



Proclamation of the City Council City of San Diego

Mark Larson Day

Presented by Mayor Todd Gloria & Councilmember Raul A. Campillo
June 12, 2026

WHEREAS, Mark Larson arrived in San Diego with his wife, Marcia, in June 1976 from Rockford, Illinois, after being hired by legendary radio general manager Paul Palmer to join KFMB 760-AM, beginning a broadcasting career that would span five decades; and

WHEREAS, Mark Larson will commemorate an extraordinary milestone on June 12, 2026, achieving 50 years of continuous on-air service in San Diego radio and television, establishing a remarkable longevity record on the local airwaves; and

WHEREAS, Mark Larson has served in numerous leadership and on-air roles at KFMBAM, KPRZ-AM, KCBQ-AM, KOGO, XEPE 1700-AM, and other stations, and currently continues to inform and engage audiences through his programs on Newsradio 600 KOGO and KUSI TV; and

WHEREAS, Mark Larson has distinguished himself through notable career achievements, including coverage of the San Diego Padres' 1984 World Series season, an exclusive interview with former Soviet Union President Mikhail Gorbachev, emceeding Ronald Reagan pre-election rallies, and broadcasting from a warzone aboard the USS Ronald Reagan; and

WHEREAS, Mark Larson has distinguished himself not only as an accomplished broadcaster, but also as a trusted emcee, sought-after keynote speaker, successful business leader, and dedicated civic advocate whose decades of service, leadership, and community involvement have enriched San Diego and extended his influence far beyond the airwaves; and

WHEREAS, Mark Larson has demonstrated exceptional community leadership through his service on the Board of Directors of the San Diego Air & Space Museum, including 14 terms as chairman; **NOW, THEREFORE**,

WHEREAS, Mark Larson has become synonymous with San Diego broadcasting, and through fifty years of exceptional journalism, thoughtful analysis, and steadfast dedication to serving the public, has helped shape the region's civic discourse while establishing a legacy as one of the most influential and recognizable voices in local radio history; **NOW, THEREFORE**,

BE IT PROCLAIMED, by the Mayor and the Council of the City of San Diego, that this Council, for and on behalf of the people of San Diego, does hereby proclaim June 12, 2026 to be "Mark Larson Day" in the City of San Diego.




COUNCIL PRESIDENT JOE LACAVAL


COUNCIL PRESIDENT PRO TEM KENT LEE


COUNCILMEMBER JENNIFER CAMPBELL


COUNCILMEMBER STEPHEN WHITBURN


COUNCILMEMBER HENRY L. FOSTER III


COUNCILMEMBER MARNI VON WILPERT


COUNCILMEMBER RAUL A. CAMPILLO


COUNCILMEMBER ADRIAN MORENO


COUNCILMEMBER SEAN ELO-RIVERA


MAYOR TODD GLORIA

Approved by Council on the 8th Day of June, 2026.