



foghorn

April/May 2009

The Voice of San Diego's Media Community since 1973

San Diego Press Club • P.O. Box 82571, San Diego, 92138-2571 • (619) 231-4340 • sdpressclub@cox.net • www.sdpressclub.org

It's not web 2.0. It's not web 3.0. It's simply life

PR Week Magazine has described Peter as “redefining the art of networking,” and *Investor's Business Daily* has called him “crazy, but effective.” Peter Shankman is a spectacular example of what happens when you harness the power of Attention Deficit Hyperactivity Disorder (ADHD) and make it work to your advantage. His words, not ours!

An entrepreneur, author, and speaker, Peter is recognized nationally and globally for radically new ways of thinking about social media, PR, marketing, advertising, creativity, and just about everything else, as well. Peter is the founder and CEO of The Geek Factory, Inc., a boutique Marketing and PR Strategy firm located in New York City, with clients worldwide.

Most recently, Peter launched something called

HARO, for Help A Reporter Out, which connects journalists with the sources they require using a social media platform. HARO is already over 36,000 members and growing, and has a growing stable of national journalists using the service on a daily basis.

Join us at Hard Rock Hotel San Diego for lunch with the one of a kind Peter Shankman on Monday, May 18, at 12 noon. This event is presented by the Press Club and PRSA San Diego.

Peter will discuss social networking, viral marketing, and all the “fun ways” to use them - Facebook, Twitter, LinkedIn, and perhaps most importantly, why sometimes, not using any of them is your best bet.

Peter's events regularly sell out, so don't delay in getting your tickets. RSVP and purchase online at www.prsasandiego.org



SAVE THE DATES!!

LEARN INSIDER SECRETS OF WRITING FOR THE WEB AND HOW TO PRACTICE SAFE SOCIAL NETWORKING.

The Press Club invites you to the next two “Nuts and Bolts” workshops. On Wednesday, June 10th, the topic is writing for the web and on Wednesday, July 8, you will learn more about social media and how to protect yourself and your technology lifeline. Learn how to stay safe and keep thieves away from your personal data.

Panel members include experts in digital security ... and we promise no geek speak!

Both programs will begin at 6:00pm at Channel 10 and are FREE to members.

President's Report *By Chuck Fox*

Journalism Traditions... Who Needs 'Em?

I have spoken recently to a good many journalistic professionals, students and outright hacks. Being President of a Press Club makes you a dulcet toned yacker as well as an ink stained wretch. Professionals and most students understand the importance of vetting a story and the value to credibility to obtain more than one source before going to print or microphone. It is in the best traditions of journalism to "get the story right" before it sees light of day.

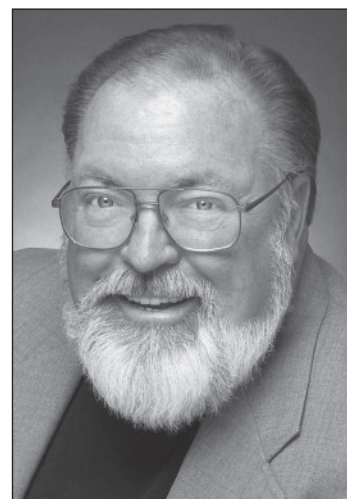
There are those who will tell you that the newspaper is dead,

that these hard times and new technology assure a lack of revenue and therefore a lack of circulation. There were those who said the same thing during the Great Depression and yet the best days of print were yet to come. How could this be? Why am I so cock sure? Because those hard times produced great writers and great writers produced a product that people looked forward to reading and readers produced circulation and circulation gave advertisers a reason to buy ads.

Great writers stuck to solid journalistic standards and

labeled opinion as opinion. Just look at the Algonquin Roundtable (if you don't know what that is, Google it): Franklin Pierce Adams, Robert Benchley, Heywood Broun, George S. Kaufman, Dorothy Parker, Jane Grant, Ring Lardner. All luminaries of the profession. All were print journalists who debunked the death of newspapers when radio was assumed to be the replacement.

There will always be a market for good, solid writing, even today. Stick to your craft. Take pride in getting



the story right. Refrain from rumor-mongering and gossip. Read those who have gone before you and learn to give a story life and energy and respect. The next bright day is right around the corner, but if you sleep in you'll never see it.

CAPTAIN'S LOG

by Jan Rieger

Lucas and Suzanne Turnbloom barely made it to the hospital in time. Twelve minutes after checking Suzanne in on March 20, she gave birth to Aiden, little brother to Alexander. Lucas has been designing and producing the *Foghorn* for years. And, as if that wasn't enough excitement, his first comic launched on Universal Press Syndicate (www.gocomics.com/imaginethis) on April 8!

Some of the news staff cut from the *Union Tribune* May 7 are Jane Clifford, Tom Krasovic, Lee Grant, Mike Crowell, Margaret King, Ray Huard, Greg Gross, Jennifer Vigil, Penni Crabtree, Jonathan Sidener, Lola Sherman, Janet Lavelle, Beth Barber, Crissy Pasqual, Nancee Lewis, Dan Trevan, Chris Lavin, the entire staffs of *Today's Local News* and *SD Backyard*, and three staffers from Enlace. Their last day will be July 6.

Popular NBC broadcaster Ken Kramer has seen his show, "About San Diego," replaced by paid programming. Let's hope we'll see the show on another station one of these days.

Carol LeBeau's retiring May 20 from Channel 10. Co-anchor Kimberly Hunt got choked up talking about it a few days after the news was announced. They really do consider each other "sisters."

Press Club board member Ron James is out at the news site he founded – *San Diego News Network*. Many of our members who know Ron can't imagine what could have led to that. We are his biggest supporters, his ardent fans.

The deadline is May 22 to submit entries for The Art of Photography Show, which opens August 29 at the Lyceum Theatre. This international exhibition grows each year and has doubled its prize money, to a total of

\$10,000. Entry details are available at artofphotographyshow.com.

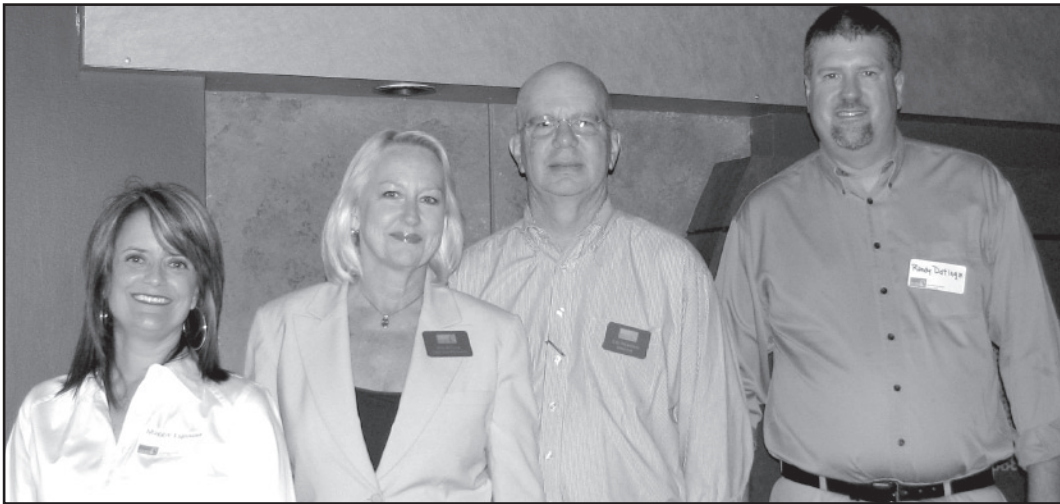
Radio station Jack 100.7 has shortened its DJ's time on the morning show from four hours to 30 minutes. Huh? You can hear Monique Marvez, Greg Simms and Sara Kiani from 5 to 5:30 a.m., if you're up that early.

Jan Percival Lipscomb, president of Scribe Communications, has promoted April Harter to assistant account executive of the boutique public relations firm. A recent issue of *San Diego City Beat* ran one boldface line across the middle of a page that said, "This issue of *San Diego City Beat* is brought to you by people who simply must remember to have bonus money written into their next employment contract."

After 12 years as news director at KFMB Local 8 News, Fred d'Ambrosi's last day is May 8. Longtime staff member Dean Elwood will take over as news director.



Press Club President Chuck Fox warmed up the crowd and attorney David Branfman, freelance writer Dr Eleanor Roberts and business insurance expert Bill Hammett covered "The Business of Being in Business" in March. In April the focus was "Marketing Yourself" with travel writer Maggie Espinosa, PR pro Jan Rieger, moderator Lee Swanson and freelance writer Randy Dotinga.



COMING UP:

**June 10 -
Writing for the Web**

**July 8 -
Social Media Revisited**

Nuts & Bolts Workshops Audio Now Featured On Press Club Website

By Nicole Sours Larson

Have you missed one or more of our recent Nuts & Bolts Workshops? Or perhaps you neglected to write down a key contact or bit of information?

Now, thanks to the foresight and expertise of our club's executive director, Terry Williams, members can benefit from that information by going to our website, www.sdpressclub.org. There members can listen to audio recordings of these workshops, starting with our second program, "Are You Connected?" Our third and fourth programs, "The Business of Being in Business" and "Marketing Yourself" are also available on our website. Links to resources developed at these workshops are on our Press Club website.

Plans call for all future workshops to be recorded and posted as an additional benefit to Press Club members, who attend the work-

shops free. This is an additional reason to join or rejoin the Press Club. Anyone joining or renewing now will receive several extra months of membership, continuing through June, 2010. The workshops have attracted about 14 new members.

The workshops, beginning in January with "Reinventing Yourself: How to Survive and Thrive in Turbulent Times," are continuing by popular demand. Next up on June 10 it's "Writing for the Web" with Ron Donoho and Helen Chang confirmed so far as panelists. On July 8th we'll revisit the hot topic of Internet-based social networking, focusing on the specifics of how to use LinkedIn, Twitter, Facebook and other resources while protecting yourself and your personal information from hackers, scam artists and thieves.

Future programs under development include creative problem-solving and writing

for the web.

Although not a part of the free Press Club series, members can gain additional insight on related subjects from Peter Shankman, founder of *HelpAReporter.com*, who will speak at a luncheon on May 18th at the Hard Rock Hotel co-sponsored with PRSA.

The Press Club developed these workshops to provide additional support and new services to members during these challenging times. We encourage you to share your ideas and desires for new program topics and suggest panelists.

If you would like to join our program committee or provide a program idea or become a panelist, please contact this writer at nsours.larson@gmail.com or 858-274-6160, or Terry Williams at sdpressclub@cox.net or 619-231-4340.

Quick Questionnaire:

Ron James

founder of San Diego News Network



What's your favorite place?

In the sunroom of our Mt. Helix home at our daily late-afternoon "wine time" with my wife Mary.

What's your favorite movie?

I love action and suspense movies. My favorites are any movie directed by Alfred Hitchcock with the nod going to the precursor to James Bond flicks, "North by Northwest." One of the most famous scenes in the movie was the Mt. Rushmore scene. In the scene Hitchcock planned to have Cary Grant hiding out from the bad guys inside Abraham Lincoln's nose and was given away when he sneezes. Hitchcock told the press, with tongue firmly in cheek, that he would call the movie "The Man in Lincoln's Nose."

What book has had the most impact on you?

The Multimedia Casebook (Van Nostrand Rheinhold) by Ron and Mary James. It launched my career in new media journalism.

Which words or phrases do you tend to overuse?

It used to be leverage and revenue stream. Recently it's been "I can't talk about it until the lawyers have their say."

What's your addiction?

Great food and wine of course.

Whose shoes would you like to walk in for a day?

Jack Lemmon's, while shooting "Some Like it Hot" with Marilyn Monroe. Actually, this may be my favorite movie.

If you could have any other profession, what would it be?

Acting or perhaps fine art abstract painting (I'll probably end up painting houses).

What topic gets you the most fired up?

Dishonest and greedy creeps who badly use people for their own benefit. They know who they are.

What one hidden truth would you most like to uncover?

What came before the big bang and who was responsible?

What's your motto?

In Vino Veritas

april/may 2009

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Official Publication of the
SAN DIEGO PRESS CLUB
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