





- **Named Best “Overall News Web site” by the San Diego Press Club, 2005**
- **Recipient of the Gloria Penner Civic Service Award, League of Women Voters of San Diego, 2006**
- **News Content Partner with NBC San Diego channel 7/39**

## **Who We Are**

**voiceofsandiego.org** is an independent, nonprofit news Web site committed to groundbreaking investigative journalism and in-depth analysis of issues that affect communities throughout San Diego County.

The **voiceofsandiego.org** Web site launched February 9, 2005. Since then, we’ve had over three million page views, and our readership grows every week. **voiceofsandiego.org** content is free to access online. Our revenue model is based on public broadcasting, derived from individual memberships, sponsorships, and foundation grants. We currently have more than 350 individual members.

## **voiceofsandiego.org is Only Online**

Reading news on the Internet provides advantages that are multiplying in number by the day. For journalists, it’s more efficient, more dynamic, easier and less costly to post news on the Web than to buy barrels of ink and splash it all over rolls and rolls of paper.

There are two very exciting things an online newspaper can do with the Internet that can’t be done with ink 1) you can post news as soon as you write it and 2) you can leave news and opinion stories up on the Web site as long as they’re worth it.

## **What are others saying about voiceofsandiego.org?**

- “[They are] the strongest nonprofit citJ local-news venture.”  
-- Steve Outing, *Poynteronline.org*
- “Will Carless [is] the go-to journalist on San Diego real estate.”  
-- Damon Darlin, *The Walk-Through, NY Times Real Estate Blog*
- “[Voice is] a welcomed voice in our local political dialogue. It underscores the value of the Web in bringing alternative sources of information and opinion to our civic life.” -- Dr. Carl Luna, political blogger, *signonsandiego.com*

## **TOP WATCHDOG: *Voice* Staff Receive Honors from Media Colleagues**

In 2005, *voiceofsandiego.org* was honored by the San Diego Press Club's Excellence in Journalism Awards in a variety of categories, including:

- First place award for "Overall News Website."
- Executive editor **Andrew Donohue** swept the "Breaking News Category" for daily newspapers, receiving first, second and third place awards for his work on former Mayor Dick Murphy and the city's pension troubles ("Murphy's Tenure Marked By Missed Warning Signs," "Six SD Officials Charged in Pension Scandal," and "Figures Detail Controversial Pension Benefit Purchased by Murphy, Several Council Members").
- Senior editor **Neil Morgan** won first place in the column category for daily newspapers for his column, "Returning With A New Voice."
- **Evan McLaughlin**, a staff writer, placed second in the headline-writing category and received third place for his political story, "A Question of Ethics," about the city of San Diego's Ethics Commission.
- Executive editor **Scott Lewis** won second place in the commentary category for his column on the pension fund investigation, "The Abrogation Proclamation."

Other media routinely recognize *voiceofsandiego.org* for its great journalism. *voiceofsandiego.org* staff members are often invited to talk about their investigative efforts and special reports on popular news and information programs aired on KPBS-TV and radio, NBC San Diego 7/39, and KSWB-TV.

## **How has *voiceofsandiego.org* made a difference in San Diego?**

We've made a tremendous impact in the San Diego region. We've provided competition in a marketplace that essentially had none. Reporters and editors at print and broadcast media outlets have increased their investigative articles and series. Our media colleagues often acknowledge that they are now able to push the envelope and report on topics and people that were once off-limits. We believe that competition makes a better environment for journalists and news consumers. And, an independent perspective about local issues contributes to the discussion and knowledge vital to the civic engagement and future of our region.

## **LEADERSHIP: Our Team Knows San Diego**

The impelling need for more insightful and honest news and information inspired **Woolley**, a 40-year resident of San Diego, to provide startup funding for *voiceofsandiego.org* and to enlist the help of **Morgan** and the rest of the board, which includes **Bob Page**, **Ethna Piazza**, and **Gail Stoorza-Gill**. Page, a former publisher of the *Chicago Sun-Times* and the *Boston Herald*, currently owns a media management and newspaper consulting firm. Piazza is a partner at Sheppard Mullin Richter & Hampton LLP, and specializes in corporate and intellectual property law. Stoorza-Gill is chairman and CEO of The Right Question, LLC, a marketing consulting firm and former head of Stoorza Communications, Inc., which she built into the largest public relations firm in California.

### **Andrew Donohue, Executive Editor-News**

Donohue has been with *voiceofsandiego.org* since its inception and oversees news coverage and reports on local politics. He has won local and national awards for feature writing and investigative reporting. Most recently, Donohue swept the "Daily Newspaper, Breaking News" category at the 2005 San Diego Press Club Awards for his coverage of the pension scandal and Mayor Dick Murphy's resignation. Before coming to *voiceofsandiego.org*, he was a reporter in Washington, D.C. and Virginia. Donohue is no stranger to local politics; he also covered city hall for *The San Diego Daily Transcript*.

### **Scott Lewis, Executive Editor-Commentary**

Lewis has been writing for *voiceofsandiego.org* since May 2005. He oversees opinion, commentary and production. Lewis writes a twice-weekly column on politics and local issues, and coordinates the submissions of *voiceofsandiego.org's* many local contributors. He has covered politics and government at a diverse collection of publications from Salt Lake City to Rhode Island and finally, San Diego, where he worked for *The San Diego Daily Transcript*.

## Our Readers

**voiceofsandiego.org** readers represent the most well-educated, affluent and civically-engaged readers in the San Diego region and beyond. When you sponsor **voiceofsandiego.org** you reach more than 50,000 unique users a month. **The following information gives you a snapshot of our readers:**

### Gender

Female	49%
Male	51%

### Ethnicity

White / Caucasian	80%
Hispanic	6%
Asian	2%
African-American	1%
Other	6%
Decline to state	5%

### Age

25 and younger	1%
25-34	9%
35-44	9%
45-54	14%
55-64	22%
65-74	12%
75 or older	6%
Decline to state	27%

### Education

High school graduate or less	2%
Some college	21%
Bachelor's degree	40%
Master's degree	25%
Doctorate degree	12%

### Household Income

Less than \$25,000	4%
\$25,000-\$49,999	18%
\$50,000-\$74,999	17%
\$75,000-\$99,999	15%
\$100,000+	25%
Decline to state	21%

### Internet Connection

Dial-up	7%
DSL	27%
Cable	55%
Don't know/ Not applicable/ Decline to state	5%
Other	6%

### Where Voice Readers Work

92101	Downtown
92123	Serra Mesa
92037	La Jolla
92121	Sorrento Valley
92103	Hillcrest/Mission Hills
92122	University City
92108	Mission Valley
92093	Rancho Santa Fe
92111	Linda Vista

### Source:

*voiceofsandiego.org*  
reader survey April 2006

### Where Voice Readers Live

92037	La Jolla
92103	Hillcrest/Mission Hills
92122	University City
92107	Ocean Beach
92111	Linda Vista
92101	Downtown
92109	Mission Beach/Pacific Beach
92104	North Park
92116	Kensington/Normal Heights
92120	Allied Gardens/Del Cerro

**PROMOTION: *voiceofsandiego.org* Outreach**

In 2006, *voiceofsandiego.org* staff is actively marketing the online publication to a broader audience. We have implemented an active and strategic marketing and membership plan to increase our readership and underwriting support, as well as bring exceptional value to our members and sponsors. Our promotion plan includes strategic partnerships with local nonprofit organizations, speaking engagements, media relations, and community outreach through special events and online initiatives.

*voiceofsandiego.org* reporters and editors are frequent guests on local television and radio interview programs to discuss their stories. We are a news content partner with NBC San Diego, as well as contribute to KSWB’s local public affairs program, “Take 5”.

*voiceofsandiego.org* works with nonprofit groups and like-minded media organizations to create and build mutually beneficial partnerships. This allows us to reach new audiences to promote the Web site as well as give back to our community. Here’s a sample of the organizations who we’ve actively partnered with:

- |   |  |
|---|--|
| ArtWalk 2006  | NBC San Diego 7/39 (KNSD-TV)           |
| Birch Aquarium at the Scripps Institute of Oceanography | Reuben H. Fleet Science Center         |
| KSWB-TV 5/69  | San Diego County Taxpayers Association |
| Flexcar   | San Diego Downtown Kiwanis             |
| Malashock Dance Company                                 | San Diego North Chamber of Commerce    |
| Mission Federal Credit Union                            | San Diego River Park Foundation        |
|   | UltraStar Cinemas                      |
|   | UCSD                                   |

## **CONTENT: The Community Desires In-Depth, Independent News Coverage**

**voiceofsandiego.org** features the latest happenings at San Diego city hall, on-stage at performing arts venues, in our schools, and in our neighborhoods. While the news sections feature the usual tough and balanced journalism expected and embraced by readers, the commentary pages feature opinions and “news with a view.”

### **Other *voiceofsandiego.org* features include:**

- **Calendar Feature (begins 6.1.06).** Post community events and festivals at no charge.
- **Daily News Alert.** This is delivered six days a week to thousands of readers to who have subscribed to the daily e-mail service with unique headlines.
- **Podcasts (begins 6.1.06).** Get the backstory of articles and commentaries written by voiceofsandiego.org reporters and writers.
- **Readers Forum (begins 6.1.06).** **voiceofsandiego.org** readers will be able to truly sound off on message boards hosted by our publication. Discussion is focused on stories and commentary, as well as broader civic issues affecting the San Diego region.
- **RSS Feeds (begins 6.1.06).** Stories from the **voiceofsandiego.org** Web site can be delivered to you each day via Really Simple Syndication. If you operate a Web site, you can feature voiceofsandiego.org stories on your site via RSS. Currently we offer five feeds: News, This Just In, Commentary, Breaking news, and Podcasts.
- **SLOP Blog (begins 6.1.06).** Executive Editor Scott Lewis reveals his thoughts on topics of the day in this new blog feature.
- **This Just In.** Located at the top of the homepage, this is a blog with continuous updates of breaking news and other short reports of the most interesting little revelations about the region -- its politics, its people and its little eccentricities.
- **Today’s Commentary.** This section is home to the familiar faces of Neil Morgan, James Goldsborough, David Moye, Tom Shanahan, Marsha Sutton, and many more who add depth and breadth to *Voice’s* coverage of the San Diego region. We’re seeking strong, consistent writers from around the community to sound off on the issues of the day.
- **Traffic, Weather, and Surf Reports (begins 6.1.06).** Visit **voiceofsandiego.org** for the latest before you head to work or the beach!
- **Voice Magazine.** Our weekend edition is published on Saturdays and offers the best of the week’s news and commentary articles. We also feature an exclusive Q&A interview with a notable member of our community.
- **Voice Editorials.** Every Wednesday, **voiceofsandiego.org** will run editorials expressing the view of its editorial board on local issues. We will not endorse or oppose candidates for elected office or ballot initiatives.

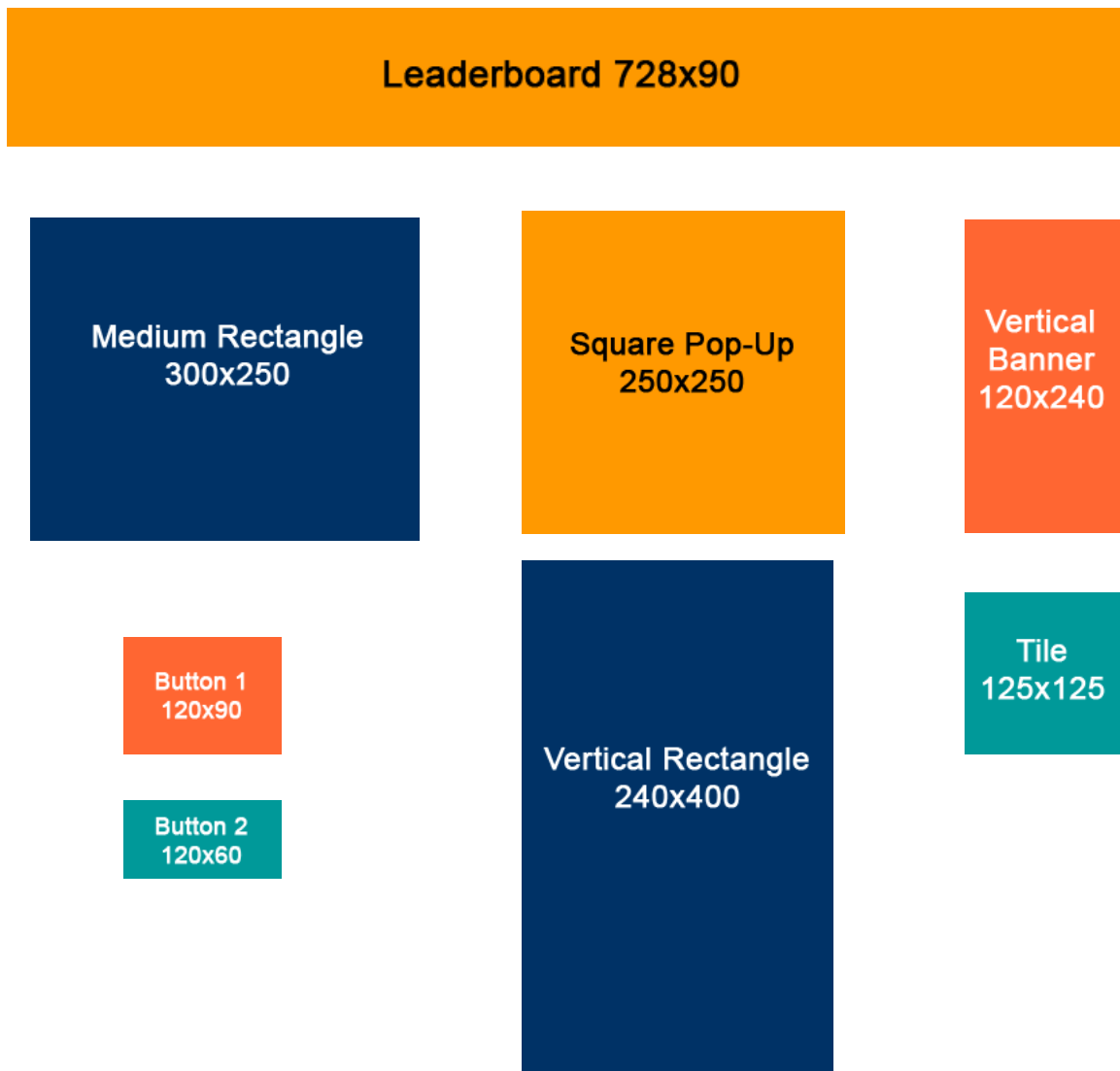
## Why sponsor *Voice*? Your opportunity is now

*voiceofsandiego.org* gives you a way to show your support of independent media while creating awareness for your organization or a specific product or service. Your presence with *voiceofsandiego.org* can help keep your product top of mind and support your current branding and media initiatives. This is your opportunity to reach an influential and engaged audience of readers who care about San Diego, and desire unbiased, reliable and trustworthy information.

Our site sponsorship rates are very competitive and affordable. And, as a 501(c)3 nonprofit organization, ***donations may be tax-deductible as charitable contributions to the fullest extent of the law.***

Please contact our office to get the latest rates, opportunities and information about site sponsorship rates on the *voiceofsandiego.org* Web site.

### Current Site Sponsorship Opportunities on *voiceofsandiego.org*: (50% reduction)



## **PARTNERS needed to make a difference**

While we may have started as a whisper, ***voiceofsandiego.org*** has successfully managed to become one of the region's outspoken watchdogs of city government as well as issues affecting our communities. With a talented editorial team and guidance from our board of directors, we are determined to increase our presence in the community as well as our independent news coverage.

Contact us today to make a difference in local news and in our community.

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