



# The Cal Press

## Amphlett to Newspaper Hall of Fame

The San Mateo Times was founded as a weekly on April 4, 1901, and passed through

a series of owners until Sept. 19, 1918, when Horace W. Amphlett, who already had been associate editor and business manager of the paper for a year, acquired ownership.

On June 2, 1924, he converted it into a daily. Then in January 1926, Amphlett bought the Daily News-

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## Join us Dec. 3

The 133rd Annual California Press Association Winter Meeting will commence with the Cal Press Board meeting at 10 a.m. Friday, Dec. 3 at the Marines' Memorial Club & Hotel in downtown San Francisco.

Following a no-host reception at 11:30 a.m., the awards luncheon will begin at noon. It will feature an address by a speaker to be named.

Then will follow the presentation of the Hall of Fame award and of the Philip N. McCombs Achievement Award. Next will be a meeting of past CNPA presidents, followed by the First Amendment Coalition Freedom of Information session.

Following a 6 p.m. no-host reception, the dinner program will include a guest speaker to be named, followed by presentation of the Jack Bates Award for Distinguished Service to the California Press and the Justus F. Craemer Newspaper Executive of the Year Award.



Photo courtesy of the Calaveras Enterprise

## In the name of Twain

California Press Association President Will Fleet, joined by McAvoy Lane as Mark Twain, presents the inaugural Cal Press Mark Twain Award on Oct. 16 during the Mark Twain Motherlode Festival in Angels Camp, Calaveras County. The other Twain award this year will be presented posthumously to a California writer during the Cal Press Winter Meeting on Dec. 3 in San Francisco.

## Interns find challenges, insights in newsrooms

**Tara Albert**  
**CSU Fresno**

*Recipient of the Cal Press Rouse Scholarship*

This summer I was lucky enough to secure an internship at The Fresno Bee. I worked as a night reporter, mainly following the crime and medical issues in Fresno. I also

covered some college and high school graduations as well as weather and obituary stories. I have met a lot of people in the community,



Two annual internship grants are provided by the McCombs and Rouse funds, which are augmented by direct contributions to the CNPA Foundation by Cal Press members. Make yours today using the form in this newsletter.

especially law enforcement and city government officials. It has been a great experience, and has taught me a lot!

One of my favorite experiences during my internship was the ride-along I did with a park

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## Join the Cal Press family

You are invited to join the California Press Association and become a part of its history. Your dues help to support the CNPA Foundation internship and equipment grant programs.

Cal Press also supports the First Amendment Coalition.

Annual dues are only \$50, of which \$20 goes toward internship grants. Mail your new or renewal payment to Cal Press, 708 10th St., Sacramento, CA 95814-1803.

THE MISSION of the California Press Association is to be the guardian of the history and traditions of California journalism, to recognize and honor contemporary achievements, to assure the future of California journalism through encouragement of education and to provide a social and educational forum for its members.

### The Cal Press

Official newsletter of  
The California Press Association  
708 10th St.  
Sacramento, CA  
95814-1803

#### Officers



**Will Fleet**  
President



**Jim Webb**  
First Vice-President



**Cheri Matthews**  
Second Vice-President



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## Publisher of the Year is Allegretti

Anthony A. Allegretti started his newspaper career at age 7, working as a carrier at his parents' paper in Watseka, Ill.

The journey since then has been illustrious and accomplished.

"Tony Allegretti is a futuristic thinker and a terrific newspaperman. There is a lot of energy packed in that small frame," said Jack Bates, executive director of California Newspaper Publishers Association. "He has proven to be a dedicated leader through his five years as an officer of the association."

"On his watch as president of the board of directors, Tony started the statewide banner ad program, hired Wolf Rosenberg as assistant ad director and was a great help in recruiting newspaper sponsors for the 2010 CNPA Summit," Bates added.

With almost 40 years in the community newspaper business, Allegretti served in senior executive positions with Park Communications, Ingersoll Publications and MediaNews Group.

Allegretti always knew that corporate politics were not his game and that he was best suited to run his own company. He achieved that goal in 1989 when he became president and chief executive officer of Independent Media Group (IMG), which



grew from four dailies with annual revenue of \$11 million to 44 publications with revenue of \$47 million generated from newspapers in Wisconsin, Michigan and Nebraska.

IMG sold to Lee Enterprises and Liberty Publishing Group in 2000 and Allegretti headed back west, when he joined Pacific-Sierra

Publishing in 2001 as president and CEO.

He then formed MainStreet Media Group to purchase various media enterprises after the McClatchy Co. purchased several Pacific-Sierra newspapers in the Central Valley.

MainStreet Media Group and its sister company, MainStreet Communications, publishes more than 20 titles in Northern and Southern California.

Steve Staloch, Tony's business partner of 20 years, says, "Tony has an opportunistic and optimistic viewpoint toward newspapers and has embraced the digital age."

"Tony has a strong commitment to excellence and producing quality local publications and websites," said Phyllis Pfeiffer, group publisher in the MainStreet Communication division.

"He understands the role and responsibility of local journalism in a community and supports his publishers in all of their endeavors."

## First Mark Twain Award goes to Fimrite

Ron Fimrite (1931-2010) will be honored as the recipient of the Mark Twain Award during the California Press Association's 133rd Annual Winter Meeting in December.

Fimrite was part of a famous stable of San Francisco Chronicle columnists that included Herb Caen, Art Hoppe, Stanton Delaplane and Charles McCabe. Fimrite's work combined elegant prose with sometimes raucous storytelling.

He was known in the 1960s and early '70s for his "Sporting Tiger" column, a whimsical series of daily sketches that appeared in the Sporting Green. His stories were infused with humor, were often touching and exhibited a kind of personality that is rare these days in the world of journalism.

Fimrite's instructions were to take a broader view of sports by focusing more on the human condition. He took the instructions seriously, leading a 1966 column about the San Francisco 49ers' middling record with an observation about humanity itself:

"Mankind, if it applies itself and doesn't stay out too late, may yet achieve absolute mediocrity.

"It will take even less creativity and more obtuseness than we – if I may include myself – have shown thus far. But the goal is not far off – about halfway, from here to there."

Fimrite worked for The Chronicle from 1959 to 1971, then joined Sports Illustrated, where he was the main baseball writer for 10 years and a fixture at the magazine for more than 34 years, covering 16 World Series, two Olympics and several Super Bowls.

Sports Illustrated colleague Frank Deford told the New York Times that Fimrite "looked at the world with a cocked hat. He certainly had the feeling, 'Hey, it's sports, it's fun and games, let's not get carried away with it.'"

Regardless of his fame as a magazine writer, Fimrite remained a newspaper man at heart, infusing everything he wrote with the basics of the trade: clarity, accuracy thoroughness and efficiency.

# Lifetime achievement award goes to Hodell

The Philip N. McCombs Achievement Award was established in 1989 in recognition of the many years of service to the California Press Association by its longtime Secretary-Treasurer, Philip N. McCombs of Allen's Press Clipping Bureau. The award is presented annually to a distinguished newspaper leader who is no longer fully active in the profession and has served his or her community and journalism well for an extended period of time and who has made a lasting contribution to the industry and its traditions.



the journalist, Mel was admonished by the Captain for creating unrest by printing a Thanksgiving Day article on the feast enjoyed by the officers while the enlisted men ate hot dogs.

Early in his professional career, Mel worked at the Merced Sun-Star and Pismo Beach Times as well as newspapers in Illinois, Wisconsin and New York. He went on to publish the Upland News and expanded it to include the Montclair Tribune and Cucamonga News. During this time he became the first weekly newspaper to obtain membership in the California Newspaperboy Foundation which opened up the knowledge and standards involving circulation practices to all weekly newspapers.

Throughout his publishing career, Mel ran his newspapers with solid hard news and investigative reporting and vigorous editorial and columnar viewpoints. Over the years, Mel's newspapers were awarded 37 State and National Contest Awards including first places in California for Freedom of Information and Community Service.

At this point in his life, Mel began his second career ... a career which lasted more than 35 years. As a newspaper broker, appraiser and consultant, Mel participated in the sale of more than 125 daily and weekly newspapers. He was successful in part due to his fiduciary motto of "no fraud, no misrepresentation and full disclosure."

Over the years, Mel has participated in scores of CNPA workshops and was also involved with the National Newspaper Association and has attended many ANPA/NNA meetings. He acted as a judge of the CNPA Better Newspaper Contest for both Northern and Southern California for over 20 years and, for the past decade, he has served as a judge for this organization's Hall of Fame Award. He has attended nearly every CNPA Board meeting and convention since 1958.

Mel was married to Virginia, who worked with him on many newspapers, for 54 years. She passed away in 2001. He has two children, Melinda, with a PhD from Stanford who operates a high-level executive consulting firm in Oakland, and Douglas, a Stanford and University of California at Davis law school graduate now in charge of the real estate division of a 44-lawyer firm in Sacramento. His four grandchildren include Evan, a former Navy pilot who now attends medical school; Emily, a professor at Wilmette University in Salem; Ellen, who is in charge of special education programs at four Portland schools; and Rory, who keeps the ink in the bloodline as an English and Journalism professor at the University of North Carolina.

Mel enjoys travel, having visited 26 countries in the past 10 years with Jackie Kahler, and the pair do ballroom dancing along with walking two miles a day to keep in shape.

## Interns from Page 1

office and in the heart of what was happening. That experience has taught me that getting into something and experiencing it firsthand is the best way to understand a process.

I am so grateful that I was given the opportunity to do the ride along and contribute to the Sacramento Bee story about crime in state parks!

Overall, my internship was a wonderful opportunity. I have learned how to write stories on short deadlines, and how to write a news brief from a press release. Working in the newsroom has exposed me to the atmosphere and dynamics of writing for a newspaper.

I was also able to watch the paper being printed. It was very interesting watching the life of a story, as it traveled from reporter to editor to copy desk to print.

I am very thankful for my internship, because it has provided me with a glimpse into my future and given me skills that will help get me there.

## Jeremy Zeller UC Santa Barbara Recipient of the Cal Press McCombs Scholarship

I wasn't sure what to expect going into this internship. I didn't know my writing would improve as much as it did. I wish I would have had harder deadlines, but it wasn't until I was accused of trespassing and conducting an unapproved interview that I knew this is what I wanted to do with my life.

When I started I pitched a half dozen stories or so.

One was on foreclosures, looking at the human aspect. I went to the county and printed a bunch of foreclosure notices and started calling homeowners. I spoke to a Realtor and he suggested I would have better luck knocking on doors to find people willing to talk.



While no one was willing to go on the record, I talked to a few people who were very inspiring. One man, who talked to me through a window, thanked me several times for doing the story and assured me that things with him were going to work out.

Another man over the phone told me all he could do was stay positive and move on with his life.

Not everyone was so willing to talk. As I knocked on the door of a modest townhouse in downtown Thousand Oaks, someone came down the stairs and asked, "Who is it?" through a closed front door. I introduced myself and my quest. "I have nothing to say to you," she said. So I wished her good luck and left.

The next day my editor asked if I had trespassed and conducted an interview without her consent.

I wasn't arrested, and I was as polite as I could be but I know that subject might touch a nerve or two. But it reaffirmed to me that getting the news is what I want to do.

**Amphlett from Page 1**

Leader, also published in San Mateo, and consolidated operations into a recognized and respected force on the peninsula.

His journalistic credo is one that might be emulated with impunity by any worthwhile publication. Set forth in one of his many fine editorials it read in part:

“A newspaper which exists merely as a business institution to the profit alone of its owner is false to its trust. Only such newspapers as fill a definite need in the community, supporting its institutions, safeguarding its interests and protecting its character abroad can hope to endure. Newspapers are quasi-public institutions. They belong partly to the public, irrespective of where their legal ownership falls, if they are faithful to their purpose.

“A good newspaper is not always right but it is always sincere. Its stand on issues is not taken from personal prejudice or haphazard opinion but only after mature reflection and deep deliberation has convinced the editor of the wisdom of its course. For that reason newspapers err far

more rarely than the individual.”

Adhering to these principles, Amphlett's voice, heard via the printed word, was recognized as honest and unbiased, and, therefore, commanded attention and respect.

Amphlett was director of the San Mateo-Hayward Bridge Authority and is generally credited with having promoted the construction of that important span linking San Mateo County with the East Bay.

Amphlett also was a director of the San Mateo branch of the Bank of America and chair of the San Mateo County Republican Central Committee for many years.

His affiliations numbered the San Mateo Rotary Club, the Knights of Columbus, the Peninsula Club, and in San Francisco, the Press Club and The Family Club.

He was active in the Elks, serving as Exalted Ruler of San Mateo Lodge No. 1112 and District Deputy Ruler, also serving as secretary to the National Grand Exalted Ruler. He was a Philharmonic Society of San Mateo County patron, a Friends of Music member, and the San Mateo Preventorium director.



SAN MATEO COUNTY HISTORICAL ASSN.

**Horace Amphlett and friends  
at the dog races, 1920s.**



California Press Association  
708 10th St.  
Sacramento, CA 95814-1803

Phone: (916) 288-6000  
Fax: (916) 288-6002

# California Press Association

## Registration Form

### 133rd Annual Winter Meeting

Friday, December 3, 2010 • Marines' Memorial Club & Hotel  
609 Sutter Street, San Francisco, CA 94102 • www.marineclub.com



Member Name \_\_\_\_\_

Title \_\_\_\_\_ Nickname for badge \_\_\_\_\_

Affiliation \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_


Additional Registrant \_\_\_\_\_

Additional Registrant \_\_\_\_\_

#### Reserve your room at the Marines' Memorial Club & Hotel by Friday, Oct. 29, 2010

Please call the Marines' Memorial Club & Hotel directly at 1.800.562.7463 or 415.673.6672 to make your room reservation as soon as possible. Rates are \$169 per night (standard), plus 14% hotel occupancy tax, single/double occupancy. Deluxe upgrades are an additional \$15 per night, subject to availability. Identify yourself as being a part of the California Press Association Room Block group in order to receive the group rate. If you are a member of the MMC, member rates will apply. A full American breakfast and a two-hour hosted cocktail reception are included. Check-in time is 4 p.m.; check-out time is noon. Cancellations must be received by the hotel 48 hours prior to arrival and you must obtain a cancellation number.

**PARKING:** Valet parking is available one-half block away at the Olympic garage on 665 Sutter Street at \$25.65 per day with in/out privileges. Parking rates subject to change.

 If you require special accommodations to fully participate, please attach a written description of your needs.

#### VOLUNTARY INTERNSHIP FUND CONTRIBUTION

Your voluntary contribution to the CNPA Foundation will be used to provide equipment, training or internship grants to deserving California college students who are pursuing careers in newspaper journalism. Two internships are awarded annually in the names of Lillian M. Rouse and Philip M. McCombs as a part of the California Press Association's support of the internship program. Donations to the CNPA Foundation are tax-deductible through the Section 501(c)(3) nonprofit corporation.

I am enclosing a separate check payable to the CNPA Foundation, which qualifies for a tax deduction.

**Total Contribution** \$ \_\_\_\_\_

#### REGISTRATION and MEAL FEES

##### A. REGISTRATION

CPA Principal Registrant @\$50.00 . . \$ \_\_\_\_\_

Additional Registrant(s) @\$15.00 . . \$ \_\_\_\_\_

**Total Registration** . . . . . \$ \_\_\_\_\_

##### B. MEALS/EVENTS (mark entree choices)

**11:30 a.m. No-host Reception**

**Noon Awards Luncheon** @ \$59.00 \$ \_\_\_\_\_

Horseradish Crusted Filet of Beef

Seared Filet of Sea Bass  Three Cheese Ravioli

**6:00 p.m. No-host Reception**

**7:00 p.m. Awards Banquet** @ \$69.00 \$ \_\_\_\_\_

Tenderloin of Beef  Pan Roasted Salmon

Roasted Vegetable Wellington

**Total Registration Fees** \$ \_\_\_\_\_

**Total Registration and Meal Fees** \$ \_\_\_\_\_



Indicate any special dietary needs, i.e. vegetarian, etc.

#### Cal Press Board Members and CNPA Past Presidents:

Please indicate your attendance below:

Cal Press Board Meeting  CNPA Past Presidents Meeting

*Schedule of Events on reverse side.*

#### How to Register

By fax with credit card to: 916.288.6002

By mail with payment to:



California Press Association  
708 10th Street  
Sacramento, CA 95814-1803

Registration questions? Contact Debbie Foster at 916.288.6018 or debbie@cnpa.com

#### Method of Payment

Check  AMEX  VISA  MC  Discover

Check should be made payable to Cal Press.

CC# \_\_\_\_\_

Verification Code \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address and Zip Code if different from above

# California Press Association

## Schedule of Events

Friday, December 3, 2010

- 10:00-11:30 am Cal Press Board of Directors Meeting
- 11:30-Noon No-host reception
- Noon-2:00 pm Awards Luncheon
- Speaker TBA
  - Mark Twain Journalistic Award
  - Hall of Fame Award Presentation
  - Philip N. McCombs Achievement Award Presentation
- 2:10-2:50 pm CNPA Past Presidents Meeting
- 3:00-3:45 pm FAC Freedom of Information Session
- 6:00-6:45 pm No-host reception
- 7:00-9:00 pm Awards Banquet
- Annual Business Meeting
  - Speaker TBA
  - Jack Bates Award Presentation
  - Newspaper Executive of the Year Award Presentation

### Driving Directions

#### From the East: East Bay/Bay Bridge...

► Take 5th Street/Downtown Exit (exit to the left). Veer left onto Harrison Street. Take Harrison one block West to 6th Street and turn right. Cross Market Street (becomes Taylor Street). Make a right on Bush Street. Make a right on Mason Street. Make a right on Sutter Street. The Club is at 609 Sutter on the corner of Mason Street.

#### From the South: Peninsula and San Francisco International Airport...

► Take Highway 101 North to Downtown – 7th Street Exit. Follow 7th Street going North. Cross Market Street and make a right onto Leavenworth. Make a right onto Bush Street. Make a right onto Mason Street. The Club is one block down Mason Street at 609 Sutter Street.

#### From the North: Marin/Golden Gate Bridge...

► After crossing the Golden Gate Bridge, take the Downtown/Lombard Street Exit. Follow Lombard to Van Ness/101 South. Make a right onto Van Ness and follow to Bush Street. Make a left onto Bush and follow to Mason Street. Make a right onto Mason and follow to Sutter Street. The Club is at 609 Sutter on the corner of Mason Street.

### Parking

Valet parking is available one-half block away at the Olympic garage on 665 Sutter Street at \$25.65, including tax, per day with in/out privileges. Parking rates subject to change.

## 2010 CALIFORNIA PRESS ASSOCIATION AWARD HONOREES



### Melvin E. "Mel" Hodell

#### Philip N. McCombs Achievement Award

Former publisher and newspaper broker, Hodell owned the Upland News, Cucamonga News and Montclair Tribune from 1958 to 1967, and ran a newspaper brokerage until about nine years ago. In 2009 he collected an honor he earned six decades ago: the Distinguished Flying Cross—in recognition of his tirelessly flying supplies into China over a long-range, 24-hour, all weather aerial supply route during World War II.



### Anthony A. "Tony" Allegretti

#### Justus F. Craemer Newspaper Executive of the Year Award

Anthony Allegretti, president and CEO of MainStreet Media Group since forming the company in 2003, has more than 30 years of community newspaper experience, including senior-level positions with Pacific-Sierra Publishing, Park Communications, Ingersoll Publications and MediaNews Group. He is the immediate past president of the California Newspaper Publishers Association.

### Horace W. Amphlett (1890 - 1933)

#### California Newspaper Hall of Fame Award

Horace W. Amphlett acquired ownership of the San Mateo Times newspaper in Sept. 1918. He is credited with promoting construction of the San Mateo-Hayward Bridge, the important span linking San Mateo County with the East Bay.

### Reception Entertainment

George Michalski, legendary San Francisco pianist.

