

# NEWPORT BEACH Independent

"For Locals, by Locals"

**NEWPORT BEACH Independent**  
 "For Locals, by Locals" DECEMBER 23, 2011 Volume 18, Issue 31  
 online at [newportbeachindy.com](http://newportbeachindy.com)

**Links**  
 Inside the Indy

**Expert: Castaways Trees Hazardous**  
 By ERIC LONGKARATH | NB INDY  
 More than 100 Mar gem real estate trees along a popular hike and walking trail in the Catalina pose serious safety threat, according to risk assessment documents and photographs obtained by the Newport Beach Independent. Despite the final fall of a catalina tree in September, which prompted city-wide inspections that in October and November identified many of the Catalina trees as imminent threats, the trees remain along the trail and no warnings have been issued or posted. The trail, dubbed the "Green's Blue Dike" by an advertiser contacted by the city to inspect the trees, stretches from the corner of Dover Drive and Woodliff Drive to a bluff overlooking Upper Rock Bay.

**Setting the Scene**  
 A Safety alert is a first step in Newport Beach, as the city prepares for Christmas in Santa Corona on Long Beach coast in Orange County, on page 4. California Design Trends website announces a happy holiday on page 6. A Christmas-themed event meant nearly a quarter million dollars for Downtown on page 18. Gas: This national news piece about the impact on the wallet on page 19. Sugar: More with a specific holiday story on page 15. And Come Year Christmas when things of the season, also on page 23.

**Chickens Cause Flap in CdM**  
 By SARA HEAL | NB INDY  
 Some chickens are straggling more than just dirt in Corona del Mar. Resident Michael Berk keeps his chickens in his backyard at his home on Goldenrod Avenue, and just last week a neighbor filed a complaint with the city. But Berk, who has had the chickens all hours for almost a year and a half, says the birds are quiet, clean and add character to the community.

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**WU'S WORLD**  
**New Year's Resolutions**  
 Last year, my New Year's Resolution was to be nicer ... and I think I almost made it through my entire New Year's column before I broke it.

**Forum**  
 COMMENTS, RANTS AND RAVES

**MERRY CHRISTMAS EVERYONE!**

**EDITORIAL**  
 EDITOR: RUSSELL BROWN  
 SENIOR SALES EDITOR: James Diarzio  
 STAFF WRITER: TRACY POWELL  
 DESIGNER: TRACY POWELL

**ADVERTISING SALES TEAM**  
 MARY BOON, COURT BRANT, JESSIE GARDNER, JANE GARDNER, PAUL MULLINS, MARISSA PERRELLI

**ADVERTISING COORDINATOR**  
 TINA LEBRON

**ADVERTISING CIRCULATION**  
 Tel: 949-791-4100 Fax: 949-791-4100

**DIRECTOR OF SALES AND DIGITAL MEDIA**  
 SARA HEAL

**OFFICE MANAGER**  
 CRYSTAL MORGAN

**MAILING ADDRESS**  
 50 BROADWAY  
 LAGUNA BEACH, CA 92651  
 Tel: 949-791-4100 Fax: 949-791-4100  
[www.newportbeachindy.com](http://www.newportbeachindy.com)

**FOR DELIVERY QUESTIONS PLEASE CALL OR EMAIL**  
 949-715-4100  
[delivery@newportbeachindy.com](mailto:delivery@newportbeachindy.com)

**A PUBLICATION OF Firebrand media LLC**

**Slideshow**  
 HOY WANTS YOUR PHOTOS!  
 Send us your pictures of events, people and places in Newport Beach. They can be featured on the site, in our e-news, or in a magazine. We'll pick some of the most fun and interesting to post on the Slideshow page.

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The *Newport Beach Independent* is the only local newspaper exclusively focused on Newport Beach. No other paper offers more in-depth coverage on the people, issues, and events in Orange County's most affluent and dynamic community. Every Friday, more than 20,000 copies are delivered to homes and businesses in Newport, offering advertisers an outstanding opportunity to reach this market.

## ADVERTISING OPPORTUNITIES & BENEFITS

- 20,000 copies – more than 30,000 readers/issue
- Reaches more residents and business owners than any other paper
- All display ads are in FULL COLOR – no other paper can offer this benefit!
- Tabloid format maximizes readership and advertiser visibility
- Advertisers are included in our digital edition, with links directly to your website.

**NEWPORT BEACH Independent**  
 online at newportbeachindy.com "For Locals, by Locals" JUNE 11 2010 | Volume 1, Issue 2

**Links**  
 Inside the Indy  
**Wooden's Local Legacy**  
 Colomoni looks at the coach's sustainable thinking and impact on local schools. **Page 23**

**Walking on Water**  
 Public hearing has seen about miraculous growth. **Page 28**

**Fair Game**  
 Publisher Tom Johnson accepts praise graciously. **Page 3**

**Lynn's Spin**  
 An inspiring moment also brings up painful memories for columnist Lynn Welch. **Page 4**

**The List**  
 Citizens of the Year, past and present. **Page 8**

**Watts Wagging**  
 Painter Andy Watts brings artistry and wisdom to his work. **Page 12**

**The Whole Crew**  
 The Darling family has rooting in their blood. **Page 14**

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For breaking news, reader letters, and more, visit [newportbeachindy.com](http://newportbeachindy.com). Direct comments, suggestions, ads, and more to: [editor@newportbeachindy.com](mailto:editor@newportbeachindy.com)

**Warming Up in CdM**  
 Runners warm up with a yoga exercise before the start of the Corona del Mar 5K Run last weekend. Complete coverage and results are on page 30.

**City Sees Its Chance**  
 By ROSA BLOOM/NBISWY  
 City officials are rushing to take advantage of a unique opportunity to dramatically cut the cost of dredging Newport Harbor, a long needed but very expensive project. Sit has been slowly building in the harbor since Franklin Roosevelt was president – in his first term. There are now areas of the harbor that are treacherous around low tide, and the Lido Island lagoon is nearly impassable with sand and eel grass. "Boats are hitting the bottom of the bay," said Mike Whitehead, a well-known local captain, "and some larger boats, especially sailboats with deep keels, are prevented from entering the bay or can only do so carefully at high tide." It's not just an inconvenience for boaters. Many businesses use and depend on the harbor, from the Catalina ferry service to the myriad restaurants and marine supply houses. "Maintenance dredging will improve navigability and water quality which allow economic and recreation uses to thrive," says Councilwoman Leslie Daigle, who has been a great person on the dredging issue. But dredging the Harbor is an expensive proposition, mainly because the dredged material cannot be dumped locally because of environmental regulations. Instead, it would have to be trucked to central or northern California for

**Whither the Old City Hall?**  
 By SARA HALL/NBISWY  
 The first phase of the new Newport Beach Civic Center project is underway, and residents and city leaders are turning their attention to what will become of the current City Hall site on Newport Blvd. The City Council approved early construction on the new City Hall and related improvement, and set a timeline that has construction wrapping up in late 2012. But they are as yet undecided as to what to do with the current City Hall structure. "No plans yet," said Newport Beach City Manager David Kiff. The high-profile location creates considerable interest from numerous parties, complicating decisions. A few ideas that have been suggested include a park, a fire station or a community center, Kiff said.

**Council OKs Lido Farmers' Market**  
 By ROSA BLOOM/NBISWY  
 The brick promenade of Lido Marina Village will be the site of a weekly farmers' market beginning a week from Sunday, as the City Council this week approved a plan to give the retail area a shot in the arm. Under the plan, Spans of Promise Foundation, operator of the Playa Vista Farmers' Market, will manage the Lido operation that will debut June 20. In agreeing to the plan – which was proposed to the city by Lido Marina Village owner Davenport Properties – councilmembers and the city staff cited the success of the longstanding farmers' market in Corona del Mar and positive reports from Playa Vista officials about the market there. "Both staff and Davenport Properties believe

**City Hall, page 17**  
**DREDGING, page 17**

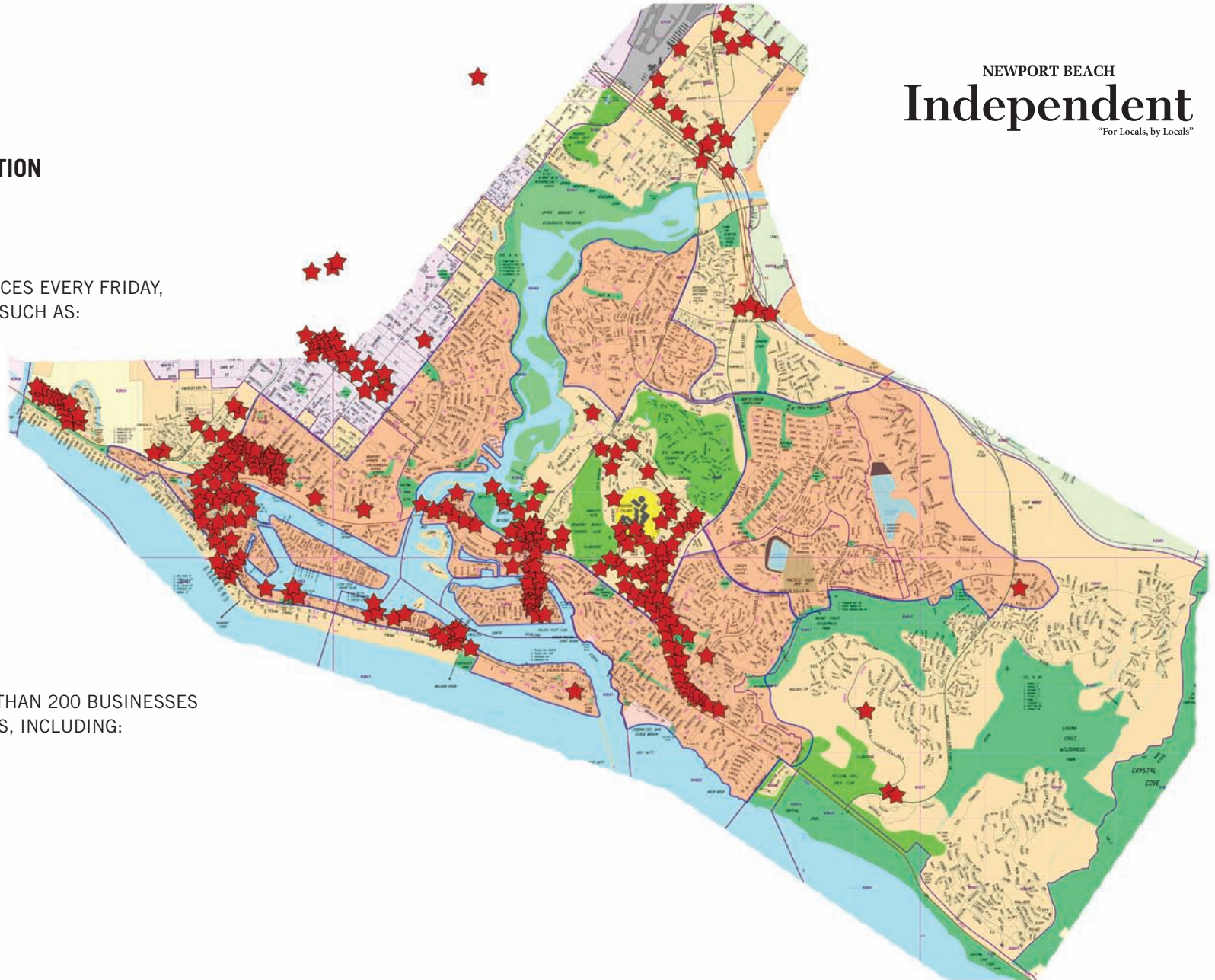
## CIRCULATION AND DISTRIBUTION

- 20,000 COPIES PER WEEK
- 30,000 + READERS
- DELIVERED TO 15,000 RESIDENCES EVERY FRIDAY, INCLUDING KEY COMMUNITIES SUCH AS:

CORONA DEL MAR  
IRVINE TERRACE  
LIDO ISLE  
BALBOA ISLAND  
CASTAWAYS  
HARBOR VIEW HILLS  
CAMEO SHORES

- BULK DISTRIBUTION TO MORE THAN 200 BUSINESSES AND HIGH-VISIBILITY LOCATIONS, INCLUDING:

RESTAURANTS  
REAL ESTATE OFFICES  
DOCTOR'S OFFICES  
SHOPPING CENTERS



## 2012 Advertising Rates

SIZE	OPEN	13X	26X	52X
	4-COLOR	4-COLOR	4-COLOR	4-COLOR
FULL PAGE	\$775	\$700	\$625	550
2/3-PAGE	\$620	\$560	\$500	450
1/2-PAGE	\$465	\$420	\$375	325
1/4-PAGE	\$250	\$225	\$200	175
1/8-PAGE	\$155	\$140	\$125	110
FRONT PAGE STRIP <small>(4-COLOR ONLY)</small>	\$420			
SECTION STRIP <small>(4-COLOR ONLY)</small>	\$200			
BUSINESS CARD <small>(2 WEEK MINIMUM, B&amp;W ONLY)</small>	1X \$48	13X \$44	26X \$40	
CLASSIFIED <small>(25 WORDS, 2 WEEK MINIMUM, B&amp;W ONLY)</small>	2X \$30	13X \$25	26X \$20	

Shared frequency for advertising in the Laguna Beach Independent and the Newport Beach Independent • Prices for inserts, wraps or other provided upon request.

### NOTES

- All rates are net per insertion
- Guaranteed placement add 10%
- Early pay discount of 2% if publisher is paid in advance of sale date
- First-time advertisers must prepay for their first ad
- Basic typesetting and ad layout is included. Creative ad design will be billed \$75 per hour

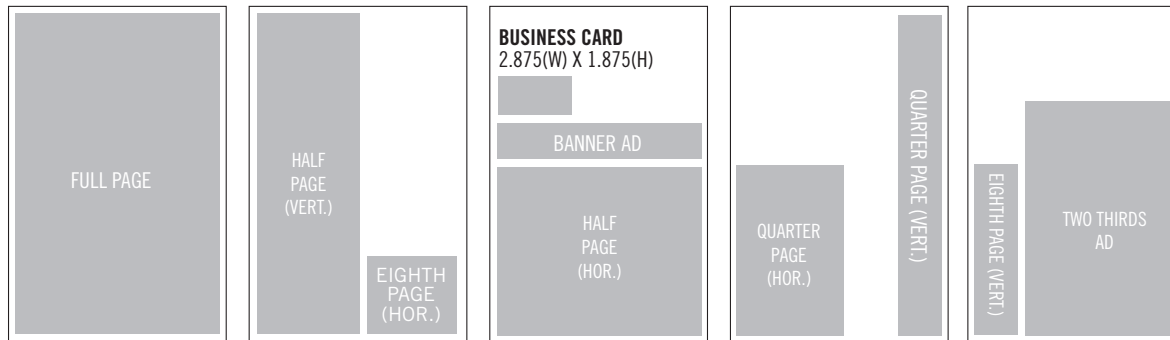
### DEADLINES

- Space must be reserved by noon Tuesday
- Camera-ready materials due noon Wednesday

### CONTRACT INFORMATION

- A contract is required to secure frequency discounts.
- Cancellations must be received in writing one week prior to space reservation deadline.
- If fewer insertions are run than contracted for, the advertiser agrees to pay the difference between rates paid and rates earned.
- Publisher shall not be liable for damages as a result of an advertisement failing to be published.
- Positioning of the ad is at the discretion of the publisher, except when advertisers pay for preferred position and/or are promised a specific position in writing.

## ADVERTISING SPECIFICATIONS



**FULL PAGE**  
9 (W) X 14(H)

**HALF PAGE (VERT.)**  
4.5(W) X 13.5(H)  
**EIGHTH PAGE (HOR.)**  
4.5(W) X 3.325(H)

**HALF PAGE (HOR.)**  
9(W) X 6.75(H)  
**BANNER AD**  
9(W) X 2(H)

**QUARTER PAGE (HOR.)**  
4.5(W) X 6.75(H)  
**QUARTER PAGE (VERT.)**  
2.125(W) X 13.5(H)

**TWO-THIRDS PAGE**  
6.75(W) X 10.5(H)  
**EIGHTH PAGE (VERT.)**  
2.125(W) X 6.75(H)

### PREPRESS GUIDELINES

Laguna Beach Independent is a Macintosh-format Computer-to-Plate (CTP) environment, and Adobe InDesign are the primary page layout programs. Print ready PDF and InDesign documents are the preferred material formats. All files will pass through a preflight operation to confirm that all elements are present and correct. If there are problems, we will contact you and work to resolve them (with applicable charges). To minimize problems, please read and follow the guidelines below.

### DIGITAL FILE REQUIREMENTS

We accept the following digital file formats: PDF, TIFF, or JPEG images. High-resolution files of at least 180 dpi are required. Please package or collect all support files including fonts. Convert all PMS spot colors used in any application to CMYK.

### IMAGES

All images must be submitted (grayscale or CMYK) as native Photoshop psd, EPS, JPEG, or TIFF at 180 dpi. Images supplied at lower resolution will result in an inferior print quality that will not be the publisher's responsibility. Any images supplied as RGB, index, lab or containing color profiles will be converted to CMYK, which may result in an undesirable color shift. We cannot be responsible for files supplied in formats other than CMYK. Scaling, rotating or other image manipulation must be done prior to placement in the page layout program.

### PDF FILES

Print ready PDF files are acceptable only if they meet size, color and resolution requirements as detailed in the Image section above.

### DELIVERY INFORMATION

Submitting Your Ad Ads can be submitted in any one of three following ways:

1. Mail/Overnight Delivery
2. via Our FTP site
3. Email (Not to exceed 5MB in size)

by mail or overnight delivery, please send your ad (please include a suitable content proof) to:

Ad Coordinator LBindy 250 Broadway St., Laguna Beach, CA 92651

Please check with your Ad Coordinator to receive prior approval before sending your ad via email. The Ad Coordinator will provide you the proper email address. Proofs are still required for electronically submitted ads (see Proof Policy above for requirements). A file (JPG) can also be supplied as a content proof, but must be clearly labeled as such. FTP (File Transfer Protocol) Firebrand Media LLC maintains an FTP site to support advertisers in the quick and easy electronic delivery of digital ad files. FTP is a simple way to transmit large files over the internet. However, content proofs are still required for electronically submitted

### PROOF POLICY

Content Proofs • A content proof is required for all ads. A content proof can be provided as either a hardcopy print or a low resolution JPEG file. A JPEG content proof file should be clearly labeled "Proof" to differentiate it from the high-resolution ad file. For instructions on creating a JPEG, click here. • All content proofs must be generated at 100% and include crop marks.

### CONTACT INFORMATION

#### AD COORDINATOR

You may also email your artwork to Tina at:  
tina@firebrandmediainc.com

#### ART QUESTIONS

Contact Art dept. with any artwork  
questions: artdept@firebrandmediainc.com

### LOG ON CREDENTIALS:

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artdept@firebrandmediainc.com for FTP upload info.