

A Minute With Steve Penna – In Honor of The Spectrum’s 10th Anniversary



Greg Koch Photography

Why Redwood City?

It is what I know and who I am.

Something one should know about Redwood City?

It is different from any other community.

What is your biggest responsibility as a journalist?

Informing the public of wrongdoings.

Steve Penna was born and raised in Redwood City and graduated from Hoover Junior High and Sequoia High School, class of 1976. He is single and lives in the Oak Knoll/Edgewood Park neighborhood.

Steve is the owner and publisher of The Spectrum Magazine. This issue marks its 10th anniversary. Steve started this publication after a successful career in advertising and sales with the Daily Journal, San Mateo County Times and Examiner news publications. He also handles independent publicity for a long list of clients and has worked on special assignments for the American Broadcasting Company news division.

Steve’s column, “As I Was Saying...,” has won three Greater Bay Area Journalism Awards from the San Francisco Peninsula Press Club: two first-place awards and one third-place award in the news columns category. The Spectrum Magazine has won two awards: one for best graphic art layout and, last year, first place for overall excellence in the magazine category. The Spectrum is currently the largest read publication in Redwood City with over 10,000 monthly readers.

Steve is the current president of the Police Activities League, a member of the Redwood City–San Mateo County Chamber of Commerce and a CASA child advocate. He also serves on several boards of directors in the Redwood City community.

His hobbies include bike riding and working out. He is a newshound, collects crosses and enjoys traveling within California.

What’s something you hide about your personality?

How completely sensitive I am.

What motivates you in life?

Waking up in the morning.

Most peaceful place in Redwood City?

A dock area near the Port of Redwood City offices.

What one rule did you always disagree with while growing up?

All of them, but I complied with most.

Name a major life experience that made you who you are today.

Quadruple bypass surgery.

If you were just given a yacht, what would you name it?

Spudly.

Hidden pleasure?

Blasting any Taylor Swift song on the car stereo and singing at the top of my lungs.

You still cannot believe?

My mother passed away.

When you die, you want to come back as?

An entertainer.

If you’re happy and you know it?

Then your life should really show it. Don’t be negative!