

### Profile of Peter Sanders

Peter Sanders prefers not to use tape recorders. For a Wall Street Journal reporter who's interviewed some of the most influential figures in the hotel and casino industry, this is a pretty bold preference. In his own words, "Putting a tape recorder in front of them encourages them to give you corporate crap." The only problem with this technique is that when Sanders is reading his notes on the plane back to L.A., he'll spend most of the ride trying to decipher what he wrote, hoping the illegible lines aren't vital to the story at hand.

But maybe this inclination of his to stick to pen and paper shouldn't be surprising. In fact, Sanders is a self-described basic kind of guy who likes to keep things simple. Take his hair, for example. He doesn't have much of it because it's kept at a zero maintenance, barely there length. Likewise, he dresses himself in straightforward outfit that leads to little distraction – a baby blue long-sleeve button up tucked into some blue jeans. There is, however, a conspicuous confirmation of his youthfulness on his wrist. Rather than wearing a silver or gold watch like the ones that his Wall Street Journal colleagues surely don, Peter sports a rather trendy black one.

It's this watch and the more than occasional cusses and "dudes" slipping in his fast speech that remind the students that Peter Sanders really isn't that much older than them. Only a few years ago he sat in their same seats as a graduate student at USC's Annenberg School for Communication. After USC, Sanders immediately began working with the Wall Street Journal, where he established his niche as the expert writer on all things hotel and casino-industry related. He wakes up to 150 e-mails every morning and spends his days sifting through all the "corporate crap," trying to deduce who's telling him the truth.

One might be able to spot traces of envy in some of the students' eyes, because what Peter Sanders has going for himself is one of the last jobs that's pure print journalism.