

CITY OF PALO ALTO PROCLAMATION

EXPRESSING APPRECIATION TO JAY THORWALDSON ON HIS RETIREMENT

WHEREAS, Jay Thorwaldson led the Palo Alto Weekly coverage to win six "general excellence" awards in the past decade among California's large non-daily newspapers in the annual competition of the California Newspaper Publisher's Association; and

WHEREAS, Jay Thorwaldson, while at the former Palo Alto Times, drafted an editorial in 1970 that led to the creation of the Midpeninsula Regional Open Space District, and wrote pieces that led to expansion of CAPA (Council for the Arts in Palo Alto), PAAIRS (Palo Alto Information & Referral Service), ICNet (Interagency Communication Network) and PAComnet (Palo Alto Community Network); and

WHEREAS, Jay Thorwaldson wrote a five-part investigative series in 1971 that resulted in the creation of the Palo Alto Fire Department's life-saving paramedics program, now in its 35th year; and

WHEREAS, Jay Thorwaldson, while working at the Palo Alto Medical Foundation, spearheaded development of a Family LifeSkills program in communications between parents and teens, and wrote freelance articles on non-health topics for the San Jose Mercury and Peninsula Times Tribune; and

WHEREAS, Jay Thorwaldson vastly expanded the Palo Alto Weekly's online coverage, helping to keep the paper on the leading edge, transitioning from print to a new era of hybrid print/online reporting; and

WHEREAS, Jay Thorwaldson has taught, coached and mentored hundreds of beginning journalists and interns at the Palo Alto Times, the Palo Alto Weekly and as a lecturer in communications for five years at Stanford University, and Jay Thorwaldson knows the AP Style Book backwards and forwards and can recite every page by memory; and

WHEREAS Jay Thorwaldson has touched numerous lives through his thoughtful, insightful and provocative columns, and has made unforgettable contributions to journalism, to Palo Alto and to the entire Bay Area during a 50-year journalism career capped off with a 10-year career as Editor of the Palo Alto Weekly.

NOW, THEREFORE, I, SID ESPINOSA, Mayor of the City of Palo Alto, on behalf of the City Council do hereby proclaim that the City gratefully records and extends its sincere appreciation to Jay Thorwaldson for his years of dedication and excellent service to the Palo Alto Community.

Presented: January 2011

Sid Espinosa
Mayor