

# La Rueda

S E R V I C E   A B O V E   S E L F  
THE ROTARY CLUB OF MONTEREY, RI DISTRICT 5230

## Joseph W. Heston – Getting On The News Amidst Pandemic And Pandemonium



Joseph W. Heston has been the President and General Manager of KSBW television since January 1999, and has been with Hearst Television (part of the Hearst Corporation) since September 1984. He may be familiar to Central Coast viewers due to his weekly on-camera appearances, presenting the position of the KSBW Editorial Board.

For 34 years Heston has worked with Hearst, having held executive positions at WTAE-TV in Pittsburgh, Pennsylvania, WBAL-TV in Baltimore, Maryland, and WCVB-TV in Boston, Massachusetts. Before joining the Hearst Corporation, he worked with

Westinghouse Broadcasting (now, CBS) for eight years holding various production positions at WBZ-TV in Boston, KDKA-TV in Pittsburgh, and WJZ-TV in Baltimore, where he began his broadcasting career in 1976.

During his tenure at KSBW-TV, Heston supervised the construction and launch of the market's first HDTV station in 2002. During Heston's stewardship of KSBW, the station has increased ratings in all time periods. Typically, KSBW now enjoys a 8 to 1 advantage over all competitors during local newscasts. The station's website, KSBW.com, was launched in June 2001 and is now the most viewed local website on the Central Coast, now averaging over 6 million page views a month with over 500,000 unique users. In April 2011, Heston oversaw the launch of a new digital TV channel, "Central Coast ABC" – the first local ABC affiliate in our region in the history of television; and in April 2016, launched KSBW's second digital channel, the Spanish-language network Estrella.

During his television career, Heston has helped stations garner numerous awards, including 21 Emmys. KSBW and Hearst's political coverage, in over nine consecutive election cycles, has been recognized with the coveted Peabody Award; and Hearst stations are the only national media group to have been honored with the "Walter Cronkite Award for Outstanding Political Coverage" by USC's Annenberg School of Communications.

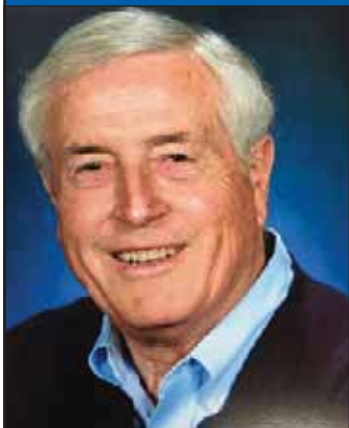
Heston is a former member of the Board of the United Way of Monterey County (2000-2006). In 2001, he oversaw KSBW's launch of the early childhood initiative "Success By 6®" with the United Way of Santa Cruz County and Monterey County. In 2005, he led the development of the teacher recognition project: The KSBW Crystal Apple Award. In 2012, he led the implementation of KSBW's Golden Whistle award for outstanding high school coaches. Heston is a former member of the Board of Trustees of York School (2001-2010). He continues to serve on the Board of the Monterey County Regional Health Development Group. Heston, is a summa cum laude graduate of Ohio University.

Caring For Membership

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Featuring Fellow  
Rotarian Member  
Raph Keill



**Raph Keill** shares his life story. I was born in a small Nebraska town and moved to Omaha at an early age. I decided that I wanted to be a physician around age 5. I went to high school where Henry Fonda, Warren Buffet, and Gale Sayers are also graduates. I had a paper route and was an Eagle Scout. I participated in band and track in high school and ran track and cross country in college. For several years I held the school records in the mile and two mile at the University of Nebraska at Omaha. I learned to take advice from my teachers with a grain of salt. One high school teacher recommended I not take any more science classes and my college premed advisor told me I would never get into med school if I participated in athletics. They both proved incorrect as I went to, and graduated from the University of Nebraska College of Medicine. The Viet Nam war was in its early years so I went into the Navy right after graduation (at that time there was then a physician draft with eligibility until age 40). I was in the Navy for 5 years mostly as a Flight Surgeon and after internship and flight training I was either at NAS Miramar in San Diego where the movie Top Gun was filmed or on an aircraft carrier the USS Coral Sea. I made a cruise to Viet Nam and ended up with about 200 hours of flight time and 50 carrier landings, most in the back seat of an F-4 Phantom. After my time in the Navy I took a 4 year residency in general surgery at the University of Missouri. In 1972 I moved to Petaluma CA and for the next 22 years I practiced general and vascular surgery, for 18 of those years with one of my fellow surgery residents.

# SEPTEMBER – OCTOBER

**Thursday – 09/24 Herm Edwards – Coaching in the Pac 12**

**Thursday – 10/01 Neal Hotelling – An Apologist's View Of Monterey's David Jacks (1822-1909)**

**Tuesday – 10/06 COG Meeting – 5:30 PM**

**Thursday – 10/08 Board Meeting – 7:30 AM**

**Thursday – 10/08 Lucas Beebe – The FBI In Monterey County**

**Thursday – 10/15 Greg Longstreet – Current Events In Ag Industry**

**Thursday – 10/22 COG Bios**

**Thursday – 10/29 Colleen Bailey – Next Gen Jazz Band**

During that time I ended up as chairman of the surgery department, chief of the medical staff and on the board of a non profit HMO. This increased my interest in the administrative aspects of healthcare and I began taking business courses one night a week at Sonoma State. In 1994 I moved to Monterey County to become the medical director at SVMH. I used to say that part of my job there was like trying to herd feral cats. I continued my business studies and received an MBA from Golden Gate University in 1998. I retired the end of 2000.

I had been invited to visit a Rotary club several times during my practice years but never went. One of my friends from high school and med school, Marty Lipp, invited me to the Monterey Rotary Club and I was extremely impressed. I joined in early 2002 and over the years have been program and allocations chair and treasurer. For almost 10 years I volunteered at the Rota Care free clinic.



I was raised in a church going family but really was what I call a “cultural Christian” until I stumbled into reading the Bible in the 1970s and have been an active Christian since. I am a private pilot with an instrument rating and currently volunteer with Peace of Mind Dog Rescue, and until Covid 19 hit, I could be found most Fridays volunteering at the visitor’s center at Garland Ranch Park.

My wife Helen and I live in Carmel Valley right at the edge of the village. I have 2 children and 2 stepsons. My son is a pilot with Delta and my daughter, who was in the Army in the first Gulf War, works for the government on a base in San Antonio. One stepson is a retired Naval Aviator who now trains prospective Naval Aviators on aviation simulators and the other is a self employed contractor in Jackson Hole WY.

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