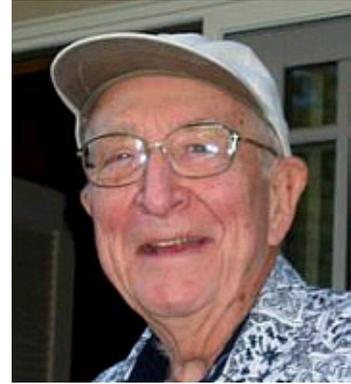




## GORDON GREB

by Dan Harris, RTVJ Student



He stumbled on radio by chance and he became a broadcasting icon in San Jose and our university. His drawing in a contest pushed him unknowingly on to the radio and the passion that would enthrall him for over seventy years.

Gordon Greb's career began in radio in 1934 at KTAB in San Francisco on a radio show called the "Boy Aviator". Since, he has served in nearly every phase of broadcasting as an actor, writer, reporter, editor, producer, news director, anchor, narrator and station manager.

Gordon Greb is a professor emeritus of San Jose State University and has been active in broadcasting for more than sixty years. Greb received his Masters from University of Minnesota and did post graduate work at Stanford University.

He's instructed broadcast history and development at the University of Beijing, Cambridge University, Stanford and his alma mater University of Minnesota. During his career he has served as a judge for the Emmy Awards and has served as the statewide chairman of radio and television awards committee of the Associated Press.

While a graduate Student at the University of Minnesota, he constructed a thesis on Movie censorship which was used in *Burnstyn v. Wilson*(1952), which reversed a 1916 decision on censorship. His work was supported by then Screen Actors Guild President Ronald Reagan. He was a strong advocate that motion pictures were supported by the first amendment and should have the same freedom as the press.

Gordon married in 1951 taking him first to Oregon, and then back to Southern California, where he worked with CBS as a writer, editor, and field reporter for the West Coast News Headquarters. In 1954, Greb became the News Director of KSJO in San Jose, and began his tenure at SJSU in 1956.

In his early tenure at SJSU, Gordon Greb had a premonition and predicted that television news would be a major communication outlet and that it should be instructed more thoroughly at the University. Upon his arrival, there was only a one unit 50-minute class called Radio News Writing. He told then Journalism Director Dwight Bentel that he wanted to create a better program to train future broadcast journalists. Bentel believed in Greb and together they began constructing the first Broadcast major on the West Coast and what has culminated into our current major sequence. His initial brief daily newscasts have developed into a weekly award winning thirty minute show *Update News*.

Along with instructing at SJSU, he was asked to co-anchor a 30-minute newscast on KNTV with Jim Dunne. Gordon's commitments with KNTV and San Jose State, though, became too demanding on his time and he began to miss his family. At this point, Greb decided to stop appearing on television and continue his instruction and dedication to Broadcasting at SJSU.

Recently, He wrote a book with current SJSU professor Mike Adams proving that Charles Herrold was America's first radio pioneer. This book proves that Herrold's station, KWQ began in 1909 as the first to regularly broadcast programs into people's homes. It would eventually become what is now KCBS.

Other accolades of his career include serving as an anchor for TV Documentaries about Vietnam protests on PBS and being named a "distinguished broadcast educator" by the Association for Education in Journalism and Mass Communications in 1998.

When asked about the rewards of his life's work, Gordon Greb said only this:

"My wife asked me 'why (after all of the things I've done) aren't we rich?'" My reply to her:

"We are rich: We have a comfortable life, we have a great family, with grandchildren. So many people have lots of money and are failures .I feel I've been able to do great things and I'm fully satisfied."