



**JOHNNIE L. ROBERTS**  
**SENIOR WRITER**  
*Newsweek*

Johnnie L. Roberts joined Newsweek's Business department as a senior writer in 1994 to cover the media and entertainment industries. As the Internet evolved into a transforming force in the media world, he expanded his focus to include the explosive online world, including media and digital commerce. He co-authored Newsweek's cover story, "Katie's News" (April 17, 2006), which profiled Katie Couric and her prospects as the new CBS News anchor. A few months later, he examined the phenomenal Disney Channel hit, "High School Musical," focusing on the star-making machinery of the Walt Disney Company. In January 2002, he produced the cover story "The New Black

Power," which looked at the rise of three of the most important CEOs in America—Richard Parsons of AOL, Kenneth Chenault of American Express and Stanley O'Neal of Merrill Lynch.

Roberts has covered major entertainment deals, such as the AOL Time Warner merger and the Disney-ABC union, and penned major profiles of such media industry personalities as Viacom's Sumner Redstone and News Corp.'s Rupert Murdoch. He often appears as a media analyst on broadcast television programs, including PBS-TV's "Charlie Rose," CNN, MSNBC, and CNBC, as well as "Entertainment Tonight" and "Access Hollywood" syndicated programs.

Roberts has been on the media and entertainment beat since 1990 and has covered some of corporate America's largest deals as a consolidation trend swept the communications industry. In 1990, he won the John Hancock Award for Excellence in Business and Financial Journalism for articles examining Dun & Bradstreet Corp.'s methods of rating the creditworthiness of companies. In 2003, the Society of American Business Editors and Writers recognized Roberts for "How It All Fell Apart," a detailed account of the disastrous AOL-Time Warner merger. And in 1997, he was named one of the "100 Most Influential Business Journalists" by The Journalist and Financial Reporter newsletter that rated him a "hot reporter on a hot beat in a hot book."

Before coming to Newsweek, Roberts had an award-winning 13-year career at the Wall Street Journal. He joined the paper's Boston bureau as a reporter and transferred to the New York office in 1985. While at the Journal, he covered telecommunications, consumer electronics, advertising and the newspaper and electronic-information industries. In addition, Roberts covered major industrial giants such as General Electric and Ingersoll Rand. He also played a pivotal role in the coverage of the aborted Bell Atlantic takeover of Tele-Communications Inc., a company that was the subject of a major WSJ investigative report by Roberts.

Roberts lives in South Orange, New Jersey, with his wife daughter.

###

January 2007