO, Starz, Bravo, National Geographic and Babelgum, among others.

Iwerks' short documentary *Recycled Life* was nominated for an Academy Award in 2007 and *The Pixar Story*, a feature documentary about Pixar Animation Studios, was nominated for an Emmy in 2008. Her short documentaries *Downstream* and *Pipe Dreams* were both shortlisted for Oscars. Iwerks' latest television documentary, *Industrial Light & Magic: Creating the Impossible*, aired on Encore last fall and included George Lucas, Steven Spielberg, JJ Abrams, Ron Howard and Robin Williams and was narrated by Tom Cruise. Iwerks is currently in development and production on a number of short and feature-length documentary and narrative projects.

ABOUT THE FILMMAKERS

Jane Kelly Kosek | Producer

Jane Kelly Kosek oversees documentaries, feature films and digital content projects in multiple phases of production at Leslie Iwerks Productions. She worked for eight years in publishing as a writer and editor, both in Detroit and New York City. In 2001, Kosek relocated to Los Angeles where she assisted Academy Award–winning screenwriter and producer Akiva Goldsman. She has produced several documentaries with Leslie Iwerks Productions prior to *Citizen Hearst*, including *Industrial Light & Magic: Creating the Impossible* and *Pipe Dreams*. Her filmmaking blog, All About Indie Filmmaking (www.allaboutindiefilmmaking.com), has been lauded by *Moviemaker Magazine* as one of the top 50 blogs for filmmakers and she is often requested to comment on leading film industry events.

Michael Tang | Co-Producer

Michael Tang currently supervises the workflow of projects that come to Leslie Iwerks Productions. Beginning his film career in the film critic's circle, Tang received the *San Diego Union Tribune*/San Diego Asian Film Festival's Young Critics Award in 2008. His appreciation for quality filmmaking led him from writing on films to producing and directing them. Graduating from the University of California, San Diego, with a dual degree in visual arts and history, he moved to Los Angeles to work with several commercial production and reality show companies. Ultimately, Tang's complimentary interests in artistic craft and non-fiction prompted him to enter the documentary film world signing on to work with Leslie Iwerks Productions on the feature length documentary *Industrial Light & Magic: Creating the Impossible* in 2010. In 2011, he continued his work with the company serving as production supervisor on the environmental short documentary *Pipe Dreams*.

Antonio Rossi | Director of Photography

Antonio (Tony) Rossi is a director of photography whose work is deeply rooted in the documentary tradition. He completed graduate work at New York University's Center for Media, Culture and History and then started his career working in independent film. During the past 10 years, Rossi has shot numerous documentary films and television productions for National Geographic, Bravo, ABC, PBS, HISTORY, The Discovery Channel and TruTV. He has been principal director of photography for films by Charles Ferguson, Peter Miller and Leslie Iwerks, and his cinematography has been featured in works by Alex Gibney, Ken Burns and numerous other filmmakers.

Mark Johnson | Writer

Mark A. Johnson, born and raised in the Los Angeles area coupled with a lifetime of exotic global travel and writing, is a professional consultant in the field of arts, media and culture. A long time enthusiast of television, film and history, he has worked with Leslie Iwerks Productions on a number of projects in story an editing and writing capacity over the years.