

umbrage

Love fest. Strip away their cynical jargon, accusatory questions and generally aggressive mein, and journalists are pretty much like everyone else. They just want to be loved, much as people are in other popular professions, such as law, tax auditing and baseball umpiring. Over 30 years, the *California Journal* has "felt the love" from both sides of the political spectrum. In 1994, conservative Assemblyman Gil Ferguson (R-Newport Beach) sent a memo to his colleagues warmly speaking of "the liberal scumbags that produce that collection of trash called the *California Journal*." Democratic Party bulldog Bob Mulholland had this to say about a *Journal* criticism of liberal state Senator Tom Hayden (D-Santa Monica) in 1997: "Hayden will be remembered ... long after he's gone. I have a hard time remembering what the *Journal* reported last month." This unanimity of feeling from both ends of the partisan Bell Curve continues to this day. A survey of *CJ* subscribers completed earlier this year had one reader suggesting there was "too much liberal bias in story selection, sources [and] slant." The same survey also produced this comment: "Since your editorial shift to the conservative right, I have canceled my subscription."

Laugh tracks. In looking back over 30 years, this space has been the repository for the, um... "offbeat" angle on California politics and government. Most of the comments have centered on the practitioners of those crafts,

"intelligence"

but sometimes we've found ourselves turning the microscope inward. In 1981, the *Journal* wrote of how a "factory reconditioned" IBM Selectric typewriter was seized from *Journal* offices by Sacramento police after it was revealed we had inadvertently purchased stolen property. "The typewriter was

traced back," we wrote then, "to the corporation which had [originally] taken the stolen machine in trade — IBM." In 1992, it was our turn to own up to a rather embarrassing gaffe — misspelling the word "intelligence" in a list ranking the smarts of lawmakers. "We want you all to know that we deliberately misspelled the word intelligence," we wrote. "We did it to, uh, make sure our readers were on their toes and paying attention. Actually we did it as a joke. Yeah, that's it. A joke. Really. A joke. Obviously, the 50,000 or so of you who phoned, faxed or wrote to us ... didn't get it."

Star power. Recently, it has become clear that Warren Beatty, Arnold Schwarzenegger and even Cybill Shepherd have designs on joining the scroll of actor/politicians whom we've chronicled over three decades. As we thought ahead to the next 30 years, we imagined the following scene, in a Hollywood talent agent's office, sometime in the not-too-distant future. "Hey, babe, howya doin'? Listen, I just got finished talking you up for a TV project that is bigger than Kevin Costner's ego. Are you ready for this? How about governor of California. No, that's not the title of the project — it's the actual job! Blow you away or what? The deal is a guaranteed six-month run, but if your ratings hold, it's a four-year guarantee with an option for another four years. Exposure? Are you kidding? Remember awhile back, when Beatty mouthed off about running for prez? Look what happened! The Washington press went nutz. But nobody ever really takes your Beattys and Schwarzeneggers seriously: No way they're giving up \$15 mil a picture. We'll take a meeting next week, all right? Love ya, babe. Ciao." 🏠

"Journalism is literature
in a hurry."

— Matthew Arnold

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Affiliates of California

As we approach the new millennium, we at Planned Parenthood are more conscious than ever before that freedom implies the ability to make responsible choices – choices that promote the health and well-being of an individual, a family, a community and our society.

Planned Parenthood Affiliates of California thanks the following state legislators for their 100% responsible choices voting record during the 1999 legislative session:

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Debra Bowen
John L. Burton
Wesley Chesboro
Joseph Dunn
Liz Figueroa
Teresa Hughes
Patrick Johnston
Betty Karnette
Jack O'Connell
Deborah Ortiz
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Richard Polanco
Hilda Solis
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Assembly

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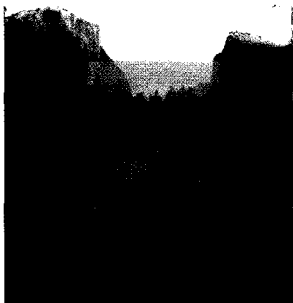
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California on the

A new millennium begins. California celebrates its Sesquicentennial. And California Journal turns 30. At this season of milestones, it is worthwhile to reflect on the notion that California remains a place apart, a state of mind as much as a state of the union, and to chart the changes that have occurred in California over the lifetime of this magazine.

By A.G. Block

Editor's note: To commemorate California Journal's 30th anniversary, we have prepared two special editions. This November issue reflects on the state's past by profiling the 30 men and women we believe most influenced California government and politics in the 20th century. In January, we probe into California's future with an edition we call "The Latino Century."



From the beginning, there has been a mystique about California that comes from being a place apart, separated from the rest of America in terms of geography and outlook. A place of myth and distinction reflected in its nickname — "the Golden State." For millions of immigrants, both domestic and foreign, California has more than lived up to that promise — even as the state itself has been transformed in extraordinary but not always constructive ways.

America's California was fashioned in the 19th century, hatched nearly whole and adult on the heels of the Gold Rush, which brought statehood in 1850. But the state blossomed in the years between 1900 and 1999 — an era that arguably could be called the "California century." California lured America with its dreams. It tantalized a continent with sun-baked beaches and movie stars, with vast physical and economic frontiers to be captured, tamed and dominated. Its economy has been and remains the envy of the world. Its trend-setting politics have provided, among other innovations, the initiative and referendum, a full-time

