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National Press Club celebrates centennial locally



MarketInk

By Jada Thomas

The world's leading professional organization for journalists, the **National Press Club**, will celebrate its centennial with a special forum titled, "The First Amendment, Freedom of the Press and the Future of Journalism" from 5:30-7:30 p.m., on Nov. 18 at San Diego State University.

As part of its 100th birthday celebration, the club will present a brief documentary, "A Century of Headlines," and club director Gil Klein will moderate a panel of leading journalists to talk about preserving the core values of the profession while facing the changing dynamics of the business.

"These forums, sponsored by **Aviva USA**, are being held in almost three dozen cities

and colleges across the country," said San Diego Press Club President Chuck Fox, "to look at where the journalism profession is heading and to promote the First Amendment and freedom of the press."

Co-hosting the event with the National Press Club will be the San Diego Press Club, the Society for Professional Journalists, the National Academy of Television Arts & Sciences, SDSU's School of Journalism and Media Studies, PRSA, SD Advertising Club and SDSU's Friends of Journalism.

Tickets to the forum, available at sdpressclub.org, are \$10 and free to college journalism students and faculty. **Source Code: 20081029tia**

Local full-service public relations firm, **BERKMAN**, was honored with four Bernays Awards at The San Diego Chapter of the PRSA's 2008 Edward L. Bernays Mark of Excellence Awards

ceremony in mid-October.

BERKMAN received the Silver Bernays Award of Excellence for the Donna Marsh Integrated Communications Campaign.

The firm introduced Donna Marsh through public and community relations, advertising, Web site creation and a grand opening fashion gala that included closing the Donna Marsh block for the red carpet, fashion show runway party.

Also, **BERKMAN** claimed the Bronze Bernays Award of Excellence in the Media Relations — Business to Business category for **Luce, Forward, Hamilton & Scripps LLP**, the Bronze Bernays Award of Merit in Media Relations — Consumer Products for EGO Bluetooth Hand-free Car Kits and the Bronze Bernays Award of Merit in Media Relations-Associations/Nonprofit/Government for Mercy Outreach Surgical Team.

"I am proud that our firm's work was recognized as exemplary from among so many other campaigns executed by esteemed and well-respected San Diego PR professionals," said Jack M. Berkman, president & CEO.

In addition, the two young professionals who were recognized at the event, Brittany Garrison and Marissa Burns, were previously employed as interns with **BERKMAN**.

Garrison received the PRSA Glen Broom Scholarship, while Burns was honored with the New Professional of the Year award. **Source Code: 20081029tib**

Another local PR firm, **Cook & Schmid**, was recognized with two Bernays for its multi-year public affairs campaign developed for the Mountain Area Safety Taskforce (MAST) in San Bernardino County.

Cook & Schmid received the Silver Bernays award of Merit for its public education program that informed residents of the San Bernardino Mountains about measures they could take to reduce fire risk. The program included the implementation of a variety of tactics, including direct mail calendars and newsletter, posters, brochures, booth presence at fairs and festivals, media relations and direct outreach to residents through the region's reverse 911 system.

The firm also took home a Bronze Bernays Award of Excellence in the Special Purpose Publications category for the 2008 MAST calendar, which communicates a different fire safety message each month and features the distinctive brand that **Cook & Schmid** created for the program. **Source Code: 20081029tic**

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