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Appealing for laid off workers.

Volume 23 Issue 103 WEDNESDAY 4/10/24 smdp.com

Community unites over passing of Bob Rosenbloom, founder of Bob's Market



Courtesy photo

BOB'S: The namesake of Bob's Market, Bob Rosenbloom (center) died last week after decades in business on Ocean Park Blvd.

SCOTT SNOWDEN
SMDP Staff Writer

In an unprecedented event on Tuesday afternoon, the well-known and much-loved grocery store on Ocean Park Blvd, Bob's Market, closed at noon, but there was a very good reason. Employees, members of the surrounding community and relatives gathered at Hillside Memorial Park in the afternoon to celebrate the life of local legend Bob Rosenbloom, the founder of Bob's Market.

According to Sue Moss, Rosenbloom's niece and manager of the store, he had been ill for some time. He caught Covid during the pandemic and successfully beat that, but some after, he had a bad fall and he developed shingles. Tragically, his health never fully recovered. "It's a great run for someone in their 90s," Moss said. Rosenbloom was 91.

The service planned for Tuesday afternoon is set to be a celebration of Rosenbloom's life and his relentless commitment to the community. The store has been a fixture at the southwest corner of Ocean Park Boulevard and 17th Street since 1979. Bob's Market, offers meats, produce and a curated wine selection as well as a full-service deli and home delivery and it has attempted to maintain its yesteryear sensibilities while competing against large chains, which is very much a part of its unique charm.

A message from Bob's market on social media said, "We celebrate the life of our favorite neighbor and promise to continue his legacy. Bob Rosenbloom passed peacefully on Friday morning, April 5. In 45 years, Bob's

SEE **BOB'S MARKET** PAGE 11



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Comedy culture comes together for mental health support

THOMAS LEFFLER
SMDP Staff Writer

The thrill of the stage can be alluring for any aspiring entertainer, but those sacred moments in front of the crowd is one small sliver of a sometimes arduous experience. Comedians, for example, battle with balancing a day job, family obligations and a long list of rejections from potential opportunities. Those experienced or talented enough to make laughter their lone occupation still don't lead always-glamorous lives, having to put up with the rigors of road travel and unhealthy habits.

In the midst of a storm of stressors, a talented troupe of comedians teamed with Find Your Anchor (FYA) to do just that, finding some solace during April 5's "Mental Health Day" at the Bergamot Comedy Festival. At The Crow comedy club, jokesters jumped at the chance to make FYA boxes, filled with what Founder and CEO Ali Boroswky called "resources and good vibes."

The boxes included cards detailing "anchors," or reasons to live in the name of suicide prevention and awareness.

Borowsky said the process was about creating "tangible" mental health resources, as the boxes are sent out worldwide to those in need requesting them, or put in locations such as libraries or coffee shops for a little "divine intervention."

"(Anchors) don't have to be groundbreaking," Borowsky said. "They can be steak tacos, a lazy Sunday, going to a standup show ... it's not solving my problems, but it's something to get through another night, another hour, and those seemingly small things can have such a big effect when you're struggling."

> Bringing tools like this in real time to people, we're boots on the ground giving the community tools to live happy, full-functioning, well lives
> - Amber J. Lawson

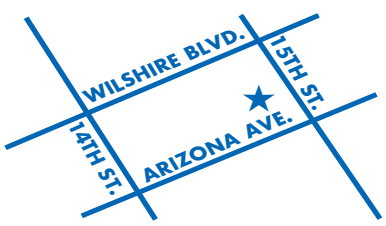
Borowsky and the comedians on site attempted to build 300 boxes during the afternoon session, part of a mental health focused day for the entertainers run by Comedy Gives Back. The nonprofit teamed with Crow Founder Nicole Blaine to bring FYA to the comedians, as well as a meditation session and

SEE **MENTAL HEALTH** PAGE 8



Photo by Thomas Leffler

MENTAL HEALTH: Comedian Matt Duckett prepares a Find Your Anchor box during Mental Health Day at the Bergamot Comedy Festival.

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Suspect in PCH standoff threatened lifeguard at Tower 12 before fleeing

SCOTT SNOWDEN
SMDP Staff Writer

Additional details surrounding Monday's incident that saw the Pacific Coast Highway (PCH) shut down from the 400 block to the 1200 block have been released.

According to a statement from the Santa Monica Police Department (SMPD) at approximately 11 a.m., SMPD officers responded to the 1200 block of the Beach for an individual threatening a lifeguard with a metallic rod. The suspect, later identified as Michael Vincent Parrett, a 38-year-old homeless male, jumped from the roof of Lifeguard Tower 12 and approached the victim with the rod, thrusting it towards him several times. The victim was able to dodge out of the way and was not injured.

Parrett was located by officers in the 400 block of Palisades Beach Road. He ignored the officers' commands and began running on the sidewalk, approaching multiple bystanders, while still holding the rod. When the officers intervened, the subject ran into the bluffs overlooking PCH. Due to the risk of the suspect falling onto PCH and into traffic, California Highway Patrol assisted in closing northbound and southbound traffic.

The suspect made multiple statements threatening that he would not give up without a fight resulting in the Crisis Negotiations Team responding to the location. Dialogue with Parrett continued for over an hour and half with no impact. Parrett made statements indicating that officers would need to shoot him before he would give up. Officers attempted to use less than lethal means to have the suspect drop the rod and surrender. He continued to maintain control of the weapon, refusing to drop it. Ultimately, Parrett was taken into custody with the assistance of a department K9.



Courtesy photo
SUSPECT: Michael Vincent Parrett has been arrested.

Parrett was taken to a local area hospital for evaluation before being transported to the Santa Monica Jail. He was booked for 245 (a) 1 PC – Assault with a deadly weapon with the intent to inflict great bodily injury.

scott.snowden@smdp.com

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Surf report

WATER TEMP: **56.8**

WEDNESDAY
FAIR
SURF: 2-3ft
Thigh to waist
Little SSW swell is rideable at the summer points. Small, steep-angled NW swell mix. A few little peaks for combo breaks west of Dume.

THURSDAY
POOR TO FAIR
SURF: 1-2ft
Knee to thigh
Little SSW swell stays rideable at the summer points. Small, steep-angled NW swell mix. A few little peaks for combo breaks west of Dume.

Weather

Wednesday: Sunny, with a high near 71. Northeast wind 5 to 10 mph becoming southwest in the morning.
Wednesday Night: Mostly clear, with a low around 54. West southwest wind 5 to 10 mph.
Thursday: Sunny, with a high near 68. North northeast wind 5 to 10 mph becoming west southwest 10 to 15 mph.
Thursday Night: Patchy fog after 11pm. Otherwise, mostly cloudy, with a low around 55.

Date	Day	Time (LST/LDT)	Predicted (ft)	High/Low
2024/04/10	Wed	05:17 AM	-1.08	L
2024/04/10	Wed	11:31 AM	4.04	H
2024/04/10	Wed	4:46 PM	1.12	L
2024/04/10	Wed	11:02 PM	6.12	H
2024/04/11	Thu	06:09 AM	-0.97	L
2024/04/11	Thu	12:33 PM	3.48	H
2024/04/11	Thu	5:18 PM	1.70	L
2024/04/11	Thu	11:41 PM	5.80	H
2024/04/12	Fri	07:07 AM	-0.66	L
2024/04/12	Fri	1:51 PM	3.03	H
2024/04/12	Fri	5:51 PM	2.25	L
2024/04/13	Sat	12:26 AM	5.33	H
2024/04/13	Sat	08:16 AM	-0.28	L
2024/04/13	Sat	3:53 PM	2.87	H
2024/04/13	Sat	6:27 PM	2.73	L
2024/04/14	Sun	01:22 AM	4.78	H
2024/04/14	Sun	09:46 AM	0.00	L
2024/04/15	Mon	02:45 AM	4.29	H

Daily Lottery

Although every effort is made to ensure the accuracy of the winning number information, mistakes can occur. In the event of any discrepancies, California State laws and California Lottery regulations will prevail. Complete game information and prize claiming instructions are available at California Lottery retailers. Visit the California State Lottery web site at http://www.calottery.com

POWERBALL
Draw Date: 4/8
6 21 23 39 54
Power#: 23
Jackpot: 31 M

MEGA MILLIONS
Draw Date: 4/5
20 30 54 63 65
Mega#: 14
Jackpot: 97 M

SuperLotto Plus
Draw Date: 4/6
2 25 26 30 32
Mega#: 21
Jackpot: 25 M

Fantasy 5
Draw Date: 4/8
24 25 30 35 39

Daily 3
Draw Date: 4/8
EVENING: 3 5 0
Draw Date: 4/8
MIDDAY: 2 7 5

Daily Derby
Draw Date: 4/8
1st: 12 - Lucky Charms
2nd: 10 - Solid Gold
3rd: 08 - Gorgeous George
Race Time: 1:40.14

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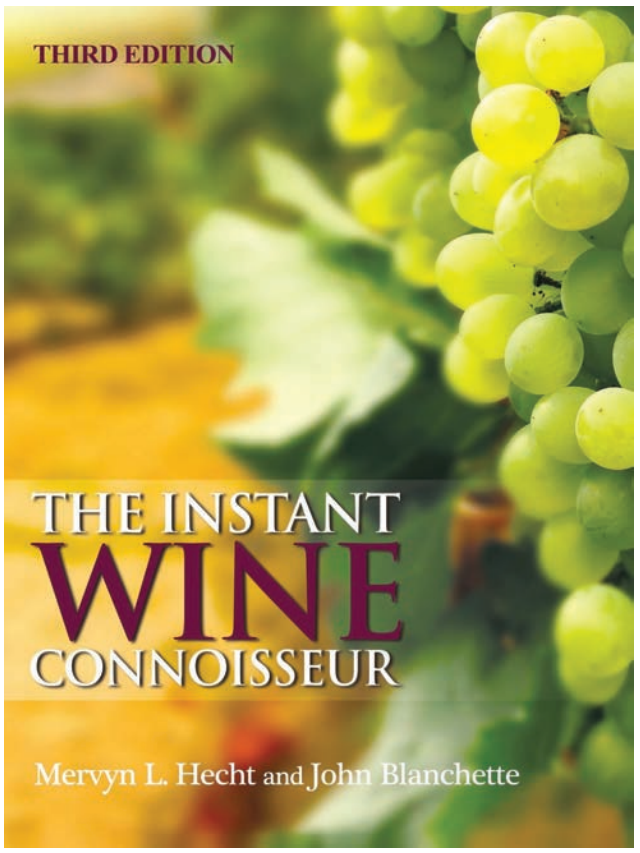
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Santa Monica Daily Press



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★★★★★ Well written, particularly useful, instantly accessible.
★★★★★ ...Hecht has a joyful eye and fabulous taste



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GUEST COMMENTARY

Send comments to editor@smdp.com

Business groups and lawmakers battle over ballot measure to limit California tax increases

DAN WALTERS

Californians will be coughing up many billions of dollars this month as they file their federal and state income tax returns and pay the second installment on their property taxes.

How much?

Annually, individual Californians and California-based businesses pay roughly a half-trillion dollars in federal taxes – personal income taxes, Social Security and Medicare payroll taxes, primarily. They also pay at least another half-trillion dollars to state and local governments – personal income taxes, sales taxes and property taxes, primarily.

By any measure, California is a high-tax state.

The Tax Foundation, a Washington-based organization that tracks nationwide tax trends, recently reported that California's state government levies the nation's highest taxes per capita at $7,200, which translates into about $280 billion a year. As a portion of California's $4 trillion economy, its $540 billion in state and local taxes rank fifth highest at 13.5%.

These numbers – and the state's multibillion-dollar budget deficit – set the stage for a monumental, multi-front war over taxation this year, including three statewide ballot measures that could dramatically alter the politics of taxation.

The Democratic Party's progressive wing, strongly backed by public employee unions, contend that new taxes are needed to maintain vital welfare, education and health care services. However, Gov. Gavin Newsom has publicly rejected tax hikes and proposes a budget that closes the deficit, at least on paper, with spending deferrals, bookkeeping maneuvers, loans and an injection of money from the state's rainy day reserves.

Two years ago, California's two most authoritative polling organizations, UC Berkeley's Institute of Governmental Studies and the Public Policy Institute of California, asked residents about their tax burdens and both found increasing discontent, in part because they were feeling the pinch of other costs of living.

The polling punctuated voters' rejection of a tax increase measure on the 2020 ballot that would have changed Proposition 13, the iconic property tax limit approved by voters in 1978, by increasing taxes on commercial property.

Hoping to leverage popular resistance to tax increases, business and anti-tax groups led by the California Business Roundtable have qualified a measure for the November ballot that would make raising state and local taxes much more difficult.

If passed, the measure would require two-thirds votes for any local tax increases, effectively overturning a state Supreme Court ruling that local taxes proposed via initiative require only simple majority votes. It also would subject any state tax increases to voter approval as well as two-thirds votes by the Legislature.

The measure's qualification has touched off a legal and political war with Newsom, the Legislature and pro-tax interests, such as unions. Newsom and the Legislature have filed suit, hoping to persuade the state Supreme Court that the measure is a constitutional revision, rather than an amendment, and thereby cannot be enacted by initiative.

The contending interests have filed written arguments with the court, which has not formally decided whether to accept the case. If it does, it will have only a few months to declare whether or not the measure goes on the ballot.

The Legislature has also placed its own measure on the ballot that, if passed, would require the business tax limit measure itself to get two-thirds voter approval. And it passed another ballot measure to reduce vote margin for local tax and bond measures that increase spending on housing and infrastructure to 55% from the current two-thirds, potentially nullifying the Business Roundtable measure.

It's a showdown that's been building for nearly five decades, ever since Prop. 13 won approval. With countless billions of dollars at stake, hundreds of millions of dollars are likely to be spent for and against the three interrelated measures.

This article was originally published by CalMatters.

GET IT DAILY...

Gas prices up almost 20 cents for the week

MATTHEW HALL
Daily Press Editor

After a week in which the national average held unchanged, gas prices have resumed their climb but by how much depends on who you ask and where you live.

In Los Angeles, drivers are seeing a tri fold increase driven by overseas instability, seasonal demand and refinery maintenance. According to GasBuddy, local prices are up about 20 cents in the last week and 35 cents over the last month.

Nationally, prices have increased 6.5 cents compared to a week ago at $3.57 per gallon today, according to GasBuddy data compiled from more than 12 million individual price reports covering over 150,000 gas stations across the country. The national average is up 17.1 cents from a month ago but 0.8 cents per gallon lower than a year ago. The national average price of diesel has increased 3.1 cents in the last week and stands at $4.02 per gallon—15 cents lower than one year ago.

AAA says the national average for a gallon of gas climbed just three pennies to $3.56 since last week.

> Renewed Ukrainian attacks on Russia's oil infrastructure and increasing tension in the Middle East spiked oil prices recently
>
> - Andrew Gross, AAA spokesperson

"Renewed Ukrainian attacks on Russia's oil infrastructure and increasing tension in the Middle East spiked oil prices recently," said Andrew Gross, AAA spokesperson. "And with the cost of oil accounting for roughly 60% of what we pay at the pump, there will likely be some upward pressure on prices."

According to new data from the Energy Information Administration (EIA), gas demand rose from 8.72 to 9.23 million b/d last week. Meanwhile, total domestic gasoline stocks decreased by 4.2 million bbl to 227.8 million bbl. Higher demand and rising oil prices will likely nudge pump prices higher.

Today's national average of $3.56 is 21 cents more than a month ago and six cents more than a year ago.

GasBuddy experts said the impending switch over to California's summer blend gasoline also takes refineries offline, prompting an increase in prices.

"After a brief break, gas prices have leapt back up, driven by extensive refinery maintenance on the West Coast, where prices have increased notably; only a handful of states have seen prices decline over the last week," said Patrick De Haan, head of petroleum analysis at GasBuddy. "With oil prices rising to nearly $87 per barrel last week, their highest since October, we are not only facing the seasonal factors that push prices up—refinery maintenance, the switch to summer gasoline, and rising demand—but also escalating crude oil prices as OPEC's production cuts continue to cause declining global oil inventories, with escalations between Iran and Israel adding to concerns of further destabilization. The West Coast is likely to see gas prices continue to jump, and in a week or so, will be joined by the mid-Atlantic and Northeast states as they wrap up the transition to summer gasoline."

GasBuddy tips for increase mileage:

KEEP YOUR VEHICLE WELL-MAINTAINED

Routine maintenance is crucial for optimal fuel economy. Change your air filters regularly and keep your tires properly inflated. Outdated parts or any issues with your vehicle can drastically reduce MPG.

LIGHTEN THE LOAD

The more weight in your vehicle, the more fuel it will consume. Clear out any unnecessary items from your trunk, backseat, and cargo areas. Remove bulky roof racks when not in use to improve aerodynamics.

GO EASY ON THE GAS AND BRAKE PEDALS

Aggressive driving with frequent stops, starts and rapid acceleration can severely hurt your gas mileage. Accelerate and decelerate smoothly and gradually. Look ahead and time stoplights to avoid unnecessary braking.

USE CRUISE CONTROL

Maintaining a constant speed on the highway makes the most efficient use of fuel. Set your cruise control when safe to do so to avoid unintentional speed fluctuations.

CHECK GASBUDDY FOR CHEAP GAS NEARBY

Why pay more than you need to for gas? Use the GasBuddy app to quickly locate the cheapest gas stations along your route. With data from millions of drivers, you'll always find the best prices.

COMBINE TRIPS AND AVOID EXCESSIVE IDLING

Each cold start increases fuel consumption, so combine multiple errands into one trip rather than making lots of shorter drives. Idling gets 0 MPG, so shut off your engine if you'll be stopped for more than 30 seconds (except in traffic).

OBEY THE SPEED LIMIT

Gas mileage drops rapidly at speeds above 50 MPH. Each 5 MPH over 50 MPH is like paying an extra $0.24 per gallon for gas. Follow posted limits.

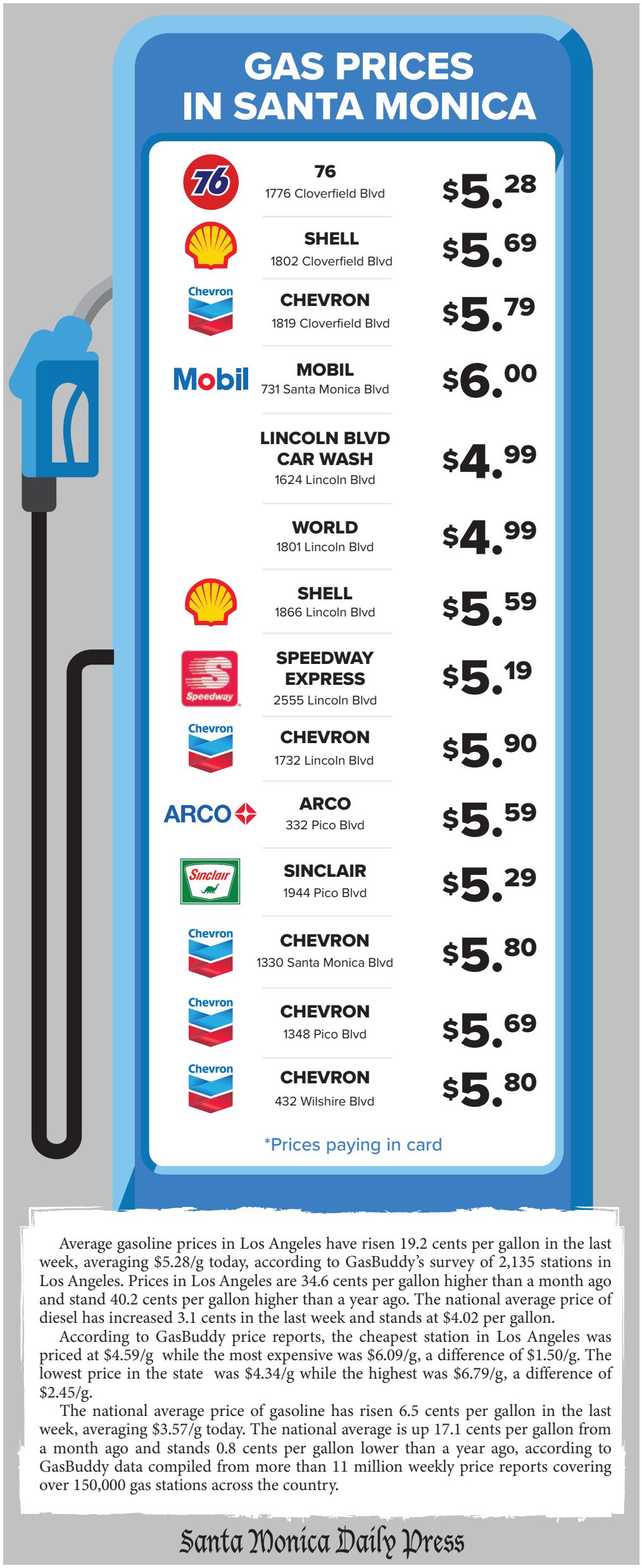
USE RECOMMENDED MOTOR OIL AND KEEP IT FRESH

Check your owner's manual and use the manufacturer's recommended grade of motor oil. Replacing it at specified intervals reduces engine drag.

DON'T IDLE TO WARM UP

Idling gets 0 MPG. The best way to warm up your vehicle is to drive it. Modern engines only need 30 seconds of idling on winter days before getting underway.

editor@smdp.com



Average gasoline prices in Los Angeles have risen 19.2 cents per gallon in the last week, averaging $5.28/g today, according to GasBuddy's survey of 2,135 stations in Los Angeles. Prices in Los Angeles are 34.6 cents per gallon higher than a month ago and stand 40.2 cents per gallon higher than a year ago. The national average price of diesel has increased 3.1 cents in the last week and stands at $4.02 per gallon.

According to GasBuddy price reports, the cheapest station in Los Angeles was priced at $4.59/g while the most expensive was $6.09/g, a difference of $1.50/g. The lowest price in the state was $4.34/g while the highest was $6.79/g, a difference of $2.45/g.

The national average price of gasoline has risen 6.5 cents per gallon in the last week, averaging $3.57/g today. The national average is up 17.1 cents per gallon from a month ago and stands 0.8 cents per gallon lower than a year ago, according to GasBuddy data compiled from more than 11 million weekly price reports covering over 150,000 gas stations across the country.

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City of Santa Monica

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REQUEST FOR PROPOSALS

NOTICE IS HEREBY GIVEN that the City of Santa Monica invites sealed proposals for

RFP: # 407 BERGAMOT STATION ARTS CENTER - COMMERCIAL PROPERTY MANAGEMENT

- **Submission Deadline is May 6, 2024 at 3:00 PM Pacific Time.**

Proposals must include forms furnished by the City of Santa Monica. Request for Proposals may be obtained on the **CITY'S ONLINE VENDOR PORTAL.** The website for this Request for Proposals and related documents is OpenGov (https://procurement.opengov.com/portal/santa-monica-ca) There is no charge for the RFP package.

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At movie industry convention, leaders say blockbusters alone aren't enough

LINDSEY BAHR
AP Film Writer

Movie theater owners are still feeling the high from " Barbenheimer." The counterprogramming of "Barbie" and "Oppenheimer" brought audiences to cinemas around with the world, ultimately earning nearly $2.5 billion in combined ticket sales. But, gathered in Las Vegas this week for the annual CinemaCon convention and trade show, they're also acutely aware that they need more than two movies to survive.

"It is not enough to rely solely on blockbusters," said Michael O'Leary, the president and CEO of the National Association of Theater Owners. "To have a truly successful filmed entertainment industry, a variety of movies that appeal to movie goers is critical."

That means, O'Leary said Tuesday, "a strong and vibrant market for movies with smaller or medium sized budgets."

At CinemaCon, Hollywood studios, exhibitors and tech companies come together to preview what's next in moviegoing, from the films that they hope will get audiences to the theaters to the latest and greatest in snacks, seating and projection. On stage, the message is (by design) optimistic about the future of cinemas and the industry's capacity for evolution. Whether it's streaming, piracy, VHS or television, the leaders in the filmed entertainment industry are always quick to remind that their business has survived its share of existential crises: Someone is always forecasting its demise.

> We know that a movie that begins its journey with theatrical exclusivity is more successful in every subsequent ancillary platform
> - Michael O'Leary

O'Leary made a plea to "our friends in the financial industry" to invest more capital into the system, calling it a "smart investment" that benefits "creatives, studios, exhibition, local communities and, most importantly, movie fans."

"We know that a movie that begins its journey with theatrical exclusivity is more successful in every subsequent ancillary platform," he added. "This should appeal to people who want as many film fans as possible to see their movies, but also to people that want to make money."

Studios including Warner Bros., Universal Pictures, Paramount, Disney and Lionsgate will all take the big stage at Caesar's Palace to show new trailers or footage from their biggest upcoming films, from "Furiosa" to "Deadpool & Wolverine," sometimes with the help of movie stars, to stoke excitement in the people who will put these films in their theaters.

2023 was a rollercoaster year for movie theaters. The overall box office was up 20% from the previous year in the U.S., surpassing $9 billion. But that's still $2 billion shy of where the business was pre-pandemic. There were hits, like "Oppenheimer" and "Barbie," of course, and other notable successes from traditional studios, like "The Super Mario Bros. Movie," "Spider-Man: Across the Spider-Verse," "Wonka" and "Guardians of the Galaxy Vol. 3." There were surprises like "Five Nights at Freddy's" and "Cocaine Bear" and sleepers like "Anyone But You."

There were also moments of successful innovation, including Taylor Swift and Beyoncé's groundbreaking partnership with AMC Theaters to release their concert films, circumventing traditional studio middlemen. " Taylor Swift: The Eras Tour " made over $260 million worldwide, making it the highest grossing concert film of all time. Toho studios also self-distributed its first film ever, with "Godzilla Minus One," which made over $114 million worldwide even with a limited release in the U.S.

But there were flops and disappointments too, and some of the tried-and-true genres like superhero movies proved to no longer be the industry supporting tentpoles that they once were. Streamed entertainment continues to be a formidable competitor for eyes and dollars as everyone continues to recover from the pandemic. In 2024, theater owners and studios are also having to grapple with a changed and somewhat depleted pipeline of films following the work stoppage caused by the dual Hollywood strikes.

But O'Leary said that a "great reimagination" is underway.

"Inflection points like these are moments of opportunity," he added. "And this last year has shown me that the future of this industry—indeed, the state of this industry—is limitless."

Charles Rivkin, the chairman and CEO of the Motion Picture Association, talked about the importance of film productions in the U.S., which he said "bolster communities" and account for 2.74 million American jobs. He also made an impassioned plea to combat piracy, which he said costs theaters more than $1 billion at the box office, and hopes to work with Congressional leaders to put for "site-blocking" legislation.

Rivkin closed by quoting best documentary winner and AP journalist Mstyslav Chernov's Oscars speech from earlier this year, in which he said that "Cinema forms memories and memories form history" while accepting the statuette for "20 Days in Mariupol."

Chernov's words, Rivkin said, "Reminded us of the power and impact of what we do."

Content creation holds appeal for laid-off workers seeking flexibility

BROOKE SCHULTZ
Special to the Daily Press

With a compact mirror in one hand and an eyelash curler in the other, Grace Xu told her roughly 300,000 TikTok followers she was likely about to be laid off.

She was right, she tells them in a subsequent clip. But she was planning to pursue a different career anyway: as a content creator.

"I guess the decision has been made on my behalf," she tells viewers in the video posted earlier this year. "The universe has spoken."

By all accounts, the U.S. job market is holding strong, with employers adding 303,000 workers to their payrolls in March. The jobless rate has now remained below 4% for 26 straight months, the longest such streak since the 1960s.

But that's of little comfort to the thousands of people who have nonetheless found themselves out of work. Hiring has largely been concentrated to a few industries, while tech and finance have only added a small number of jobs in the last 12 months.

Rather than trying to return to traditional employment, however, people like 26-year-old Xu are carving a new path for themselves through online content creation, where they can make money from brand deals and advertising by producing social media videos ranging from educational to entertaining.

"I think most employees look at employers now and no longer think that they are going to find security — permanent security — in a job," said Sarah Damaske, who studies labor and employment relations, and sociology at Penn State. "I think it makes it less risky to do something like go and be a content creator because employment with a traditional employer is so much riskier."

> "I think most employees look at employers now and no longer think that they are going to find security — permanent security — in a job
>
> - Sarah Damaske

In an estimated $250 billion industry, 4% of global content creators pull in more than $100,000 annually, according to Goldman Sachs Research. YouTube — considered by creators to be one of the more lucrative platforms — has more than 3 million channels in its YouTube Partner Program, which is how creators earn money. A spokesperson said the platform paid out more than $70 billion in the last three years.

Meanwhile, TikTok — which faces the threat of a national ban that could cost many creators an income stream — has seen a 15% growth in user monetization, according to a company spokesperson.

Many people turn to full-time content creation only after they've seen a payoff from putting in the work, said Brooke Erin Duffy, a professor of communication at Cornell University. Or they are forced into it, as an avenue back to employment.

The pandemic also reshaped how employees consider work, with many preferring to have more control over their schedules and the ability to do their jobs from home. In February, nearly 440,000 people applied to start their own businesses — up nearly 50% from a monthly pace of 300,000 just before the pandemic, according to the U.S. Census Bureau.

Among them are content creators, although they likely make up only a small portion.

For Xu, the pandemic allowed her to rediscover her hobbies. She started making content at that time as @amazingishgrace on TikTok. Her thrift flips — all sewn by hand — went viral and steadily built up a following. Even when she left her banking job to move into the tech sector for a better work-life balance, she kept on making content.

When a round of layoffs happened last summer, Xu wondered if she should go to content creation full time, despite a deep fear of ruining things she loved by turning them into work. Her own layoff sped up her timeline.

"You just have to have this belief that, like, once your life is wide open for something, it will come," she said, "otherwise you'll drive yourself crazy thinking about it."

Another content creator, who goes by Pot Roast's Mom on TikTok, described staying in her engineering job for so long because she was afraid of not having health insurance while also having to pay off her student loan. But when her eponymous cat, Pot Roast, died two years ago, she turned to content creation full time.

"Her death just like revealed, or I guess opened my eyes, to that I liked nothing in my life besides her," said Pot Roast's Mom, who goes by her username to protect her privacy. "And when she died, I was like, OK, it's time to make some changes."

A community of women in the industry helped her shift from traditional employment to full-time content creation by demystifying brand deal pricing, and setting up payment tiers on platforms like Patreon, a subscriber service for content creators.

She has accrued 1.2 million followers on TikTok and a majority of her income came from Patreon last year — about $30,000 — with a small portion coming from brand deals, around another $10,000.

Pot Roast's Mom saw a video recently

SEE CONTENT PAGE 11

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MENTAL HEALTH

FROM PAGE 2

a motivational session with Comedy Gives Back co-founder Amber J. Lawson. In addition, the proceeds from that night's performance at The Crow went to Comedy Gives Back initiatives.

"Bringing tools like this in real time to people, we're boots on the ground giving the community tools to live happy, full-functioning, well lives," Lawson said.

Lawson also broached on the many struggles of the profession, citing that the FYA boxes were a "genius" idea because they can live in the green rooms of comedy clubs, giving anyone a thoughtful message when they need it. She added that a longtime notion, that fixing one's mental health takes away their humor and crazy insight on the world, is far from the case and that healing yourself should take precedence.

"If my mental health is good, can I still be hilarious? ... but that's not the truth, if you're a funny person, you're a funny person, and you can evolve over time," Lawson said.

One of the funny people that took part in the Bergamot Comedy Festival and the mental health resource day was Matt Duckett, who found success in both getting industry contacts at the festival as well as "advocating for himself" by creating the boxes.

"We've lost far too many people over the years, just really brilliant, talented, great individuals due to mental health issues," Duckett said. "Speaking as someone who's had his own mental health journey ... it's incredibly important to me to advocate for mental health resources."

> We've lost far too many people over the years, just really brilliant, talented, great individuals due to mental health issues
> - Matt Duckett

Another proud advocate is Blaine, who opened The Crow as an answer to some mental health.

Struggles she faced as a frontline health care worker during the COVID-19 pandemic. Blaine wanted to bring the resources straight to the comics so that they can spend time "feeling less alone," and appreciating the community the space has built for herself and others.

"Therapy has always been key in our world ... everything about The Crow is are we making someone laugh, one of the greatest mental health ways to survive," Blaine added.

For more information on Find Your Anchor, visit findyouranchor.us. For more information on Comedy Gives Back, visit comedygivesback.com.

thomas@smdp.com



Photo by Thomas Leffle

MENTAL HEALTH: Members of Comedy Gives Back and local comedians helped make boxes full of mental health resources for Find Your Anchor during the Bergamot Comedy Festival.

Did Eric Uller drive your child home from Santa Monica Police Activities League (PAL) between the late 1980s and early 2000s?



While masquerading as a police officer, Uller sexually abused hundreds of children. It often occurred while giving them a ride home.

Most victims kept it a secret from their loved ones, even to this day.

Your loved one could be eligible for compensation. There may still be time to file a claim.

McGEE | LERER & ASSOCIATES

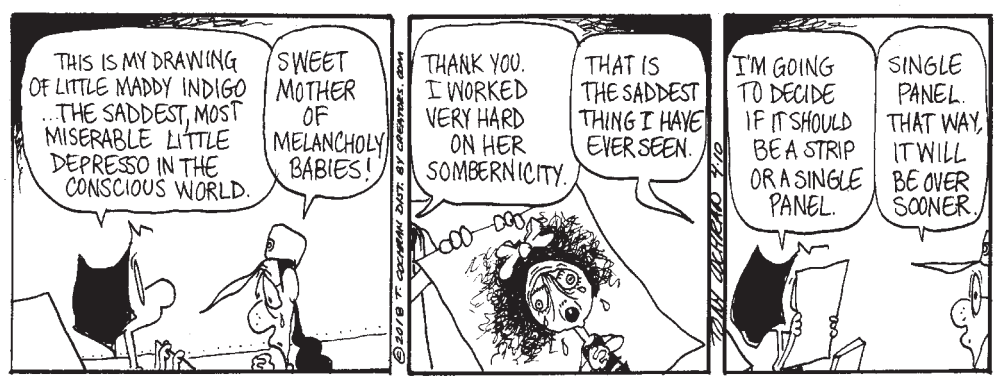
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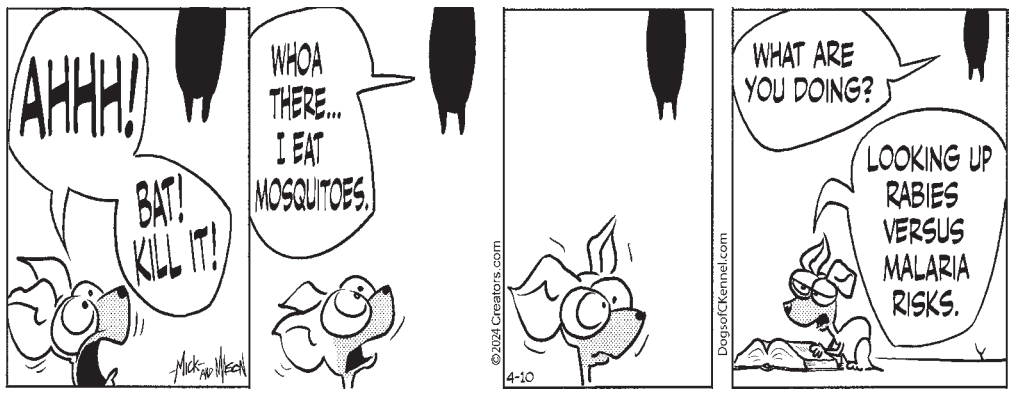
Agnes

By TONY COCHRAN



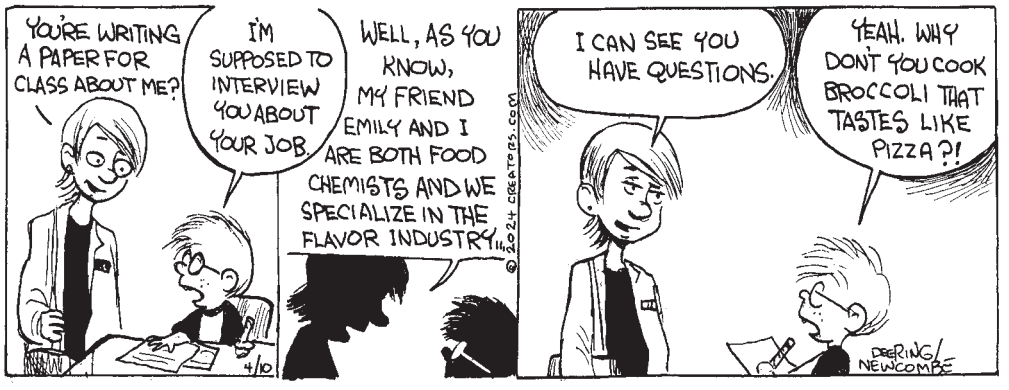
Dogs of C-Kennel

By MICK & MASON MASTROIANNI & JOHNNY HART



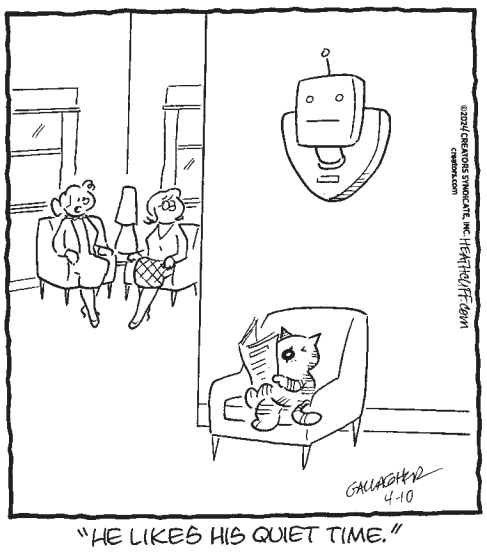
Zack Hill

By JOHN DEERING & JOHN NEWCOMBE



Heathcliff

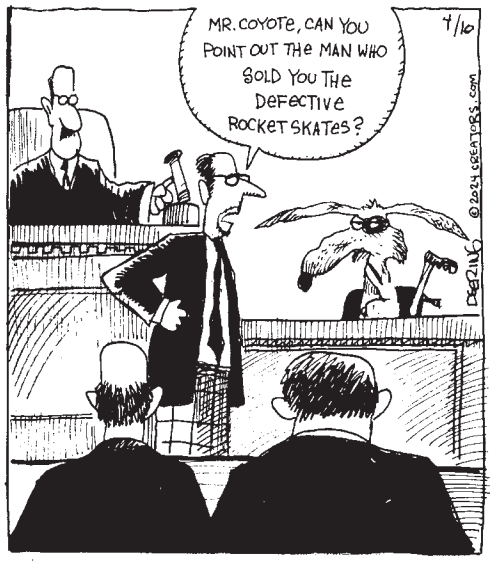
By PETER GALLAGHER



"HE LIKES HIS QUIET TIME."

Strange Brew

By JOHN DEERING



FIND THE WORDS

This is a theme puzzle with the subject stated below. Find the listed words in the grid. (They may run in any direction but always in a straight line. Some letters are used more than once.) Ring each word as you find it and when you have completed the puzzle, there will be 17 letters left over. They spell out the alternative theme of the puzzle.

© australianwordgames.com.au 6176

Frustration as a sport

T	T	U	P	N	R	U	T	E	R	E	L	I	E	F
A	S	N	I	P	U	H	I	A	A	T	F	A	H	S
L	O	U	T	F	O	S	P	R	E	G	N	A	D	T
E	L	N	N	L	T	N	C	T	B	U	L	C	O	A
N	A	D	E	M	O	T	I	O	N	T	P	E	F	C
T	N	E	E	T	H	G	I	E	N	M	Y	T	L	E
R	D	R	W	R	U	L	E	S	E	D	O	S	O	Y
E	S	E	C	I	L	S	H	K	R	H	O	T	A	K
E	N	B	N	I	S	E	A	O	S	S	R	R	T	E
S	Y	I	N	O	C	P	P	R	H	C	W	O	E	A
E	N	K	C	H	P	A	I	E	P	O	H	K	R	T
E	S	A	C	L	T	A	D	Y	O	R	O	E	U	I
G	R	T	E	H	E	L	P	D	A	E	H	K	R	N
D	A	B	U	G	G	Y	C	H	I	P	H	O	A	G
M	Y	G	A	I	S	C	R	I	V	E	N	E	R	N

Air shot
Appleby
Buggy
Bye
Caddie
Card
Chip
Club
Condor
Danger
Drop
Eagle
Easy
Eighteen
Floater
Head
Help
Hole
Hook
Hope
Iron
Kemp
Lands
Links
Lost
Match
Motion
Newton
Nine
On par
Path
Pins
Putt
Relief
Return
Rules
Score
Scrivener
Shaft
Slice
Soft
Stacey Keating
Stroke
Talent
Tour
Trees
Under
Wood
Yips

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TODAY'S BIRTHDAY (April 10)

Welcome to a year of boundless creativity and a belief in yourself to match. As you put what you make into the world, you'll attract friends, customers and collaborators. A life-changing project is part of the fun. More highlights: joining groups and teams, a breakthrough in your personal life and six important sales. Scorpio and Sagittarius adore you. Your lucky numbers are: 2, 14, 29, 19 and 6.

HOROSCOPES

ARIES (March 21-April 19). You have the ability to captivate people, and it comes with a switch you can turn on and off at will. You may do this unconsciously today. Once you decide what you want, your charisma will kick in to assist.

TAURUS (April 20-May 20). You like to feel as though you're prepared for anything, and you like that even better when it doesn't require a lot of extra gadgets and gear. You'll find ways to ready yourself with knowledge, which won't bog you down.

GEMINI (May 21-June 21). First you'll handle things, then you'll check and double-check to make sure things are wrapped up. The next stop is freedom, levity and a feeling that the world is wide open to you.

CANCER (June 22-July 22). Because you care about your work, you'll end up putting in more time than the others. As long as you enjoy yourself, are proud of your contribution and of what you learn in the process, those hours are well spent.

LEO (July 23-Aug. 22). While a quick internet search can produce millions of answers and solutions, it's still important to reach out to real people, not for what they know but for what they'll actually do to help.

VIRGO (Aug. 23-Sept. 22). People may ask you to explain your work, walk them through your thought process or reveal some of your inner world. But your mind is your own. Sharing is entirely optional. Mystery looks good on you, too.

LIBRA (Sept. 23-Oct. 23). If you really want to be sure your life transcends the mundane, make the magic happen in the way magicians do. Learn how to build the illusion, put your own spin on it and practice until it's easy.

SCORPIO (Oct. 24-Nov. 21). You sense the needs and feelings of others. You don't have to say what you're thinking to convey the messages that exist in micro-expressions and subtle body language.

SAGITTARIUS (Nov. 22-Dec. 21). Be discerning about where you invest your energy today. Many options won't give you what you need. If you're not quite clear about what you want, start with reviewing what you like and dislike.

CAPRICORN (Dec. 22-Jan. 19). Even if nothing goes to plan, a good outcome is still a possibility. If both the plan and the outcome are a bust, the lesson and subsequent course of action just might be best thing that ever happened to you - all reasons to go for it.

AQUARIUS (Jan. 20-Feb. 18). Love oozes all over things like reason and order. It flips priorities and changes the color scheme of life's scenery. It's uncontrollable, unpredictable and it never stops growing. Love is messy. All the best things in life are.

PISCES (Feb. 19-March 20). Sometimes growth means getting more, but these days you'll grow by having less. Spiritual and emotional growth will involve letting go of stuff you own in favor of owning more of yourself.

SOLUTIONS TO YESTERDAY'S CROSSWORD

O	P	E	D	S	■	W	H	A	T	■	A	C	T	S
P	O	P	U	P	■	H	A	R	E	■	W	O	O	L
A	L	I	C	E	■	E	L	S	E	■	A	R	E	A
L	O	C	K	E	R	R	O	O	M	■	R	E	S	T
■	■	■	■	D	U	E	■	N	E	R	D	■	■	■
O	P	T	I	O	N	■	S	I	D	E	■	I	Q	S
P	I	E	D	■	A	P	E	S	■	D	A	M	U	P
E	X	P	E	C	T	A	N	T	M	O	T	H	E	R
R	E	E	S	E	■	R	O	S	A	■	M	O	L	E
A	L	E	■	S	C	A	R	■	C	A	S	T	L	E
■	■	■	E	T	A	L	■	P	H	D	■	■	■	■
G	R	I	N	■	M	E	T	E	O	R	I	T	E	S
A	I	D	E	■	E	G	O	S	■	O	N	E	U	P
P	O	E	M	■	R	A	N	T	■	I	C	A	R	E
S	T	A	Y	■	A	L	S	O	■	T	H	R	O	W

Sudoku

Fill in the blank cells using numbers 1 to 9. Each number can appear only once in each row, column, and 3x3 block. Use logic and process of elimination to solve the puzzle.

SOLUTIONS TO YESTERDAY'S SUDOKU

1	6	5	7	2	8	3	9	4
2	3	4	1	5	9	6	7	8
7	9	8	3	4	6	5	1	2
3	2	7	5	1	4	9	8	6
6	5	1	8	9	2	7	4	3
4	8	9	6	7	3	1	2	5
8	1	2	9	6	5	4	3	7
5	7	3	4	8	1	2	6	9
9	4	6	2	3	7	8	5	1

		7	4			2		
		1		2	3		5	
6	2					4		
	9		6					
1		3		7		5		9
					8		2	
		9					7	1
	1		9	4		6		
		5			1	9		

Newsday Crossword

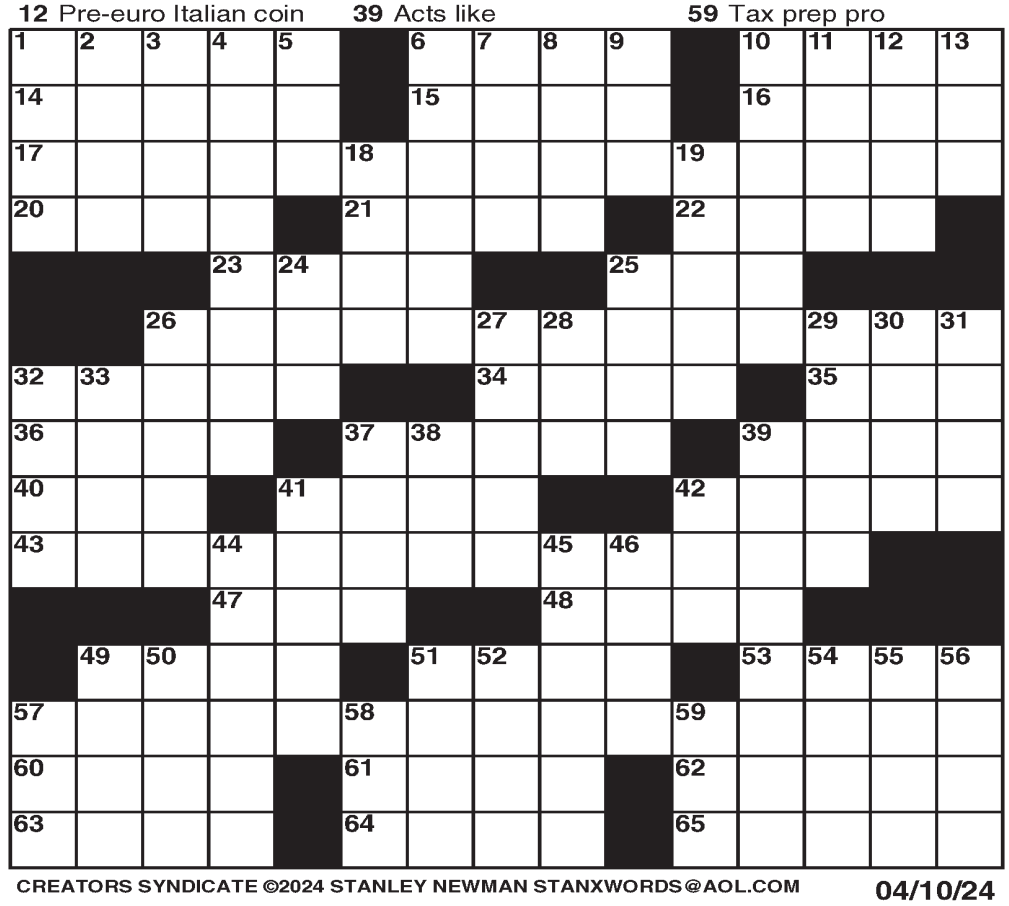
ECHO CHAMBER by Mark McClain
Edited by Stanley Newman
www.stanxwords.com

ACROSS

1 Gets well
6 Informal eatery
10 Toppled
14 Not trendy at all
15 Amazes
16 Operatic solo
17 "Feathery farewell" oldie song
20 Identical
21 Bygone time
22 General vicinity
23 Horse rider's strap
25 Nintendo game console
26 French high-kicking performers
32 Low-heeled shoes
34 Concerning, in a memo
35 Sticky substance
36 Freeway path
37 Snowball fight sound
39 Frankenstein's assistant
40 "Green" prefix
41 __ over (topple)
42 Chimney output
43 Sailor's response to the skipper
47 Chop (off)
48 Littlest of a litter
49 Angler's attachment
51 Unlock
53 Does sums
57 Box of chocolates sampling
60 "Averse to" prefix
61 Bangkok native
62 Coke alternative
63 Loch __ monster
64 Do damage to
65 Positive trait

DOWN

1 Major airports
2 Irish pop singer
3 Attention-getting sound
4 Set free
5 Undercover agent
6 Hut on a beach
7 Leather-punching tools
8 Noteworthy deed
9 PC corner key
10 Cotton or rayon
11 Cleveland's lake
12 Pre-euro Italian coin
13 Young boy
18 Monumental tale
19 Virginia senator Tim
24 Naval NCO
25 Bump on a toad
26 Paddler's boat
27 Tot's ice cream flavor
28 Genetic molecule
29 Incite to action
30 Chessboard castle
31 Feeling achy or angry
32 Dog-biting bug
33 Frilly, as doilies
37 Leak out slowly
38 Chest muscle, for short
39 Acts like
41 Former capital of Japan
42 __ Francisco Bay
44 Suspects' defenses
45 Early tourney round
46 Adjust, as an engine
49 Doggie biscuit shape
50 Hill-building insects
51 Govt.'s workplace overseer
52 Cousin to an apple
54 Toppings for snack chips
55 Medicinal amount
56 Irritated mood
57 Prohibition
58 To the __ degree (highly)
59 Tax prep pro



CREATORS SYNDICATE ©2024 STANLEY NEWMAN STANXWORDS@AOL.COM

04/10/24

MORE OF STAN'S CROSSWORDS! Play FREE from Stan's archives of Easy, Hard and Sunday puzzles at: tinyurl.com/stan-newman-crosswords

BOB'S MARKET

FROM PAGE 1

never closed once. While our family knows his wish would be to keep the store open all day, we want to honor him by closing at 12noon, Tuesday April 9, to celebrate his life. We will reopen on Wednesday April 10 at 7am and keep it going because 'friendly service is a way of life.'"

It's a ride that began at a young age for Rosenbloom, who helped out in the grocery stores his father owned: Ritz Market in Venice in the early 1940s, another location in Crenshaw after that and Food Palace near the intersection of Pico Boulevard and Bundy Drive starting in 1949.

"He believed in the community," Moss said, adding, "We're here for the customers, we're here for the surrounding neighborhood, we're here for that. The customer always comes first. Never closed one day at all."

Moss explains that even during the pandemic, every conceivable action was taken to prevent the store from closing down, even while Rosenbloom was recovering from Covid. "I called him and said that we're short staffed, people are sick, I'm going to close the store. But he wouldn't have it. He told me that people can wait in line, people still need things and that's why we're here. So, we're not closing," said Moss.

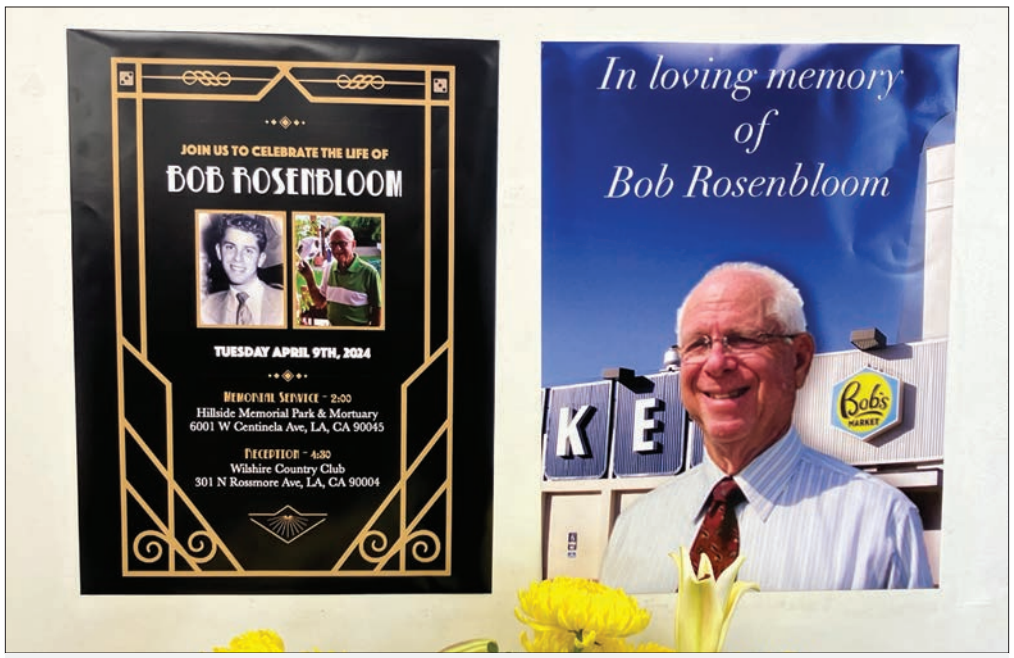
"So, today, we're closing at noon and I told my cousin he's going to sit up in his casket and say, 'What do you think you're doing?!'" Moss laughed. She also says that during the riots of 2020 when the whole city was under curfew, they had to find particularly creative ways to get people the supplies they needed. Even then, the store remained open.

The early experiences of working in the grocery retail industry gave Rosenbloom the confidence to launch his own markets on the Westside, opening near the intersection of National and Exposition boulevards 15 years ago. He later expanded with three other stores, including one at Palms and Sepulveda boulevards and another near Pico and Barrington Avenue. However, the Santa Monica location is the only one that remains.

Moss also says that the extremely popular barbecue is returning. "We haven't done it since the pandemic, but we're going to be outside on Saturday and Sundays, we take two parking spots and put a grill back out there," she says, adding that she very much hopes for everything to be ready for Cinco de Mayo on May 5.

Rosenbloom has five children, three step children and 10 grandchildren, all spread out across the country, but Moss says every single one is here for the service today.

scott.snowden@smdp.com



Courtesy Photos

ROSENBLOOM: The longtime proprietor of Bob's Market, Bob Rosenbloom, has passed, leaving the community devastated.

CONTENT

FROM PAGE 7

where a woman said making cat content earned her $200,000 in a year. More than likely, she said, that was a one-off.

"I think if you do something like this, you have to be ready to fail, ready to not make a lot of money," she said. "You have to be realistic."

Indeed, it takes time, energy and resources to turn content creation into a successful career, Duffy said. Creators have to negotiate multivideo brand deals or sponsorships to have a semblance of steady income, but those can have monthslong payout dates. Some rely on savings from their traditional careers to plug the gaps while they wait.

"The level of unpredictability when you're dependent on a platform is quite profound," she said. "Your success is dependent upon an algorithm or updated community guidelines or an audience that may or may not like you on any given day."

Cynthia Huang Wang tried her hand in full-time content creation after she was laid off from her brand marketing job in February 2023. In January, she posted a TikTok about returning to the workforce, taking her 164,000 TikTok followers along as she updated her resume.

With the job market improving, Wang said she sees the appeal of returning to a stable income. Maternity leave at a corporate job also has pull as she and her husband consider starting a family.

There are limitations, though, to what she's willing to return for, including pay, title and work she's interested in doing.

"Going back to the office every day would be a nonstarter for me," she said. "I think maybe like two, or max three, days because I still want to be able to create content. And I think going into the office every single day would really impact that."

Associated Press Staff Writer Chris Rugaber in Washington contributed to this report.



WEDNESDAY | APRIL 10

CBUILDING & FIRE-LIFE SAFETY COMMISSION MEETING:
The Building and Fire-Life Safety Commission was established on November 22, 2011 as a consolidation of the former Building and Safety Commission and the Accessibility Appeals Board. This Commission will also hear appeals and matters of fire safety as a Fire Appeals Board. The Commission hears appeals to decisions of the Building Official and the Fire Marshall. The Commission also makes recommendations to the City Council on adoption of the State Building and Fire Codes and locally adopted municipal amendments. Begins at 3 p.m. in City Council Chambers at Santa Monica City Hall, 1685 Main St.

OVEREATERS ANONYMOUS NEWCOMERS MEETING:
Do you have a problem with food or weight? Always struggling to diet or control your eating? Overeaters Anonymous might be for you. This newcomers meeting is open to all, at no charge. Overeaters Anonymous is a Fellowship of individuals who, through shared experience, strength, and hope, are recovering from compulsive overeating. Our primary purpose is to abstain from compulsive eating and compulsive food behaviors and to carry the message of recovery through the Twelve Steps of OA to those who still suffer. Begins at 5:45 p.m. at Colorado Center Community Room, 2500 Broadway.

COMMUNITY COLLECTIVE HAPPY HOUR:
Experience conscious conversations while making connections with community leaders, innovators and trailblazers at a curated evening influencing collaboration an community. Starts at 6 p.m. at Viceroy Santa Monica, 1819 Ocean Ave.

PRODUCTION CONNECT:
Join Production Connect at 7 p.m. at The Victorian, 2640 Main St., for a night of networking and collaboration in the entertainment industry. Whether you're a filmmaker, musician or artist, this event is the perfect opportunity to connect with like-minded individuals and learn from the best in the business. Guest Speakers include visionary director and filmmaker Dave Meyers and award-winning director of photography Scott Cunningham. Tickets $20. To purchase, visit: https://www.eventbrite.com/e/production-connect-ft-dave-meyers-scott-cunningham-tickets-870405244517.

THURSDAY | APRIL 11

DOWNTOWN FARMERS MARKET:
Santa Monica Farmers Markets create thriving, vibrant communities that are inclusive, connected and diverse by promoting the prosperity of California farmers and small food businesses, preservation of the agricultural arts and sustainable food systems. Accepts Cal Fresh EBT and WIC as payment. Runs from 8 a.m. to 1 p.m. between 155-199 Arizona Ave.

ROAST OF ALTCOIN DAILY:
Prepare yourself for an evening where laughter reigns supreme and cryptocurrncy takes the hot seat. The Roast of Altcoin Daily comes to Expert Dojo, 395 Santa Monica Place #308, promising a night filled with hilarious jabs, clever quips and non-stop entertainment. Lineup includes roastmaster Mona Shaikh along with roast battlers seen at the Comedy Store Roast Battle such as Elise Golgowski and Sean Fawaz. Santa Monica Phil Brock will be a special guest. Runs from 6 p.m. to 10 p.m. Tickets $40. To purchase, visit: https://www.eventbrite.com/e/web3-is-a-joke-presents-roast-of-altcoin-daily-in-los-angeles-tickets-845196544617.

DISCO QUEEN:
LouLou Rooftop Restaurant and Lounge, 395 Santa Monica Place #300, hosts the weekly Thursday party series Disco Queen, paying homage to the (in)famous Disco Queen nights in Paris, and is filled with disco balls, smooth grooves and over-the-top talent. Special performance by RuPaul's Drag Race contestant and Emmy-nominated actor Willam. Starts at 6 p.m.

HOUSING SOLUTIONS AND THE FUTURE OF HOUSING:
The Santa Monica History Museum presents a dynamic panel discussion delving into modern housing solutions and the future of housing in Santa Monica. Moderating will be Frances Anderton, former NPR journalist and author of Common Ground: Multifamily Housing in Los Angeles. The evening's panelists bring a wealth of expertise and insight to the discussion. They include former Santa Monica Mayor, policy expert Denny Zane from Santa Monicans for Renters Rights, Bruce Fairty representing Cypress Equity, Jesús Hernández from Community Corporation of Santa Monica, and Jing Yeo of the City of Santa Monica Planning Commission. Begins at 6 p.m. at the Santa Monica History Museum, 1350 7th St. Admission is free.

AN EVENING WITH DON WINSLOW:
The Ann and Jerry Moss Theater at New Roads School, 3131 Olympic Blvd., hosts An Evening with Don Winslow at 8 p.m., discussing his writing life and his new novel "City in Ruins." Following "City on Fire" and "City of Dreams," "City of Ruins" is the conclusion to Winslow's genre-defining crime trilogy. This is the book Winslow has announced will be the final one of his extraordinary career. General admission $20, general admission plus a signed book $48. To purchase, visit: https://www.eventbrite.com/e/an-evening-with-don-winslow-tickets-780199526787.

FRIDAY | APRIL 12

MOVIE FRIDAYS ON THE PROMENADE:
The second Friday of the month through June, Downtown Santa Monica, Inc. will be showing free outdoor movies on the 1200 Block of Third Street Promenade, between Arizona and Wilshire. This month's movie is "High School Musical." Movie begins at 7:30 p.m. No advance registration required, all ages welcome. Picnicking allowed, but alcoholic beverages are prohibited. Dogs welcome. Tall chairs not allowed, feel free to bring low chairs and pillows/blankets.

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ON-CAMPUS AND ONLINE CLASSES



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