

FoSBE: Business

By,

Grace Aguinaldo-Limbag Nall

San Diego Asian Journal

Founder and former Editor-in-Chief, Mr. Simeon Silverio, Jr.

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- **San Diego Asian Journal**

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- Simeon Silverio, Jr. is the founder and former Editor-in-Chief of the award-winning newspaper, **San Diego Asian Journal**, based in San Diego, California.
- Mr. Silverio was born in December 1947 in Manila, Philippines. He came from a family of journalists. So, it was no surprise he followed in their footsteps by obtaining a Bachelors of Arts degree in Journalism at the University of the Philippines. He also obtained double Masters Degrees in Communication and in Business Administration at the Ateneo de Manila University. He worked at several Philippine newspapers, such as the **Sunburst Publications** as a managing editor. He also was publisher of **Sunburst International Magazine**, **Business Outlook in the Philippines & Asia** and **Yaman Magazine**.
- Mr. Silverio pursued the opportunity to immigrate to the United States in 1982. He became the founder and publisher of **Asian Journal**, the first Filipino weekly newspaper in San Diego County in 1986. He credits former Filipino founders Mr. Rocky Bungay and Mr. Ernie Flores, Jr. as mentors.
- In 1999, he co-founded the Los Angeles Asian Journal. His love of writing and Philippine history can be seen in several books he has published, such as **BETEL NUTS & OTHER STORIES** (c 2011), **COMPLICATED AFFAIRS** (c2011), and **PHILIPPINE HOMECOMING'S CHERIED MEMORIES** (c2011).
- In 2020 with the start of the COVID Pandemic, Mr. Silverio sold the Asian Journal to Roger Oriol. The Asian Journal, San Diego newspaper still maintains its office at the Old Schoolhouse Square Shopping Mall in National City, a place where the heart of many Filipino establishments began and continued to flourish.
- Mr. Silverio remains inspired to write and share his knowledge of the Asian and Filipino community through his website, <https://asianjournalusa.com/>. He states that his family and faith have contributed to his success. In his books, he writes that he hopes his readers will pass on such information, as contained in his writings, to their progeny so the next generation of Filipino Americans, at least in San Diego, will not be totally in the dark about their Filipino heritage."



*Simeon Silverio, Jr.
Founder, San Diego Asian Journal
Photo Courtesy Grace Nall*

THE FILIPINO PRESS

Founder and Publisher: Ernie Flores, Jr.

Known as “Dean of Filipino Journalists”

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- The Filipino Press was owned by Ernie Flores, Jr. Mr. Flores was the founder and editor-in-chief of The Filipino Press when he started it in 1982. It was a bi-monthly publication whose motto of was “*Your Key to the Filipino Community.*”
- Mr. Flores was born in 1930 in San Fernando La Union, a small town in the Philippines. His father was a journalist, and Mr. Flores had the same passion. During the 1960s, he immigrated to the United States. He was the first Filipino journalist for the Arizona Republic newspaper and in later years, he achieved the same recognition as the first Filipino journalist for the San Diego Union Tribune Newspaper.
- With the increasing population of Filipino residents in the South Bay, Mr. Flores left his job at the San Diego Union Tribune, to start his own newspaper called The Filipino Press. The goal was to have the voice of the Filipino community reflected in the stories and highlight the many events celebrating the Filipino heritage.
- Mr. Flores passed away unexpectedly on January 7, 2005 at 71 years old. He was known as the “Dean of Filipino Journalists” by Mr. Simeon Silverio, Jr.
- The Filipino Press’ new owner is Susan Delos Santos.
- Mr. Flores legacy and love of journalism continues on in his family. His son, Brian Flores, is the television weekend anchor and reporter at Channel Q13 Fox News in Seattle, Washington.



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Photo Courtesy by Brian Flores

