

**\*\* MEDIA PLANNING USE ONLY \*\***

**FOR IMMEDIATE RELEASE:**  
December 8, 2011

Contact: Brenna Hamilton  
Communications Director  
The California Museum  
(916) 651-0934  
[bhamilton@californiamuseum.org](mailto:bhamilton@californiamuseum.org)

**\*\* MEDIA ADVISORY \*\***

**Governor Edmund G. Brown, Jr. & First Lady Anne Brown to induct sixth class of honorees at The California Museum's California Hall of Fame on Thursday, December 8<sup>th</sup> at Memorial Auditorium**

December 8, 2011(Sacramento, California) -- Governor Edmund G. Brown, Jr. and First Lady Anne Brown will induct 10 legendary Californians into The California Museum's California Hall of Fame, the Museum's signature fundraising program celebrating the Californians who embody the state's spirit of innovation and achievement. **The 2011 inductees are: Buzz Aldrin; The Beach Boys; Dr. Elizabeth Blackburn; Father Gregory Boyle; Doris and Donald Fisher; Earvin "Magic" Johnson; Ed Roberts; Carlos Santana; Amy Tan; and Justice Roger Traynor.** For more information, visit [CaliforniaMuseum.org](http://CaliforniaMuseum.org).

**Media who applied for credentials will be allowed to cover the 2011 California Hall of Fame red carpet arrivals in front of Memorial Auditorium, located at 1515 J Street in Sacramento. No additional credentials will be issued on site.**

**WHEN:** Thursday, December 8th, 2011

**5:00 PM: Media Check-in Opens**

**NOTE:** Credentials will be available for pick up at media check-in table on J Street.

**6:00 PM to 7:00 PM: Red Carpet Arrivals**

- Comcast Hometown Network, digital cable channel 104, will be broadcasting live the red carpet arrivals from 6:00PM – 7:00PM, as hosted by E! News' correspondents **Catt Sadler** and **David Perry**.
- The attending 2011 inductees are: space explorer and astronaut **Buzz Aldrin**; surf rock legends **Mike Love** and **Al Jardine** of **The Beach Boys**; Nobel Prize-winning scientist **Dr. Elizabeth Blackburn**; community activist **Father Gregory Boyle**; entrepreneur and philanthropist **Doris Fisher**; basketball superstar **Earvin "Magic" Johnson**; guitar visionary **Carlos Santana**; contemporary novelist **Amy Tan**.
- Representing posthumous inductees are family members of disability rights advocate **Ed Roberts** and social justice champion California Supreme Court **Justice Roger J. Traynor**.
- Confirmed past inductees and state politicians are: 2006 California Hall of Fame inductee **Clint Eastwood** & Museum Board of Trustees Chair **Dina Eastwood**; **Stuart Milk**, nephew of 2009 inductee **Harvey Milk**; 2009 inductee **General Chuck Yeager**; and **Secretary of State Debra Bowen**.
- Special guest appearances made by: Visit California spokesperson **Rob Lowe**; Museum Board of Trustee member **Lisa Ling** of Oprah Winfrey Network's "Our America with Lisa Ling;" Sacramento **Mayor Kevin Johnson**, with music by **Makana**.

**7:00 PM to 8:00 PM: 2011 California Hall of Fame Induction Ceremony**

- The Governor and First Lady will present the inductees with "Spirit of California" medals during the induction ceremony.

- Comcast will provide an audio/video feed via the satellite coordinates listed below to any outlet interested in carrying the event or capturing segments for news programming:

|                         |                     |
|-------------------------|---------------------|
| Band                    | KU Band             |
| Satellite Test Window   | 20:30--21:00 ET     |
| Satellite Event Window  | 21:00--24:00 x 30ET |
| Satellite & Transponder | G18--K20 Slot C     |
| Bandwidth               | 9MHz                |
| Uplink Freq             | 12104.5 Horizontal  |
| Symbol rate             | 6.1113              |
| FEC                     | 3/4                 |
| Data Rate               | 8.448               |
| Vendor Conf#            | 463174              |

For questions regarding technical aspects, satellite uplink, news footage or audio feeds, please contact: Comcast Hometown Network's Jason Holmes at (510) 266-3221 or [jason\\_holmes@cable.comcast.com](mailto:jason_holmes@cable.comcast.com).

- A live streaming video will be available to view online at [CaliforniaMuseum.org](http://CaliforniaMuseum.org) and the Governor's web site <http://www.gov.ca.gov>
- Due to Comcast's live broadcast, ceremony photography will be pooled by *The Sacramento Bee* and distributed to the wire services. Publications unable to obtain photographs through the wire may download images from [http://www.sacbee.com/static/newsroom/pool\\_photos](http://www.sacbee.com/static/newsroom/pool_photos) by entering:  
 Username: media  
 Password: poolphotos  
 Please call *The Sacramento Bee's* picture desk with questions at (916) 321-1162.

**WHERE:** **Memorial Auditorium**  
 1515 J Street (the corner of 15<sup>th</sup> and J Streets), Sacramento, CA 95814

**MEDIA:** **All media must have applied for credentials by Tuesday, December 6th by 5:00 PM.**

- No additional credentials will be issued on site.**
- Television crews must tape red carpet segments due to Comcast's live broadcast, limited facility parking and public safety risks of cabling of sidewalk.
- Press materials including images, bios and releases are available at <http://www.californiamuseum.org/about/press-center> for download.

**About The California Museum**

The California Museum — home of the California Hall of Fame and the California dream — engages, educates and enlightens people about California's rich history and unique contributions to the world through ideas, innovation, art and culture. Through interactive and innovative experiences, the museum inspires men, women and children to dream the California dream and dare to make an individual mark on history. Open Monday through Saturday from 10:00a.m. to 5:00p.m.; Sunday from noon to 5:00p.m. Admission: Adults \$8.50; Students/Seniors \$7.00 with valid ID; Children 6-17 \$6.00; Children 5 and younger free. For more information, visit: [www.CaliforniaMuseum.org](http://www.CaliforniaMuseum.org)

To date, the 2011California Hall of Fame presenting sponsors are:

**Visit California**  
**Comcast - Exclusive multi-media partner**

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