

Report of the 2013-2014 Local Arrangements Committee, San Francisco, CA

July 11, 2014

Chair: Jennifer Shea

Committee Members: Rebecca Ancheta, Todd Ormsbee & Geetan Virdi (graduate student)

Annual Meeting Site: This year's site visit was held at the Marriott Marquis on November 14-15, 2013.

Site Visit: Jennifer Shea joined Michele Koontz, Héctor Delgado, and Anna Maria Santiago for breakfast and the site visit on November 15. Jennifer also met with Michele and Anna Maria for lunch on November 14. We discussed ideas for promoting the meetings through traditional and new media, as well as through local universities. We also talked about the tour suggestions provided by the LAC committee and agreed to offer three: the Precita Eyes Classic Mission Mural walk on Friday, a tour of Delancey Street Foundation on Saturday, and the "We Want to Stay" tour of the Western Addition neighborhood on Sunday.

Program: Jennifer wrote the "Welcome to City Guide" in late February and it was posted on the meeting website. The guide includes information on popular and lesser known museums and outdoor points of interest. Geetan Virdi, a San Francisco State University MPA student, wrote a Welcome to the City for graduate students and anyone on a budget. That guide provides suggestions for exploring four distinct areas of the city, with highlights of free and low-cost options. Also in February, Jennifer wrote walking directions from the SSSP to the ASA conference hotels.

Conference Materials: The LAC brainstormed a list of restaurants to include in the restaurant guide at their January meeting. Jennifer worked from the list to develop the restaurant guide, which includes four categories of restaurants (quick, [relatively] cheap eats, pubs & local brewery restaurants, wine bars with food, and full restaurants) across a broad spectrum of cuisines. The guide focuses mostly on dining options in neighborhoods close to the hotel as well as in the Mission District, though several options from other neighborhoods throughout the city are also provided. The guide includes contact information for each restaurant, links to their websites, and links to online sites such as [Open Table](#), [Urban Spoon](#), [Yelp](#) and [Zagat](#). The guide was completed on July 1 and posted on the Meeting Website. In addition, Geetan compiled a list of other activities taking place in San Francisco during the meeting dates, which we submitted to Michele on July 1.

Meeting Promotion: In October, the committee compiled contact information for 57 relevant departments of local colleges and universities. Jennifer distributed the call for papers through her networks and encouraged her colleagues in the School of Public Affairs & Civic Engagement to attend. Jennifer and Geetan compiled a contact list for 41 members of the local media (print, radio & television; list attached). In May, Jennifer worked with Anna Maria to write the "Save the Date" media advisory. Jennifer distributed the media advisory to the local press list. In July, Jennifer drafted the extended press release, revised it based on comments, and distributed it to the same 41 members of the local press.

Media Outlet	Contact Name	Contact Title	Contact Email	Contact Phone
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KRON		Assignment Desk	breakingnews@kron4.com	415-561-8905
KCBS	Connie Kim	Public Service Announcements	connie@kcbs.com	
Golden Gate Express (SF State Student Paper)	Andrew Cullen	Editor-in-chief	culle010@mail.sfsu.edu	
City Currents (City College student paper)		Editor	currents@ccsf.edu	415-239-3556
Bay Area Reporter	Cynthia Laird	News editor	cynthia@ebar.com	
San Jose Mercury News	David Butler	Editor	dbutler@mercurynews.com	(408) 920-5456
Golden Gate Express (SF State Student Paper)	David Mariuz	News editor	dmariuz@live.com	
Sacramento Observer		Editor	editor@sacobserver.com	(916) 452-4781
Bay Times	Editor		Editor@sfbaytimes.com	415-503-1375
SF Bay View	Mary Ratcliff	Editor	editor@sfbayview.com	415-671-0789
KRXX	Hal Ginsberg	Owner/Morning Show Host	hal@krxa540.com	(888) KRXX- 540
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Bay Area Reporter	Jim Provenzano	BARTab editor	jim@ebar.com	
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