



# Off Camera

March 2008

The National Academy of Television Arts and Sciences  
San Francisco/Northern California Chapter

[www.emmysf.tv](http://www.emmysf.tv)

## Your Emmy® Entries are Being Judged

By Bob Goldberger

February was a big month in the life of your Emmy® entries. During the past few weeks, hundreds of DVDs from our Northern California chapter traveled across the country to six NATAS chapters, where television professionals are now holding judging panels and scoring your best work. The identity of those chapters is kept secret to keep the competition clean and fair. The only hint Chapter Vice President and Awards Chairman **Javier Valencia** will give us about the chapters is the size of the markets.



"Our goal is to have each entry judged by a peer group, this means having our large market newscasts judged by news people from large market stations and our small market newscasts judged by people who work at smaller market stations," he

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## New 10 p.m. Newscast in SF

March ushered in a new newscast in San Francisco. Another station is taking a shot at denting the powerhouse Ten O'Clock News on KTVU Ch. 2. This time, the challenger is KPIX CBS 5, through its sister station in the market, CW affiliate KBCW Ch. 44 (12 on cable).



The newscast launched Monday March 3rd with CBS 5's 11 p.m. anchor team of **Dana King, Ken Bastida, Dennis O'Donnell** and **Roberta Gonzales**. On weekends, the CBS 5 anchor team of **Ann Notarangelo** and **Lawrence Karnow** will also do the earlier newscast, with sports anchor **Rick Quan** joining them on Saturday nights and **Dennis O'Donnell** on Sundays.

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## Veteran Sacramento Newsman Retiring Young

By Kevin Wing

As a boy growing up in San Jose, **Dan Adams** always seemed to know what he wanted to do with his life.

He imagined one day becoming a disc jockey at a hometown Top 40 radio station, spinning records on KLIV.

Adams never got an opportunity to work at KLIV, but several years later, as a student at U.C. Santa Barbara, he fulfilled his radio goals. In the early 1970s, Adams worked at KCSB-FM, the university's radio station. He had his own show: *Dandy Dan's Solid Gold Weekend*. At KCSB-FM, Adams also worked with someone who would become a longtime colleague and friend, KPIX CBS 5 and KCBS radio reporter **Mike Sugerman**.



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## Discs Lose as Apple Gains

By Keith Sanders

The demand for DVDs may have reached a peak in 2007. CDs are already on their way out. No company may benefit more from this trend than Apple Computer.



According to a recent report, nearly half of all teens bought no compact discs in 2007, accelerating the music industry's painful transition from CDs to digital downloads. Industry researcher Nielsen SoundScan reported sales of physical albums dropped 15% last year to barely 500 million units, well off the pre-Napster peak of 785 million in 2000.

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# Dan Adams retires at age 55

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But perhaps Adams' greatest career achievement has been his 27 years at KXTV in Sacramento. To spend more than a quarter of a century at one television station is a career feat in this day and age. Adams is among the elite few in Sacramento and Northern California who have remained at a station that long.

Adams' tenure at News 10 through nearly three decades is about to come to an end. At 55, he's retiring from Sacramento television news, giving up Northern California for Mexico. His last day at KXTV is March 28<sup>th</sup>.

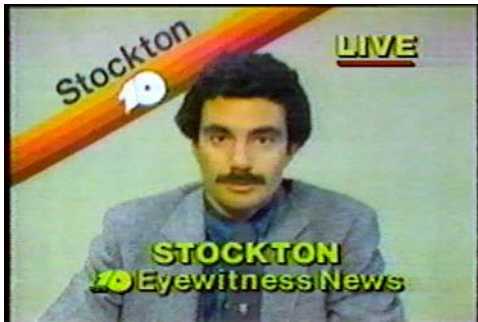
"I've always wanted to retire by the time I was 55," he says.

Adams, a Silver Circle inductee in the Class of 2005, NATAS Governor and former Sacramento Vice President has big plans after he leaves News 10. He has a condominium being built in Puerto Vallarta and plans to move into it by mid-May. "It has fantastic views of the city and the Bay of Banderas," Adams says. A week after he retires, he'll move temporarily to a home he owns in Palm Springs, until the condo is ready.

Adams joined News 10 in 1981, after spending three years as a reporter, and eventually news director, at KHSL-TV in Chico. First, he served as News 10's Stockton bureau chief. Six years later, he moved to the main newsroom in Sacramento as a general assignment reporter.

During these last 27 years, Adams' career has spanned many high points. He's received four Emmy® awards for his reporting, an Edward R. Murrow Award for excellence in journalism and more than a handful of Associated Press and Society of Professional Journalists awards for excellence in live breaking news and feature reporting. Adams has also received a Best of the West award for his investigative reporting.

Adams' first paid broadcasting job out of Santa Barbara was at



500-watt KPCO-AM in Quincy, CA. While there, he did the news, hosted a call-in talk show and had his own Top 40 radio show.

"I made \$375 a month at that job," Adams recalls. "I lived in a one-room cabin in Quincy for \$100 a month."

From there came stints as a reporter at KHSL-TV and with the Sacramento Bee.

That's when KXTV came calling, and a 27-year tradition began.

Adams has covered many big stories during his years at News 10. He was at Candlestick Park for the World Series matchup between the Oakland A's and the San Francisco Giants on Oct. 17, 1989, when the Loma Prieta earthquake rocked the Bay Area.

"I was there to report on the quake for the station," Adams remembers. "I was going live for News 10, reporting on what happened and everything that would take place in the hours and days to follow."

Several years later, in 1995, Adams was dispatched to Oklahoma City for the bombing of the Alfred Murrah Federal Building. He also covered Pope John Paul II's visit to Northern California.

One story he recalls with fondness -- and empathy -- focused on children growing up in a crime-plagued Stockton neighborhood. Wondering how those children fared, Adams revisited that same neighborhood ten years later only to learn that many of those children became criminals themselves.

The story won Adams an Emmy® award.

To say that Adams is valuable to News 10 is a gross understatement. He has been truly devoted to KXTV. In fact, two years ago, he took on a new role -- as the station's first Video Journalist. After years of working with countless photographers, Adams began shooting, writing and editing his own stories. Unlike most other seasoned veteran reporters, Adams embraced the new assignment. In fact, he volunteered for it, as a way to work out of his Walnut Creek home and avoid his daily commute to Sacramento.

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# Academy to Award \$15,000 in Collegiate Scholarships

**\$3,000 each for  
Television Production,  
Reporting,  
Videography,  
Minority Student and  
Advanced Media.**

The San Francisco/Northern California Chapter of The National Academy of Television Arts and Sciences (NATAS) will award five student scholarships in **television production, reporting, videography, advanced media** and a special category for **minority students**.

The Chapter awards these scholarships to encourage individuals who demonstrate leadership and talent in advancing the artistic, cultural, educational, and technical qualities of television.

Students must be:

- actively engaged in a collegiate-level curriculum in one or more areas of the television industry and be attending a college within the Chapter area — Northern California (Visalia to the Oregon border), Hawaii, and Reno, Nevada;
- have completed at least one undergraduate academic year of television studies, or be enrolled in a television graduate program;
- have at least one remaining year of undergraduate or graduate study.

Entrants may receive only one scholarship per year. Scholarship recipients are not eligible for a second scholarship in the year following their award.

The Chapter Scholarship Committee sends application brochures to all eligible universities and colleges within the Chapter area. Completed applications must be postmarked by **Monday, March 31, 2008**.

The Committee then screens the applications, reviews the DVDs and essays to select the recipients. The five successful applicants will receive their scholarships at the annual Emmy® Awards Ceremony on Saturday evening, May 10, 2008.

Applications are available at [www.emmysf.tv](http://www.emmysf.tv), click on foundation. You may also contact the Academy Office: 650-341-7786 or [scholarships@emmysf.tv](mailto:scholarships@emmysf.tv) for additional information.

## Dan Adams



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Since then, his house has become the unofficial Bay Area bureau for the station. Adams covers Solano and eastern Contra Costa counties, and frequently works out of KTVU in Oakland. For more than 30 years, the two stations have shared a close working relationship in spite of the difference

in network affiliations: KXTV is an ABC affiliate, KTVU is with Fox.

A "reporter's reporter," Adams has served on numerous panels discussing a wide array of topics from reporting, video-journalism and broadcast ethics. He was also on the panel responsible for developing the current policy allowing TV news coverage of court cases in California.

Adams says he has loved working at KXTV. "People stay there forever. It's a family-oriented TV station. It is a great place to work. It feels like family there. I've been very fortunate."

As the month winds down to Adams' last day at News 10, he is ready to face what will undoubtedly become an emotional time.

"My last few days at News 10 will be very difficult for me," Adams says, a hint of sentimentality in his voice. "The place has treated me so well. I will miss the people I've worked with at the station as well as all of the people I've come to know out in the field all these years. It's my family. They're all my friends."



## Gold & Silver Circles Seek Candidates

Applications are being accepted for consideration of being inducted in to the **Class of 2008** in the **Gold or Silver Circles**.

Individuals who began their careers in television at least 25 years (Silver Circle) or 50 years (Gold Circle) ago and made a significant contribution to the industry are eligible. A major portion of their career must be in Northern California (including Reno and Hawaii).

You may download an application from the chapter's web site [www.emmysf.tv](http://www.emmysf.tv) or contact the Academy office. The **application deadline** is Thursday, May 1, 2008.

The induction luncheon takes place in October.