



Willa Seidenberg
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Willa Seidenberg is the founder and former director of Annenberg Radio News, the University of Southern California's radio news operation housed at USC Annenberg, and Intersections South LA, a reporting lab and community website for South Los Angeles. Seidenberg was a broadcast journalist for more than 20 years before coming to USC in January of 2000 as a faculty adviser for Annenberg TV News, USC's television news operation.

Seidenberg started her news career as a public radio reporter, anchor and producer, with stints at WYSO-FM, WBUR-FM and WGBH-FM. She covered the landmark Woburn toxic-waste trial in Boston and contributed stories to National Public Radio. Seidenberg began writing television news in 1987 at WBZ-TV in Boston and later moved to KCAL-TV in Los Angeles.

She is the co-author of the oral history/photo project *A Matter of Conscience: GI Resistance During the Vietnam War* (published in 1992), which she produced with photographer William Short. *A Matter of Conscience* continues to be exhibited nationally, along with Seidenberg and Short's second oral history/photo project called *Memories of the American War: Stories From Viet Nam*.

She teaches courses on audio journalism and podcasting and she was an inaugural fellow with USC's Center for Excellence in Teaching.