



foghorn

September 2008

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

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

SPECIAL OFFER FOR PRESS CLUB MEMBERS: YOU'RE INVITED TO A FREE TOUR OF YACHTFEST SAN DIEGO



Recognized as the West Coast's premier boutique yacht show, YachtFest '08 will open the international yacht show season at San Diego's Shelter Island for the ninth straight year, from September 11-14.

To celebrate, YachtFest San Diego is offering San Diego Press Club members and a guest a free Preferred Access Badge (value \$64), giving yachting enthusiasts priority when boarding all yachts, as well

as a complimentary beverage.

Get an intimate glimpse inside some of the world's most luxurious floating "mini-mansions" that range in size from 60 to over 120 feet!

When: Thursday, September 11, 4 - 6 p.m.

Where: Island Palms Hotel and Marina, 2051 Shelter Island Drive. **FREE PARKING.**

Reservations: Call 619-295-7140 to RSVP NO LATER THAN Thursday, September 4.

For more information on YachtFest San Diego visit: www.yachtfest.com



Press Club Decision 2008

San Diego Press Club's Board of Director's Election Nears

With an impressive field of eight candidates (including incumbents, long standing members and newbie's) running for six open positions, we're sure you'll agree this year's slate of candidates for the San Diego Press Club's Board of Directors is one of the best yet. You will soon receive your ballot in the mail, so please remember to VOTE no

later than September 5! The winners, along with the new officers for the upcoming year will be announced at this year's J-Awards on October 21 at the Hall of Champions.

And now, we're pleased to present your 2008-2010 Press Club Board Candidates:

Audrey Benedetto is the co-founder and executive vice president of Benedetto Communications, Inc. Her company's phi-

losophy is "public relations, personal relationships." As a member of the Press Club's board, Audrey would work to demonstrate this concept as they relate to furthering the growth and development of the organization.

Reid Carroll (incumbent) is a long time member of the San Diego Press Club and a retired broadcast journalist. Reid is the

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Message from the President

The Press Club had no summer lull. The board and committees were busy planning an array of fall activities. Mark your calendars for these upcoming events:

Journalism Awards extravaganza on Oct. 21

National Press Club/Future of Journalism Panel on Nov. 18

Weekend wine tour of Temecula (planned for November)

Holiday Party (planned for December).

Additionally, the Citizen Diplomacy Council of San Diego is extending an invitation to Press Club members to attend its "What's Up with Afghanistan" on September 11, featuring a panel with two local journalists who have reported from Afghanistan and a professor who specializes in Mideast affairs. An E-Blast announce-

ment will provide details.

Thanks to the Unified Port of San Diego for sponsoring the behind-the-scenes tour of the Working Waterfront on August 8. The statistics that Jim Hutzelman shared were astounding. If you missed it and you would like to attend, the Port offers periodic free Working Waterfront tours. You can sign up on the website, portof-sandiego.org



Barbara Metz

member Miriam Raftery serving as editor. The magazine covers news, views, features and events in all communities east of I-15 in San Diego County. An extensive community-wide resource section will also be included.

Miriam reports that she is looking for journalists, feature writers and columnists. ECM is a nonprofit, nonpartisan publication, published by the Heartland Coalition and sponsored by grant funding from Foundation for Change, as well as private donors and sponsors. ECM subscribers will also be provided a free online wildfire/emergency alert service. Sign up for a free subscription at the website. Contact Miriam at editor@eastcountymagazine.org

SAVE THE DATE!!

**"The First Amendment,
Freedom of the Press & the
Future of Journalism"**
A special forum in celebration
of the 100th Anniversary
of the National Press Club

**Tuesday,
November 18th, 2008
5:30 pm – 7:30 pm**

**San Diego State University
5500 Campanile Drive,
San Diego**

**To reserve your space:
Terry Williams
www.sdpressclub.org**

Mark your calendars now for this special event celebrating the National Press Club's 100th Anniversary, co-hosted by the San Diego Press Club and San Diego State University's School of Journalism and Media Studies. In addition to viewing the Club's ten-minute centennial documentary, "A Century of Headlines," we'll hear from a panel of leading journalists and media executives who will "talk about preserving the core values of the profession while facing the changing dynamics of the

business."

Diane Borden, Director of the new School of Journalism and Media Studies at SDSU commented:

"We are most pleased to be working with our colleagues from the San Diego Press Club, and the San Diego and regional Chapters of the Society of Professional Journalists, the Public Relations Society of America, the Ad Club, and the National Academy of Television Arts and Sciences, in addition to SDSU's Friends of Journalism. We look forward to welcoming them to the SDSU campus to discuss these important issues in celebration of the National Press Club's 100th Anniversary. The event presents a wonderful educational opportunity for our students."

For more information on the forums, go to <http://npc.press.org/> and click on *100th Anniversary*.



**SAN DIEGO STATE
UNIVERSITY**

Despite media cutbacks, the urge to publish is still strong. I was happy to notice two new publications in the county, one print, one online.

In North County Kirk Effinger is introducing *NC Magazine*, a glossy four-color format throughout featuring stories on local restaurants, local history and community events, the art scene, home design, people, and health and well-being. The bi-monthly magazine has an initial press run of 40,000 copies. www.MyNCMagazine.com

East County Magazine (eastcountymagazine.org) is publishing online starting in September, with San Diego Press Club

Welcome to the Club!

**The Press Club warmly welcomes
its newest members:**

Robert D Gardner, Owner/Producer, Gardner Productions, LLC
Darlene Allain, Production Director, San Diego Business Journal
Jon Campbell, Reporter, The Star News
Maryann Castronovo, Freelance Writer
Regina Elling, Writer, Ramona Journal
Ken Herman, Writer, sandiego.com
Ray Huard, Reporter, San Diego Union-Tribune
Sara Kelly, Assistant Professor, National University School of Media and Communications
Kevin Leap, Writer, sandiego.com
Frankie Moran, Writer, sandiego.com
JT Meadows, Writer, sandiego.com
Maria Desiderata Montana, Writer Ranch and Coast Magazine
Steven Persitz, Writer, sandiego.com
Cynthia Robertson, Writer, sandiego.com
Ned Randolph, Business Reporter, San Diego Business Journal
Tracy Rolling, Writer, Ramona Journal
Audra Stafford, Entertainment Reporter/Producer, KGTV-10News
Gary Warth, Reporter, North County Times
Charisse Yu, Reporter, KGTV-10News
Michael Gonzalez, Photojournalist, KGTV-10News
Mayte Rodriguez-Cedillo, Publisher/Editor in Chief, Traveler Publications

Port Tour

PC Members Tour Working Waterfront

It was a typically beautiful San Diego afternoon as Press Club members and friends met on August 8th to tour the working waterfront, a tour sponsored by the Unified Port District of San Diego.

The group was greeted by Jim Hutzelman, Assistant Director Community Services, who got everyone on the bus and started with an overview of the economic influence of the working waterfront. In its efforts to keep goods moving in and out of the region, travel and tourism and in support of the Navy, the waterfront provides more than 77,000 jobs and contributes more than \$10 billion to the economy. Interestingly, out of the countless businesses and enterprises in the Port District, only one provides sales tax revenue to its municipality – Dixieline's retail site in National City.

A stop at Knight & Carver Yacht Center provided the group a reunion with long-time PC member John Freeman, the

Director of Communications, who described the luxury yachts in the yard as well as K&C's new "sideline" - fabricating wind-farm blades for a growing industry. In fact, the Wind Group has more than quadrupled in the past year.

A buzz though General Dynamics NASSCO offered a close-up look at the USNS Carl Brashear (T-AKE 7) which will launch September 18, 2008. The launch will be open to the public.

Inevitably, the question of the proposed plan to redevelop the 10th Avenue Marine Terminal came up. While Hutzelman, as a Port employee, could not comment on the project, it was easy to see that the construction process alone of a 96 acre, 40 foot tall deck over the terminal would be disruptive to the existing businesses there.

The tour ended at Seaport Village's Embarcadero Marina Park South, where, as the sun traveled west, members took a moment to reflect on one of the many reasons we live in this beautiful city.

Club By-Laws Reflect the New Century

by Gloria Penner

After resting mostly undisturbed for decades, the Press Club's by-laws were last amended and adopted in 2002. Since then, they've been gathering cobwebs and looking rather unkempt. Your Board of Directors took action recently to tidy up the Club's rules and regulations and bring them up to date.

As Chair of the By-Laws Committee, I took on the task of examining every word in that hoary document which was more fun than watching *Mad Men* on TV. I concluded that some of the archaic language needed revising and that the Board should consider changing the fiscal year to match the membership year. Further, it was time to memorialize the terms of Directors and Officers, as well as to ensure a firm line of succession by deciding that the First Vice-President would henceforth also be the President-elect.

The new set of proposed by-laws can be seen on the Club's web site at www.sdpressclub.com and any comments will be considered before final adoption by the Board.



► DECISION

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current co-chair of the San Diego Press Club's Scholarship Foundation and serves as the treasurer of the Press Club's Board. As a former two-term President, Reid has been involved in many of the organization's fundraising events over the years.

Rebecca Chappell has a background in both the hospitality and advertising industries and is currently a freelance writer. Rebecca has been a member of the San Diego Press Club for the past year and was on the Excellence in Journalism Awards planning committee.

Gayle Lynn Falkenthal (incumbent) Gayle has had a long career in media and has been a broadcaster at KOGO/KSDO radio and KFMB-TV, has done public relations work for the American Red Cross, the District Attorney's office, and other numerous stops in-between. She currently runs her own public relations practice, the Falcon Valley Group.

Ron James (incumbent) For the past eight years, Ron

has managed the online editorial content of The San Diego Union-Tribune's website, *SignOnSanDiego.com*. A frequent speaker at national and local conferences, Ron is passionate about helping to shape the future of digital newsgathering and dissemination.

Michelle Mowad has been a real estate reporter for the San Diego Business Journal for the past two years. If elected, Michelle will bring an active print journalism voice to the Board. In addition, she would like to devote her time to bringing career development opportunities and social events to the Club as well.

Gloria Penner (incumbent) has been an active member of the San Diego Press Club and a local journalist for KPBS for many years. While working with the Press Club, Gloria has taken on projects to improve the infrastructure of the group.

Laura Walcher (incumbent) is currently the principal public relations counsel to JWalcher Communications and is the immediate past President of the San Diego Press Club. Laura began her own public relations practice in 1974 which has merged and grown since then.

Quick Questionnaire:

Will Carless

What's your favorite place?

A beach called Beach Number Seven on Havelock Island in the Andaman Islands, off the coast of India.

What's your favorite movie?

12 Monkeys.

What book has had the most impact on you?

Probably 1984 by George Orwell. I read it when I was about 16 and was just getting really interested in politics. It has had a profound effect on my thinking ever since.

Which words or phrases do you tend to overuse?

I have the typical British

habit of saying "You know what I mean?" I also say "beautifuuuul" a lot.

What's your addiction?

Sunshine.

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

Anthony Bourdain's cowboy boots.

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

I'd like to present a travel show. Who wouldn't?

What topic gets you the most fired up?

Public corruption and meaningless violence.



Will Carless is a staff writer with VoiceOfSanDiego.org

What one hidden truth would you most like to uncover?

The sex of my unborn child, which is due in a month.

I'm dying to find out.

What's your motto?

"Travel and read, read and travel."

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