



January 2025 Newsletter

Happy New Year! This year promises to be a breakthrough year for the Coachella Valley Journalism Foundation as we approach our fifth anniversary this fall.

Media Hall of Fame: Ticket sales extended!



John White

Laurilie Jackson

There is still time to join us for the Coachella Valley Media Hall of Fame induction ceremony on Tuesday, Jan. 14, but you will need to act fast. Ticket sales have been extended until Jan. 8! Already, we have about 230 tickets sold, so our second annual celebration of local journalism promises to be a great event.



Adolfo Íñiguez Lomelí

Gloria Greer

The Hall of Fame luncheon at the Omni Rancho Las Palmas Resort and Spa in Rancho Mirage features former New York Times Executive Editor Dean Baquet, who will deliver the keynote address.

Four highly regarded media professionals, all of whom dedicated their careers to informing and entertaining Coachella Valley residents, will be honored. They are:

- Longtime KESQ anchor John White
- Media educator Laurilie Jackson
- “La Poderosa” radio personality Adolfo Íñiguez
- Celebrity columnist and broadcaster Gloria Greer (posthumous)

The luncheon runs from 11:30 a.m. to 2 p.m. Tickets can be purchased from our website: www.cvjf.org. Individual tickets are \$195. Tables of 10 may be purchased at a discounted price of \$1,750. Buy your tickets today!

Journalist of the Year and Rising Star awards, too

Along with the Hall of Fame inductees, CVJF will also name its Journalist of the Year and Rising Star award recipients at the luncheon in Rancho Mirage.

The Journalist of the Year Award honors a professional who has demonstrated excellence and high ethical standards in coverage of the Coachella Valley with journalism that had a significant impact on the community in the past year.

The Rising Star Award honors a journalist under age 30 (or with less than 5 years in the industry) who has worked for a valley media organization for at least a year and produced notable journalism in the previous year that indicates they will be a strong contributor to telling the Valley's story in the years to come.

Each of the journalism award winners receives a cash prize partially underwritten by the California News Publishers Association.

This year, 11 Valley journalists have been nominated for the awards. They are:

- Paul Albani-Burgio, The Desert Sun
- Jodeci Alcocer, freelance journalist, College of the Desert Chaparral
- Jennifer Cortez, The Desert Sun
- Tom Coulter, The Desert Sun
- Taya Gray, The Desert Sun
- Maggie Miles, Freelance/The Palm Springs Post
- Maria Noble Valdez, freelance journalist
- Shad Powers, The Desert Sun
- Olivia Sandusky, NBC Palm Springs
- Ema Sasic, The Desert Sun
- Jeff Stall, KESQ

To find out who wins, join us for the ceremony!

Fourth Estate Membership Program gets off to a solid start

Last fall, to mark CVJF's fourth anniversary, we launched the Fourth Estate Membership Program. The fundraising effort provides us with sustained funding while offering donors benefits from CVJF in return.

When we launched the program, we set a goal to have 50 donors qualified as members by the end of the year. We ended 2024 just **one** member short of our goal! Won't you join and help us start the new year on a high note?

We're optimistic the program will continue to grow in 2025. In fact, we're setting an ambitious goal to have 200 members signed up by the end of the year. To join the membership program,

which offers you access to members-only events like our KESQ station tour in October just go to www.cvjf.org/membership.

Comings and goings on the CVJF board



Lastly, the CVJF board has some changes to announce.

Cary Brazeman, a marketing agency executive who has been a member of the board since 2021, is resigning his seat as he prepares to relocate from the Valley. Cary was one of CVJF's earliest supporters, and we will miss the enthusiasm and dedication he demonstrated toward the sustainability of a vibrant local media market in the Coachella Valley. We wish Cary well in his new adventures.



And we are excited to welcome **Lindsay Grant** to the board. Lindsay has been in sales and marketing for the past 20 years. She is currently the chief marketing officer for the Augustine Band of Cahuilla Indians and Augustine Casino in Coachella. Previously, Lindsay spent 14 years as a sales executive and sales leader at various local news organizations, including as director of sales at *The Desert Sun*. She is also the incoming board chair for the Greater Coachella Valley Chamber of Commerce Board of Directors.

We currently have seven members, and we continue to look for individuals who believe in our mission and who bring the skills and commitment we need to be successful. We're looking for individuals with nonprofit development, grant writing or fundraising skills as well as individuals with finance or accounting backgrounds. Please let me know if you'd like to learn more.

We apologize! Planning underway to reschedule editorial cartooning event

We are sorry that we had to cancel the event -- "Laughing Out Loud: The Provocative History of Political Cartoons in America from Ben Franklin to Donald Trump" -- at the last minute in December. Unfortunately, guest speaker Mike Thompson had a family emergency that prohibited him from traveling. We are working with the Palm Springs Library to reschedule the event for this spring. Look for details in an upcoming newsletter.

Thank you for your ongoing support of the Coachella Valley Journalism Foundation.

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To donate, go to our website and click the donate button using a credit or debit card or send a check to the Coachella Valley Journalism Foundation to PO Box 207, Palm Springs, CA 92263.