

LGBTQ

SAN DIEGO COUNTY NEWS

"The Paper of Record for the Community"

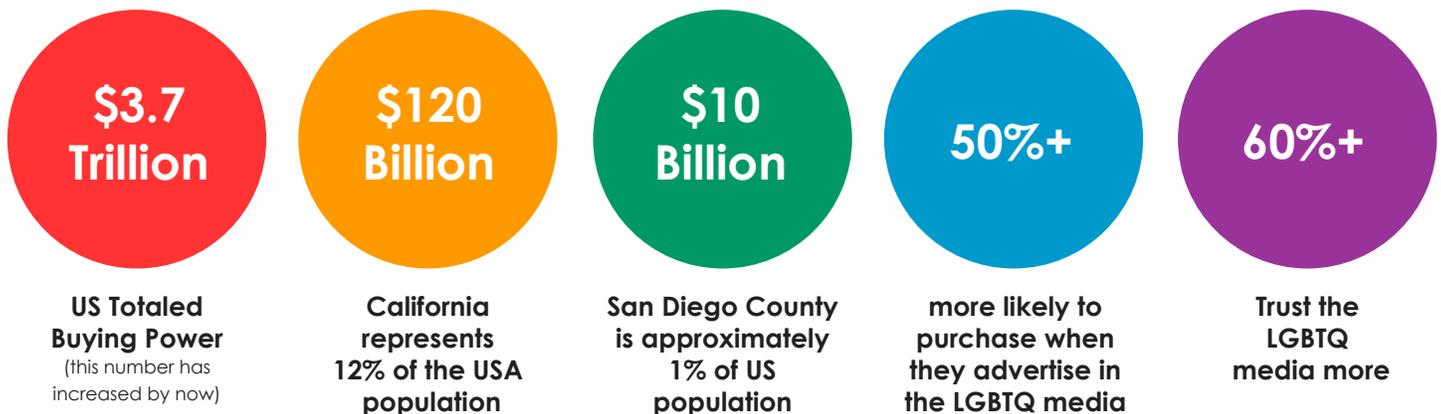
/ MEDIA KIT 2020



About LGBTQ San Diego County News

Our newspaper offers more stories and vital information than you can find anywhere else! We aim to provide you with the most news about our community than any other news outlet. Our professional editorial staff combs the community for hyper-local news and features including; business briefs, opinions, calendar of events, dining and theater reviews, area sports and much, much more. Our content is appealing to people of all age groups and personal interests. Our fresh and vital newspaper is accessible in two monthly paper editions and our virtual online edition. Our social media platforms are your go to source for daily news updates and the latest social activities happening in our area through out San Diego County.

The LGBTQ Buying Power in the US/California/San Diego



/ OUR PUBLISHERS

Born Myron Sidie on a farm in the Midwest, at a very early age, Myron longed to leave that small farm behind and live in the big city. This happened finally in 1964 when Myron jumped on a Greyhound Bus and landed in Detroit Michigan. Thus began a life of dedication to LGBT rights and equality, which includes a scar on his eyebrow from a battle lost. Myron was a very innocent and naive boy who quickly learned the new ways of the world. One of those new ways was changing Myron's name to "Terry" and along with that came Terry's new and improved sexual identity.

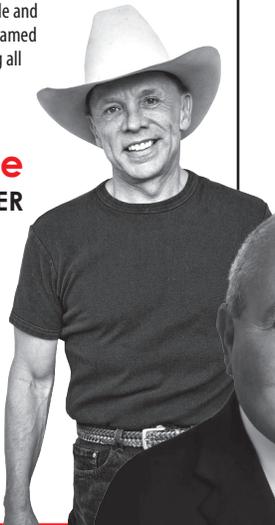
Terry moved to Hollywood California and several years later, joined the Air Force to see the world and was then stationed in Sacramento, California. Thinking to himself, "How can I stand 4 years of this!?", Terry decided to make the best of it and while in the Air Force all day, bartended at the Montana Saloon all night. Terry's desire to own his own bar ultimately got him fired from the Montana. While still in the Air Force, he did indeed open his first bar, Bojangles, and the rest is a history of love between Terry and Sacramento's Gay Community that continues to this day.

In 1985 Terry opened Faces Nightclub which has gone on to become Northern California's largest and #1 gay bar & dance club and is revving up for its 35th Anniversary celebration in 2020. Terry Sidie is the owner of Faces Nightclubs in Sacramento and Reno Nevada, and Verona Village Resort. He is also the founder of Rainbow Festival, and is heavily involved in CGNIE, Midtown Business Association, and the International Court Council (the second oldest gay organization in the world). Terry has served both as Emperor 13 and Emperor 37 for CGNIE, Inc. Terry Sidie previously owned and published a Sacramento tabloid called, "Mom, Guess What?"

Terry loves politics and will quickly, and sometimes without thinking, gives you (or the city) his views on what he believes is right and wrong. Terry is often recognized as the iconic founder of Sacramento's Midtown Lavender Heights. An area that he insists someday will be crowned with huge arches proclaiming them to be the entrance to "Lavender Heights".

Terry has always enjoyed the warm welcomes of San Diego, "Americas Finest City" and looks forward to spending more time here as Publisher of LGBTQ San Diego County News as well as getting more involved in our local community. He has high hopes of bringing the newspaper up-to-date and publishing it in a high glossy form in the near future. Terry is interested in helping the LGBTQ community and lifestyle in any way he can. He believes in building camaraderie between all people and cultures, just as he purposely named his nightclubs "Faces", meaning all sorts of faces are welcome!

Terry Sidie
PUBLISHER



City Commissioner Nicole Murray Ramirez made history when he was re-elected the chair of the San Diego Human Relations Commission (HRC) for an unprecedented fourth term.

The HRC comprises leaders from the religious, Latino, Asian-Pacific Islander, black and Native American communities appointed by the mayor and the City Council. Nicole was appointed by then-Mayor Dick Murphy, and reappointed by Mayor Jerry Sanders. When first elected seven years ago, he was the first openly gay man elected as chair. Ramirez was unanimously elected chair by the fellow commissioners. "I am proud of the Human Relations Commission's bridge building between communities and increasing the visibility of our religious communities and communities of color."

Nicole has served the last five mayors of San Diego, and was elected as the chair of the first mayor's GLBT Advisory Board and the first GLBT Advisory Board to the chief of police.

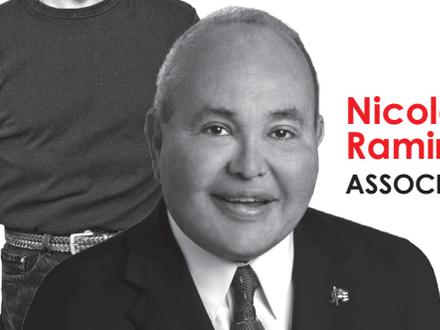
Nicole has been a Latino and gay activist for over 40 years and is a past national board member of the Human Rights Campaign, past national chair of LLEGO, the national chair of Stonewall 25, and the only gay activist in the country who has been elected to all four national boards of the marches on Washington, D.C. He was also elected chair of the Millennium March. He is the past state chair of Equality California and is currently serving a four year term on the national board of the National Gay and Lesbian Task Force. He was also appointed by the county Board of Supervisors to the Regional Task Force on AIDS in the 1980's and has served as a county deputy marriage commissioner. In 2012, Nicole successfully spearheaded the renaming of Blaine Street in the Hillcrest neighborhood, to Harvey Milk Street.

He has been honored for his work a number of times by the Latino community, including receiving the Cesar Chavez Humanitarian Award present by Chavez's widow, Helen Chavez, and the Lifetime Achievement Award presented by the Latino Unity Coalition among many other awards and recognitions.

Within the Imperial Court System, Nicole long held a leadership position as President of the Imperial Court Council and 1st Heir Apparent to José Sarria, the Widow Norton. At a Coronation Ball in Seattle, Washington on February 17, 2007, Sarria formally handed leadership of the organization over to Nicole who later assumed the title "Queen Mother of the Americas".

Nicole Murray-Ramirez was a columnist for the former "Gay San Diego" newspaper for nine years and looks forward to continuing his writing as well as serving as Associate Publisher for LGBTQ San Diego County News. He has many exciting and new things planned and notes "LGBTQ San Diego County News IS the Paper of Record for The LGBTQ Community!"

Nicole Murray Ramirez
ASSOCIATE PUBLISHER



LGBTQ San Diego County News prides itself on presenting fair, balanced, accurate, informative and entertaining stories on to its readers; so they can stay informed on what's happening in the LGBTQ+ community.

Every two weeks LGBTQ San Diego County News offers fresh and provocative content for gay men and women and their invaluable network of friends and allies. The newspaper strives to deliver news and information most relevant to the lives of community-minded LGBTQ San Diegans – those who are passionate about their homes, health, families, future and community. LGBTQ San Diego County News includes local and national news, insightful social and political commentary, humor, art, film, theater and dining reviews, travel stories, fitness and well-being tips, home improvement, gay parenting issues, LGBTQ history, and functional tech advice, regular business information and more.

MARKET COVERAGE:

13,000 Printed and Circulated

Serving San Diego County, we distribute almost 15,000 copies of LGBTQ San Diego County News per issue to more than 240 newspaper racks and high-traffic locations. An additional 1,400 copies are directly delivered directly to businesses.

/EDITORIAL CALENDAR 2020



ISSUE DATE	SPECIAL EVENTS & HOLIDAYS	SPECIAL ISSUES & SECTIONS	DEADLINE
JANUARY 3 JANUARY 17 JANUARY 31		HEALTH & FITNESS EDITION	DECEMBER 30 JANUARY 13 JANUARY 27
FEBRUARY 14 FEBRUARY 28	Valentines Day Hillcrest Mardi Gras		FEBRUARY 10 FEBRUARY 24
MARCH 13 MARCH 27	Cathedral City LGBTQ Days/Dinah Shore Weekend	HOME EDITION	MARCH 9 MARCH 23
APRIL 10 APRIL 24	Easter White Party Weekend/Cinco de Mayo/Film Out		APRIL 6 APRIL 20
MAY 8 MAY 22	Mother's Day/Long Beach Pride Harvey Milk Day/Memorial Day	BEST OF LGBTQ SAN DIEGO EDITION	MAY 4 MAY 18
JUNE 5 JUNE 19	Out at the Fair Fathers Day		JUNE 1 JUNE 15
JULY 3 JULY 17 JULY 31	San Diego LGBTQ Pride Hillcrest Cityfest	SAN DIEGO LGBTQ PRIDE EDITION	JUNE 29 JULY 13 JULY 27
AUGUST 14 AUGUST 26	Labor Day/South Bay Pride		AUGUST 10 AUGUST 24
SEPTEMBER 11 SEPTEMBER 25	San Diego AIDS Walk	PETS EDITION	SEPTEMBER 7 SEPTEMBER 21
OCTOBER 9 OCTOBER 23	National Coming Out Day/North County Pride Nightmare on Normal Street		OCTOBER 5 OCTOBER 19
NOVEMBER 6 NOVEMBER 20	Palm Springs Pride Transgender Day of Remembrance/Thanksgiving/World AIDS Day		NOVEMBER 2 NOVEMBER 16
DECEMBER 4 DECEMBER 18	Christmas/New Year's Eve	HOLIDAY EDITION	NOVEMBER 30 DECEMBER 14