



# foghorn

October 2008 *The Voice of San Diego's Media Community for 32 Years*

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## Treat Yourself and Help An Aspiring Journalist at J-Awards Silent Auction

By Nicole Sours Larson

Be sure to pack your checkbook or credit card and plan to give them a good workout as you explore our glorious J-Awards silent auction tables. Why not plan on giving your holiday shopping a jump-start – or maybe even finish it up?

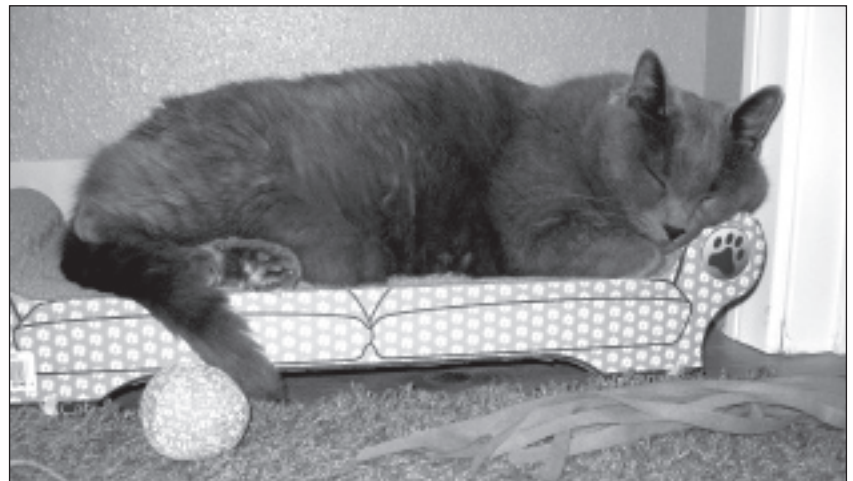
Committee members have been beating the bushes to bring you a treasure trove of irresistible treats to tempt you. Maybe your tastes favor a Tiffany crystal vase, fine dining at 1500 Ocean in the Hotel Del Coronado, Croce's or Sbicca Restaurant, looking your best with rejuvenation at La Jolla Spa MD, sybaritic treatment packages from La Costa Day Spa and Spa Samudra. Or you might like snorkeling sets from Aqua Lung, gym memberships and classes from the La Jolla Sports Club, Fit Athletic, GET CAT Fit and Club Pilates, and fitness and casual clothing from Dirty Red Athletic Wear and La Martina of La Jolla. There's something for everyone.

Get away and have fun with packages from the Barona Valley Resort & Casino, Pala Casino, the Eagle's Nest Vineyard & Winery and U.S. Grant Hotel, or a Friday night party for 10 with VIP bottle service at Stingaree. Plan on arriving in style in a luxury car rental from Arrive Like Royalty or limo from All Time Limousine. You can even arrange your cat's pampered weekend retreat, complete with cat care products, from the brand-new Purring Parrot Avian and Feline Retail Resort.

For sports fans, grab a pair of Buick Invitational passes, a Holiday Bowl and Poinsettia Bowl ticket package and tickets to an array of USD games complete with Torero items, and even a season pass to the Del Mar Thoroughbred Club.

You can browse among gift baskets and gift certificates galore, from the Bazaar del Mundo, Hornblower Cruises, the Chiropractic Health

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(Upper Photo) You'll be looking better than ever if you're the winning bidder on a treatment package from La Jolla Spa MD at the J-Awards silent auction on October 21. (Lower Photo) And your furry friends will be treated to some pampering of their own if you are the top bidder on a weekend retreat from The Purring Parrot Avian and Feline Retail Resort.

## AWARDS WINNERS ANNOUNCED

Make your reservations now for the 35th Annual Excellence in Journalism Awards Tuesday, October 21 at the San Diego Hall of Champions. Go to [www.sdpressclub.org](http://www.sdpressclub.org) to see the list of winners and to purchase your tickets.

See you there.

# Message from the President

A year has passed and this is my final President's Column. Carlos Fuentes noted in the *San Francisco Examiner/Chronicle* in 1993, "There are years when nothing happens and years in which centuries happen."

This seems like a year in which centuries happened. Journalism is undergoing one of its biggest brain drains in history. Layoffs and buyouts are a major part of the landscape. Professionals are trying to get a handle on the news biz in cyberspace.

Not to mention the residential real estate crisis and the Wall Street meltdown.

This was a year in which the Press Club board questioned its relevance. And, yet, the turmoil within and without the communications profession has

showed me that the San Diego Press Club is more relevant than ever. Because it includes everyone — print, broadcast, PR, freelancers, web publishers, public affairs — it gives us the perfect forum to collaborate and learn. Press Club colleagues can be of great help as we try to sort out the new journalistic reality.

Just look at what's coming up...

On Nov. 18th the Press Club, in conjunction with the National Press Club and other local media organizations, will host a panel on the Future of Journalism.

Former Press Club President Caron Golden is planning a session on how to use "LinkedIn" to promote your freelance business. Board mem-

ber Nicole Larson has been brainstorming with freelancers and will soon present a variety of new programs and services. And, perhaps most importantly, the Press Club is working with other local groups and SDSU to create a curriculum in "Media Convergence."

On a personal note, much of my new business — over the last 20 years as a PR consultant — has been referrals from Press Club colleagues. And, I can't tell you how many journalists have approached me about alternatives for their "encore career." We're all in this together.

Thank you for the support I've received this year. The Press Club Board has been professional, collaborative, inventive, hard-working, committed



**Barbara Metz**

and compassionate. Always ready to accept a challenge or lend a hand.

I am most indebted to Press Club Manager Terry Williams. She is unflagging in her enthusiasm, organizational skills, diplomacy and love for the Press Club. When you see her at the Journalism Awards Oct. 21, give her a hug!

## National Press Club, San Diego Press Club and SDSU Join to Present Forum on Freedom and the Future of Journalism

The National Press Club's November 18th Centennial Forum in San Diego, "The First Amendment, Freedom of the Press and the Future of Journalism" is one in a ground-breaking series being held across the country to celebrate the NPC's 100th Anniversary and encourage a public discussion of the current and future role of the news media.

Co-hosted by the San Diego Press Club and SDSU's School of Journalism and Media Studies, the evening will begin with registration and refreshments at 5:30 pm followed by a presentation of the National Press Club's ten-minute centennial documentary "A Century of Headlines."

After the film, Gil Klein, director of the National Press Club's Centennial Project, will engage our panel of local experts and the audience in a discussion about the radically changing dynamics of the journalism profession and busi-

ness. Confirmed panelists include: J.W. August, Managing Editor, *KGTV/Ch10 News*; Diane Borden, Director of SDSU's new School of Journalism and Media Studies; Guylyn Cummins, Partner, Entertainment and Media Practice Group, Sheppard, Mullin, Richter and Hampton LLP; and Scott Lewis, Co-Executive Editor, *VoiceofSanDiego.com*.

Commenting on the importance of the forums, Klein said, "In this time of such great turmoil in the news business, we wanted to draw together some of the

leading local journalists to talk about where the news business is going and how to protect its core values. Our forum in San Diego is one of 35 we are planning in 30 states before the end of the year."

Other participating organizations include the Society of Professional Journalists, the National Academy of Television Arts and Sciences, and SDSU's Friends of Journalism.

The program is being held in the new Arts and Letters Building auditorium between Aztec Circle Drive and Avenue of Arts on the SDSU campus. Free parking will be available in the adjacent parking structure 8.

To reserve your space go to [www.sdpressclub.org](http://www.sdpressclub.org) or contact Terry Williams at [sdpressclub@cox.net](mailto:sdpressclub@cox.net). Admission is \$10.00 for professionals; there is no charge for students and faculty.



**SAN DIEGO STATE  
UNIVERSITY**

# New Column Awaiting-Your-Ideas-for-a-Name

by Jan Rieger

Local reporters have been busy making lemonade out of lemons, proving there still IS new life in the media world. With all the comings, and especially goings, in the local press, the *Foghorn* decided a fresh people-oriented column was in order. We hope you'll send in suggestions for a name for the column. Read to the end to see how to do so.

Journalist Miriam Raftery has founded *East County Magazine*, an online publication of the Heartland Foundation. The first issue went out September 1 to "tens of thousands of people," and offers East County's first (and free) Wildfire Alert Service. Raftery is Editor and Mark Hanson, Ph.D., is Publisher. Contact them through [www.eastcountymagazine.org](http://www.eastcountymagazine.org).

Pulitzer stud Bruce Bigelow opens the San Diego office of Xconomy September 28. Xconomy is a startup venture targeting the local innovation community – entrepreneurs, business and technology executives and innovators, venture capitalists, angel investors, lawyers, university researchers and officials. Based in Boston, Xconomy's goal is to become the authoritative voice on the exponential economy, through a global network of localized blogs, events, conferences and more. Contact Bruce at [bbigelow@Xconomy.com](mailto:bbigelow@Xconomy.com). Maybe he'll need some writers?

Freelance writer and food blogger ([sandiegofoodstuff.com](http://sandiegofoodstuff.com)) Caron Golden can now be heard monthly on "These Days" on KPBS Radio, updating us on local food trends. Boy, does she know our Farmers Markets!

After 26 years as a television anchor and reporter, Vic Salazar has founded Vic Salazar Communications, specializing in media training, sports marketing, multimedia, community relations and crisis communications. He's available as a motivational speaker or host/emcee. Contact him at 619/517-4744 or through [www.vicsalazar.com](http://www.vicsalazar.com).

Finance journalist Lynn O'Shaughnessy published her fourth book this summer, about strategies for finding colleges that "provide the best deal." Check it out at [www.thecollegesolution.com](http://www.thecollegesolution.com). Initial reviews are impressive! Lynn writes about finance for many national publications.

Producer Janye McClinton left *NBC* to

join *CNN* in Atlanta to work on "Morning Express with Robin Meade." And *NBC San Diego's* healthcare reporter Peggy Pico has returned to the Bay Area, where she'll be reporting for *Fox News*.

Independent film veteran Richard Crow has started [www.360live.org](http://www.360live.org), a database of film, television, meeting and event professionals with San Diego grassroots. The objective is to connect seasoned production pros with businesses looking to hire them. Adam Ebert, Geof Gibson, Chad Wagner, Robert Crow and John Darwell helped get *360live.org* off the ground. Contact Richard at 619.884.6821 or through the site.

Kathy Day, former Assistant Managing Editor of *North County Times*, is now

**This people column will report  
weddings, births, job changes, new  
ventures and juicy news about  
local media folks, especially mem-  
bers of the Press Club and anyone  
providing work for journalists!**

Executive Editor of the *La Jolla Light*, *Del Mar Times*, *Carmel Valley Leader*, *Rancho Santa Fe Record* and *Solana Beach Sun*. Phyllis Pfeiffer has returned as the Publisher of these papers, after stints at the *Los Angeles Times* and *San Francisco Chronicle*.

Jeff Rowe has joined *North County Times* as Business Editor ([jrowe@ntimes.com](mailto:jrowe@ntimes.com)).

Gerry Braun left the *San Diego Union-Tribune* to become Mayor Jerry Sanders' Director of Special Projects. For a list of recent departures from the *UT*, check [www.voiceofsandiego.org](http://www.voiceofsandiego.org). Unfortunately, that long list could fill a column of its own. We wish our colleagues all the best and hope to see them at our Press Club events as they settle into new ventures.

After 64 years, the *UT* has closed its Washington, D.C. bureau. Dana Wilkie

and Paul Krawzak took the buyout. George Condon, Jr. will turn the lights out November 30, after 24 years as Bureau Chief. Finley Lewis will continue to report on the economy, politics and the White House through December 31.

Manny Cruz, Managing Editor of *San Diego Metropolitan* and *North Park News*, is seeking a talented college intern for an (unpaid) internship, with plenty of learning opportunities. Contact him at [manny@sandiegometro.com](mailto:manny@sandiegometro.com) or 619/398-8924.

*KUSI-TV* has new faces on-air. Heather Moore will co-anchor "*KUSI News at 6*" with Paul Bloom. With a degree in Broadcast Journalism from USC, Heather worked at *NBC* affiliates in Yuma and Sacramento, and most recently spent five years at *KTVK* in Phoenix.

After reporting for *KCBS* in Los Angeles and *WFAA* in Dallas, Mike Castellucci has returned to *KUSI* to report daily for "Good Morning San Diego." He'll also contribute "Alarm Clock Pep Rallies" from local high schools to the station's "Prep Pigskin Report" on Friday nights this fall at 10:30.

Liz Wiedemann and Katie Weeks, both formerly of the *San Diego Business Journal*, have returned to their hometowns of Atlanta and Omaha, respectively. Katie ([Katie\\_Weeks@hotmail.com](mailto:Katie_Weeks@hotmail.com)) is considering law school, or seeking a PR or journalism position nationally or internationally.

Bernie Rhinerson has left Southwest Strategies to take a position as Chief District Relations Officer at the San Diego Unified School District.

This people column will report weddings, births, job changes, new ventures and juicy news about local media folks, especially members of the Press Club and anyone providing work for journalists! Please send any news you hear to Jan Rieger at [jan@mclanerieger.com](mailto:jan@mclanerieger.com) or 858/831-0973. But first, send us your suggestions of what to name the column. Perhaps "Onward Through the Fog"? Any mistakes will be attributed to "those who gossip" and will be corrected in the next column. We'll do our best to confirm rumors we hear through "senior White House officials" and others who spill the beans, and even through the people we write about if we know how to reach them.



Press Club members enjoyed the glamorous life during an exclusive tour of Yacht Fest 08, held on Shelter Island. (Clockwise): John, Mary Ann, and Matt Eger on the "Bellissima" from the Marshall Islands. Matt is a student at UC Berkeley; Landlubbers Laura Walcher and Nicole Larson; Sally Hixson and Jan Rieger play sailors on the "Belisarius" from Mobile, Alabama. If you're not a member, this is what you're missing!



## Election Results Reveal 2008-09 Board

The votes are in and the incumbents made a good showing in elections for the 2008-09 Board of Directors. All incumbents on the ballot were returned to office for a three year term, including Gayle Falkenthal, Ron James, Gloria Penner, Frank Saldana, and Laura Walcher.

New to the board this year is Michelle Mowad, reporter for the *San Diego Business Journal*.

Stepping down from the board after many years of dedicated service including a turn as Board President is Robert Griswold, who intends to remain active in club events.

A slate of board officers has been nominated and must be approved by a vote of the membership at the annual meeting, which takes place as part of the Journalism Awards on October 21.

*Named on the slate:*

**Chuck Fox, President**

**Jan Rieger, President Elect**

**Mary Ann Eger, Second Vice President**

**Reid Carroll, Treasurer**

**Sally Hixson, Secretary**

Many thanks to all continuing board members for contributing their time and talent to the Press Club.

### ▶ AUCTION

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Wellness Center, the Temecula Valley Winegrowers Association, and a basket of all-natural pet products from Noah's Natural Pet Market.

Rounding out our list — as of press time — are a design package with a two-hour consultation from nationally prominent interior designer Robert Wright, FASID, two "DeLux" memberships from the Lux Art Institute, a selection of new release cookbooks from prominent authors including one autographed by Sam the Cooking Guy and a subscription to *San Diego Magazine*.

Just remember — you can't bid on these wonderful items if you're not there. Get your tickets to the J-Awards now. Best of all, part of the auction proceeds will go to support scholarships for aspiring young journalists.

# Talented Trio Take Special Awards

by Gayle Lynn Falkenthal, APR

Three distinguished winners join the list of honorees as recipients of the San Diego Press Club's Career Achievement Awards for 2008: Max Branscomb, Larry Thomas, and Jack Williams. The trio will be honored at the annual Journalism Awards event on October 21 at the San Diego Hall of Champions.

## **Jim Reiman Award for Enlightened Media Management – Max Branscomb**

Branscomb is the first academic to win any of the Press Club's special awards in 30 years. The director of the journalism program at Southwestern Community College was nominated by the students on the staff of the award-winning campus newspaper, the *Southwestern Sun*, an honor in itself for any teacher.

The journalism program was almost left for dead when Branscomb took over and brought it back to life. He now oversees 40 to 50 journalism students on the newspaper every semester in addition to his teaching duties.

In their nomination, students wrote of Branscomb, "Max transforms timid young adults who don't know very much into confident, powerful self-starters with ethics, discipline, and a professional mindset... Max tells us that learning about leadership is just as important as learning about journalism. ...He is so right."

## **Andy Mace Award for Career Achievement in Public Relations – Larry Thomas**

Larry Thomas is a communications advisor with deep roots



(Left) Andy Mace winner Larry Thomas; (Right) Harold Keen winner Jack Williams.

in San Diego. He has 35 years experience as a journalist, political press secretary, and senior corporate communications executive. He has reported for a national wire service, a public television station and a major daily newspaper; and he has managed media relations for a mayor (Pete Wilson), a governor (George Deukmejian), a vice president (George H.W. Bush), and two significant California corporations The Irvine Company and Bechtel Group, Inc.).

Thomas began his communications career in the late 1960s as a feature writer for *Copley News Service*, and subsequently as a reporter for the San Diego bureau of *United Press International*, a reporter and associate producer for San Diego's *KPBS-TV*, and a politi-

cal writer for *The San Diego Union* covering the state capitol, President Nixon's Western White House, and local campaigns.

Thomas was an outstanding guest lecturer in the senior public relations management course at San Diego State University for eight years.

## **Harold Keen Award for Career Excellence in Journalism – Jack Williams**

Jack Williams got his career started 44 years ago – no, that's NOT a typo. From typing Little League line scores for the *San Bernardino Sun*, Jack went on to be a fulltime sportswriter and columnist, eventually joining the *San Diego Evening Tribune* in 1968 on the overnight sport desk. He got

his first taste of news reporting on the police beat in the 1970s. Williams did stints as a general assignment and feature writer, writing a weekly fitness column syndicated nationwide by *Copley News Service*.

Where Williams made his mark was the 12 years he spent writing news obituaries, giving so many San Diegans their "last writes" as he puts it with equal parts care and skill. He retired at the end of 2006.

Upon learning of his award, Williams said, "Are you sure you got the right Jack Williams? In any case, I'm extremely grateful to be even considered for such an honor. I'm old enough to remember seeing Harold Keen on TV. Any award that bears his name carries a lot of weight in San Diego."

# Quick Questionnaire:

## Sharon J. Corrigan

*Sharon J. Corrigan, Supermodel : wears multiple hats  
Goodwill Industries of San Diego County*

**What's your favorite place?**

Bleu Boheme (North Park) or  
Sydney (Australia)

**What's your favorite movie?**

"Miracle on 34th St."

**What book has had the most impact on you?**

Any cookbook

**Which words or phrases do you tend to overuse?**

Sure, we can drink a second bottle!

**What's your addiction?**

Shopping, Travel

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

Sarah Ferguson (Fergie)

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

Jazz Singer

**What topic gets you the most fired up?**

Jesus Freaks/Religion

**What one hidden truth would you most like to uncover?**

The meaning of work

**What's your motto?**

Dull women have immaculate homes



October 2008

**foghorn**

Editor: Gayle Falkenthal  
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President-Elect: Chuck Fox, TDL Productions, LLC  
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