

# Central City Extra honored for its overall excellence

*S.F. Peninsula Press Club hands paper 8 news awards — 3 are blue ribbons*

BY MARJORIE BEGGS

CENTRAL CITY EXTRA again took home kudos from the San Francisco Peninsula Press Club's June 1 Greater Bay Area Journalism Awards dinner. Winners for the 36th annual event were selected from 463 entries from 11 counties, and represented work done in 2012 in print, online and broadcast media.

The Extra, submitting stories and graphics in the Newspapers Non-Dailies category, won eight awards.

Extra Editor and Publisher Geoff Link's headlines got two prizes: first for "No ifs or ands in litter — but plenty of butts," which topped a July story about teen volunteers who picked up 2,072 cigarette butts in two hours, and second prize for "Free food for sale," the May story about sidewalk food sellers.

The award presenter told the audience that "Free food for sale" does exactly what headlines should do: "According to the jury, it tells it all."

The Extra took second place for Overall Excellence among non-dailies, beating out the Silicon Valley/San Jose Business Journal. First place went to

the Palo Alto Weekly.

Recently retired reporter Tom Carter took third prize in the Series category for his Tenderloin Stars stories — about Frank, 21 Club barman (February), artists living in SROs (March), Hospitality House Executive Director Jackie Jenks (June), and Sumi Monoarfa, monthly volunteer chef and resident of the Dalt Hotel (August).

In the Specialty Story category, Carter also won third prize for his potent, thorough story "Diabetes Central," about the scourge of the disease in the Tenderloin (November).

Two first prizes went to reporter Jonathan Newman, one in the category of Feature Story of a Serious Nature for his "Free food for sale," the other in the Feature Story of a Light Nature category for "It's a shoe-in a Shiekh," his July tale of the people who waited in line for six days to buy Air Yeezy II sneakers.

Art Beat contributor Ed Bowers won third prize in the Analysis category for "Poet's Tenderloin Tour" (December-January), a lyrical, first-person look at the neighborhood's heroes, homeless and characters, an innovative adventure in urban journalism. ■



PHOTO BY TROY HOLDEN

Artist Richard "Luckey" Perri has his portrait taken by Troy Holden in Perri's Oddfellows Building studio at Seventh and Market, where he's worked for decades.

## Burnishing Tenderloin's image

BY MARJORIE BEGGS

PHOTOGRAPHER Troy Holden is looking for individuals and families who live or work in the central city to shoot in their home or place of business. In 10 months, he's done 32 such sittings as part of his Behind Brick Walls project and is aiming for 50 by the end of June.

He'll give each participant a free, framed, 8 x 10 color portrait.

There's no catch.

Holden launched his project with \$1,500 from the TL CBD. "We're mandated to use 5% of our budget each year to promote a positive district identity for the Tenderloin," wrote CBD Director Dina Hilliard in an email. She expects this project to help "prompt a change in the usual perception that the Tenderloin is a neighborhood to be

avoided [and] highlight that behind the brick facades of the buildings is, in fact, a rich and vibrant community."

Holden, who lived in the central city for 10 years, starting in 1996, says the CBD commission pays for only the printing and framing of the portraits. "All of my time is donated — it's a labor of love for a neighborhood I care about. My subjects have been traditional families, single mothers, same-sex couples, millionaires, SRO residents, artists and much more."

From the 50 portraits, he'll pick out the strongest images, print them on 24 x 36 archival quality paper and, with the subjects' permission, donate them to a historical society or possibly publish them online.

For more info or to schedule a sitting: 283-7452 or troyholden@gmail.com. ■



PHOTO BY ELLEN BUNNING

The Central City Extra winners, from left: Marjorie Beggs, senior writer; Ed Bowers, Art Beat writer; reporters Jonathan Newman and Tom Carter.

CENTRAL CITY

EXTRA

NEWS IS A COMMUNITY SERVICE  
SAN FRANCISCO

CENTRAL CITY EXTRA is published monthly by the nonprofit San Francisco Study Center Inc., serving the community since 1972. The Extra was initiated through grants from the S.F. Hotel Tax Fund and the Richard and Rhoda Goldman Fund. The contents are copyrighted by the San Francisco Study Center, 944 Market Street, Suite 701, San Francisco, CA 94102.

PHONE: (415) 626-1650

FAX: (415) 626-7276

EMAIL: centralcityextra@studycenter.org

EDITOR & PUBLISHER: Geoffrey Link

SENIOR WRITER/EDITOR: Marjorie Beggs

COMMUNITY REPORTER: Tom Carter

REPORTERS: Jonathan Newman, Mark

Hedin, Brian Rinker, Eric Louie

DESIGNER: Lise Stampfli

PHOTOGRAPHER: Mark Doneza

CONTRIBUTORS: John Burks, Ed Bowers

DESIGN CONSULTANT: Don McCartney

DISTRIBUTION: Mark Hedin

EDITORIAL ADVISORY COMMITTEE: David

Baker, Michael Nulty, Debbie Larkin,

Brad Paul, Tariq Alazraie

CENTRAL CITY EXTRA is a member of the  
SAN FRANCISCO NEIGHBORHOOD NEWSPAPER PUBLISHERS ASSOCIATION,  
SOCIETY OF PROFESSIONAL JOURNALISTS, NORTHERN CALIFORNIA CHAPTER,  
AND SAN FRANCISCO/PENINSULA PRESS CLUB

**GOLD QUALITY AWARD**  
For Medi-Cal HEDIS® measures

**5 YEARS IN A ROW**

# Childhood Immunization

**SAN FRANCISCO HEALTH PLAN** (888) 205-6552  
www.sfhp.org

Here for you

© San Francisco Health Plan 6945 0712