

# **Joe Peyronnin**

**Associate Professor of Journalism, Media Studies, and Public Relations at Hofstra University**  
Hempstead, NY, US

Blogs about politics and media; former executive and producer with CBS News, Fox News and Telemundo/NBC News.

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## **Biography**

Joe Peyronnin is an associate journalism professor at Hofstra University, as well as an adjunct journalism professor at New York University. He is also a regular contributor to the Huffington Post, where he writes about politics and the media, drawing on decades of experience as a network news executive and Washington producer.

In 1999, he founded Telemundo Network News and served as executive vice president until 2006. There he created and launched several Spanish language news programs, including Sin Fronteras, Noticiero Telemundo, Enfoque, and A Rojo Vivo. He led Telemundo to its first national Emmy Award for round-the-clock coverage of the terrorist attack on New York's World Trade Center.

From 1996-98, he was a media and communications consultant at Osgood, O'Donnell & Walsh, advising corporate 500 firms on communications strategy.

In 1995-96, he was president of Fox News, where he put together the core organization of what would become the Fox News Channel. He also created Fox News Sunday and oversaw several news specials.

Prior to that, Peyronnin served six years as vice president and assistant to the president of CBS News in New York. As the division's number two executive, he oversaw global newsgathering and news programming, including 60 Minutes, 48 Hours, Sunday Morning, and The CBS Evening News.

Before this, he served as CBS News vice president and Washington bureau chief for two years, and was heavily involved in the network's political coverage of the 1988 elections.

From 1979-86 he worked at The CBS Evening News, first for Walter Cronkite and then Dan Rather, as a producer and then as senior Washington producer. He served as a White House producer during the Reagan and Carter presidencies, and regularly covered Congress, political conventions, and national elections. He also covered major international assignments, including all US-Soviet summits, economic summits, and Israel's 1981 invasion of Lebanon from Beirut. In 1984, he covered President Reagan's trip to China, Germany, and the Soviet Union, where he also produced a series of reports. During his broadcast news career he met every U.S. president from Richard Nixon to George W. Bush. From 1976-79 he was a Chicago based producer for the CBS Evening News with Walter Cronkite. Peyronnin first joined CBS in 1970 as a local news producer and assignment editor in Chicago.

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## **Industry Expertise**

Writing and Editing, Public Relations and Communications, Education/Learning, Media - Online, Media - Broadcast, Media Production

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## **Areas of Expertise**

Journalism, Digital Media, News Management, Media Issues, TV ratings, National Politics, Broadcast News Business

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## **Affiliations**

Huffington Post - Contributor, Council on Foreign Relations - Member, Mental Health Association of New York City - Vice Chairman, Trustee Gracie Square Hospital - Trustee

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## **Event Appearances**

### **Panelist, A Survivor's Guide to Hosting a Televised Presidential Debate**

Eastern Communication Association annual conference. Peyronnin presented on: "A Broadcast Journalist's View on The Debates."

### **Panelist, Debate Watch: A Viewer's Guide to Televised Debate**

Hofstra University - Presidential Debate Programming

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## **Education**

### **Roosevelt University**

MBA Business

### **Columbia College Chicago**

Bachelor's Degree Broadcasting

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## **Accomplishments**

### **2016-17 Teacher of the Year**

Awarded by the Lawrence Herbert School of Communication, Hofstra University

### **Honorary Faculty Member of the Year**

Awarded by the Lambda Pi Eta at Hofstra University

### **Special Award**

Awarded by the Mental Health Association of New York City

### **Emmy Award**

For Telemundo's round-the-clock coverage of the 9/11 terrorist attacks

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