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WEDNESDAY, APRIL 14, 2010
Volume 9 Issue 132

Santa Monica Daily Press

We have you covered
THE ALL ABOUT BASEBALL ISSUE

SAMOHI WINS LEAGUE OPENER
SEE PAGE 3



NEW CITY CHAMP?

Morgan Genser *news@smdp.com*

New Roads' Rex Brayley slides safely into home as Crossroads catcher Jake Berg-Rosenblatt watches on Tuesday at Clover Park. New Roads won, 8-4. Crossroads is the second Santa Monica team New Roads has defeated this season. New Roads beat St. Monica, 6-2, in March.

SM voters could decide smoking ban expansion

BY NICK TABOREK
Daily Press Staff Writer

CITY HALL Having failed, so far, to convince the City Council to enact a ban on smoking inside apartment units, Rent Control Board Commissioner Robert Kronovet is planning to take his pitch for stricter smoking laws directly to the voters.

Kronovet on Tuesday filed papers with the City Clerk's Office declaring his intention to begin gathering signatures needed to place a multi-unit residential smoking ban on the November ballot.

The proposed ballot measure, which he's calling the "Safe Air for Everyone Initiative," would ban smoking in virtually all multi-unit residences in Santa Monica and on private patios and balconies in apartment and condo buildings.

Police officers or code enforcement would be responsible for enforcing the ban with a $500 fine for a first violation and a $1,000 fine for a second violation. Failing to heed the ban could not be used as grounds for eviction, according to the text of the proposed initiative, and harassing or retaliating against "any other person who seeks

SEE BAN PAGE 11

Public gets first look at AMC theater

BY KEVIN HERRERA
Editor in Chief

DOWNTOWN If all goes according to plan, in roughly three years Oscar winners will be lined up along a red carpet on Fourth Street for a premiere of the next box office blockbuster.

That's what the developers of a proposed AMC multi-plex in Downtown believe will happen when they demolish a city-owned parking structure and replace it with 12 "state-of-the-art" screening rooms, complete with a four-story-high Imax theater with 3D capabilities, stadium seating and other amenities, said Raj Valluri, vice president of

SEE THEATER PAGE 10

Schools may be on solar track

BY NICK TABOREK
Daily Press Staff Writer

SMMUSD HDQTRS Under a plan officials said would save the Santa Monica-Malibu Unified School District more than a million dollars in energy costs, nine local public schools could soon get solar panels added to their roofs.

"We're trying to leave no stone unturned looking for ways to reduce our costs and be fiscally prudent while also doing right by the environment," school board member Ben Allen said of he plan.

The board is set to vote tonight on the proposal, which would save the district $1.1 million in energy costs and would prevent the production of 23,822 tons of greenhouse gases over the next 25 years, a district report stated.

The proposed agreement with REgeneration Finance LLC would allow the district to buy electricity for a reduced rate

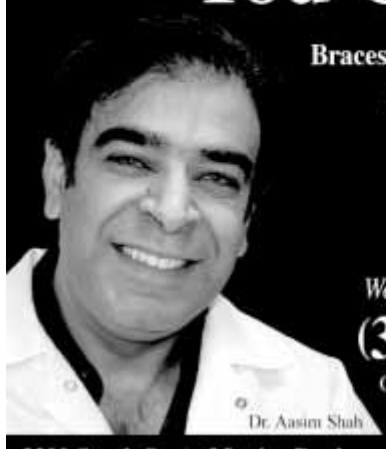
SEE SOLAR PAGE 11


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WHAT'S UP WESTSIDE

OUT AND ABOUT IN SANTA MONICA AND SURROUNDS



Wednesday, April 14, 2010

Bereavement Group
Santa Monica YMCA
1332 Sixth St., 2 p.m. — 3:30 p.m.
This group is led by Randy Brower, a bereavement services chaplain. For more information on this free event, call (310) 393-2721.

Ultra fresh
Downtown Santa Monica
Arizona Avenue & Second Street, 8:30 a.m. — 1:30 p.m.
Get the freshest fruit and produce available at this weekly Farmers' Market. There are also a variety of prepared foods available.

Martin Lubner: Paintings
Emeritus College Art Gallery
1227 Second St.
View the work of Martin Luner during this ongoing exhibition. This event will run through May 7. For more information, call (310) 434-4306.

Thursday, April 15, 2010

Cocktails and comedy
Destination 1610
1610 Colorado Ave., 7 p.m. — 11 p.m.
The Dirty Martini Comedy Showcase features a night of music, excessive laughter and dirty martinis! The event will be headlined by Fuel TV and Comedy Central's Chris Fairbanks. For information, call (530) 680-3979.

Book signing with Michael de Meng
Urban Craft Center
2433 Main St., 7 p.m. — 9 p.m.
Join the Urban Craft Center in welcoming artist Michael de Meng as he presents and signs copies of his new book, "Dusty Diablos." For information, call (310) 392-0139.

For more information on any of the events listed, log on to smdp.com and click the "Events" tab for the given day's calendar.

Report states rationing caused water main breaks in Los Angeles

THE ASSOCIATED PRESS

LOS ANGELES Rationing is to blame for the water main breaks across Los Angeles last summer because pressure fluctuations stressed old and corroded cast-iron pipes, according to independent report released Tuesday.

A team of civil engineers that included private-sector analysts and scientists told a city council committee to rework the city's water conservation plan to avoid sudden variations in water pressure, which cause aging cast-iron pipes to burst sooner.

University of Southern California professor Jean-Pierre Bardet, who led the team, recommended adjusting the rationing schedule so residents in homes with odd-numbered street addresses can water their lawns on a different day than residents with even-numbered addresses.

A series of water main breaks last summer damaged several homes, turned city streets into rivers and produced a huge sinkhole that nearly swallowed a fire truck.

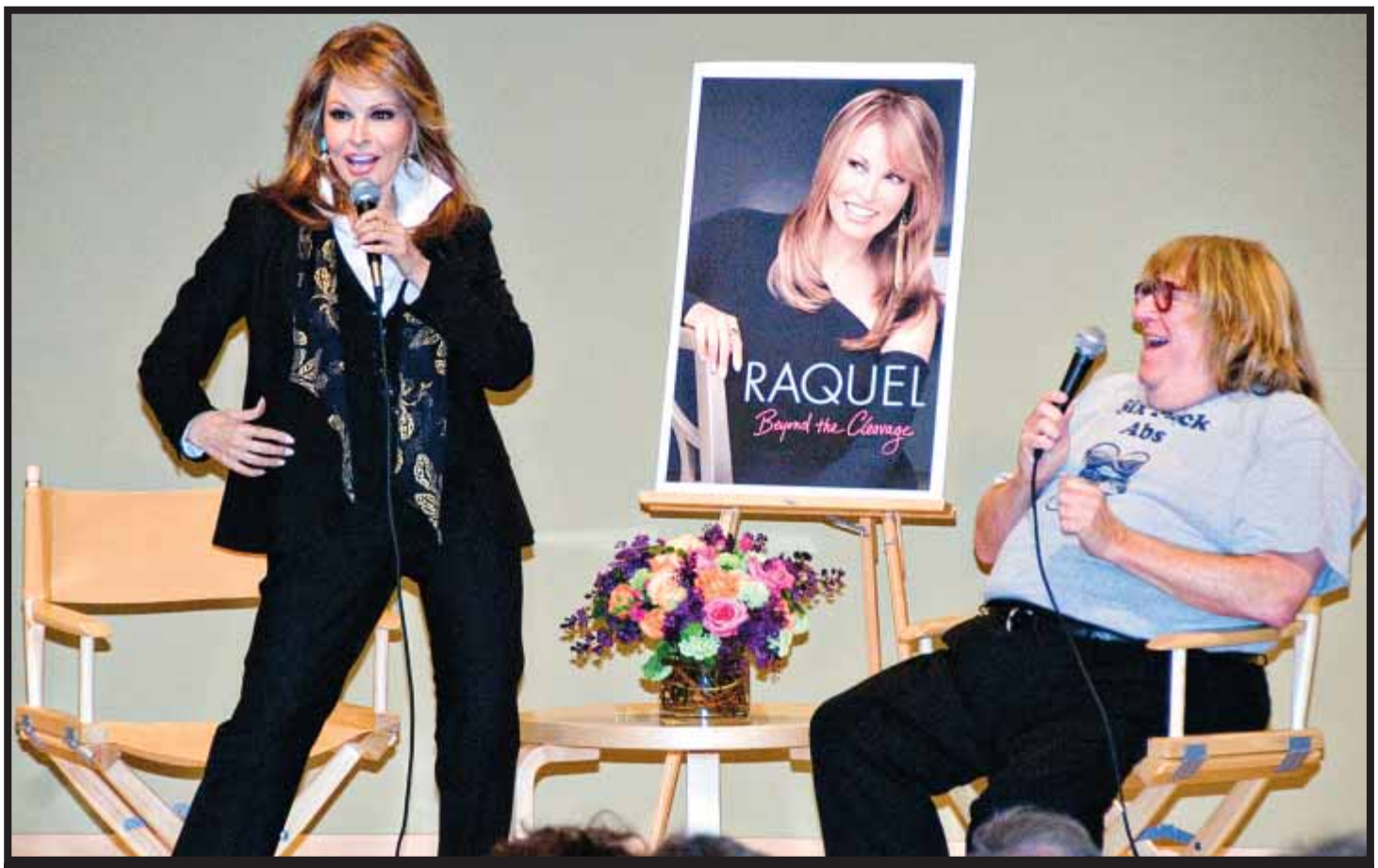
Water pressure fell significantly on Mondays and Thursdays after the rationing program started in June 2009, the report said.

The team found that 90 percent of the ruptures happened in cast-iron pipes that were already corroded, but water temperature and internal pressure changes also contributed to failures.

Department of Water and Power officials said in a statement that they have not yet analyzed the team's findings.

An internal investigation considered the watering restrictions as a factor but was inconclusive. The department's study found that cast iron pipes, which make up 65 percent of the city's 7,200 miles of water distribution system, were to blame for the ruptures.

"The data on cast-iron pipe corrosion proved far more compelling and definitive," the statement said.



PRETTY LADY

Fabian Lewkowicz *FabianLewkowicz.com*

American sex symbol Raquel Welch, 69, with writer and funny man Bruce Vilanch, discusses her new book 'Beyond the Cleavage' at the Santa Monica Library on Monday, April 12. The icon looks back on growing up in California and bursting onto the scene in 'One Million B.C.' to a failed marriage to becoming a single mother and, at last, becoming a famous actress.

HIGH SCHOOL BASEBALL

Samohi looks sharp in league opener

Vikings' Gonzalez tallies nine Ks against Hawthorne in 3-0 win

BY DANIEL ARCHULETA
Managing Editor

SAMOHI The Vikings' Alonzo Gonzalez looked very much like Santa Monica's No. 1 starter as he struck out nine Hawthorne Cougars en route to a 3-0 victory on Tuesday to open Ocean League play.

The tall, left-handed hurler came out strong, striking out the side in the first inning on his way to improving his record to 3-2 on the season.

"I was excited out there," Gonzalez said. "We wanted to send the message that we are a force to be reckoned with in the Ocean League."

Gonzalez went six innings before giving way to reliever Andrew Montanari, who earned the save.

The Santa Monica High School baseball team may have improved its record to 8-7 overall and 1-0 in league play, but new Head Coach Sheldon Philip-Guide said he wasn't terribly impressed by his team's performance with the bat. Despite scoring in the bottom of the first to put the Vikings up 1-0, Philip-Guide said that his team didn't do the little things to fuel the offense.

"I hope the kids learn from what we didn't do," Philip-Guide said. "Hopefully we can hit the breaking pitch better."

He said that making contact on off-speed pitches will be key as the Vikings prepare to travel to Hawthorne Thursday to complete the season series. He noted that as his team struggled to hit Hawthorne's Amador Monarrez breaking ball the Vikings saw a steady diet of the deceptive pitch.

Of the Vikings who did well at the plate were catcher Julien Solomita and outfielder Adam Padilla, who each drove in a run.

On the other side of the diamond, Hawthorne's Head Coach Jeff Hines said that he was impressed with Gonzalez' performance, but lamented his team's inability to hit his fast ball, which he relied on all afternoon.

"He's a good pitcher, but he wasn't throwing his second pitch for strikes," Hines said. "He had good velocity, but that's all he was throwing.

"My guys couldn't get around on it all day."

That was most evident during the fourth

SEE SAMOHI PAGE 9

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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

They don't speak for all of us

Editor:

I am certain that many nurses and other employees of Saint John's share the following sentiments:

As RNs, we choose to practice our profession at Saint John's and are grateful to be employed here in these economically challenging times. We deliver excellent, safe, compassionate care, and are very fortunate to be able to provide this care in our beautiful new facility. The services we provide, along with our ancillary departments, are congruent with Saint John's mission statement: "We will in the spirit of the Sisters of Charity, reveal God's healing love by improving the health of the individuals and communities we serve, especially those who are poor and vulnerable."

Very recently a billboard was erected nearby that purports to represent the opinions of Saint John's nurses en masse ("Nurses' billboard ad draws hospital's ire," March 27). This is inaccurate, incorrect, unprofessional and irresponsible. This billboard reflects only the beliefs of a small group of nurses.

We want to assure the community and clients we serve that we continue to provide the superior care Saint John's has long had the reputation for, and are proud to do so in this environment of our choice.

What ought to unite all of us is a clear sense of mission and service. Catholic health care is not just another economic activity or product, it is a demonstration of our faith and a commitment to human life and dignity ... . Together we need to shape workplaces that not only follow the law, but reflect our values.

Sandy Hill
Labor and Delivery, Saint John's

Picky

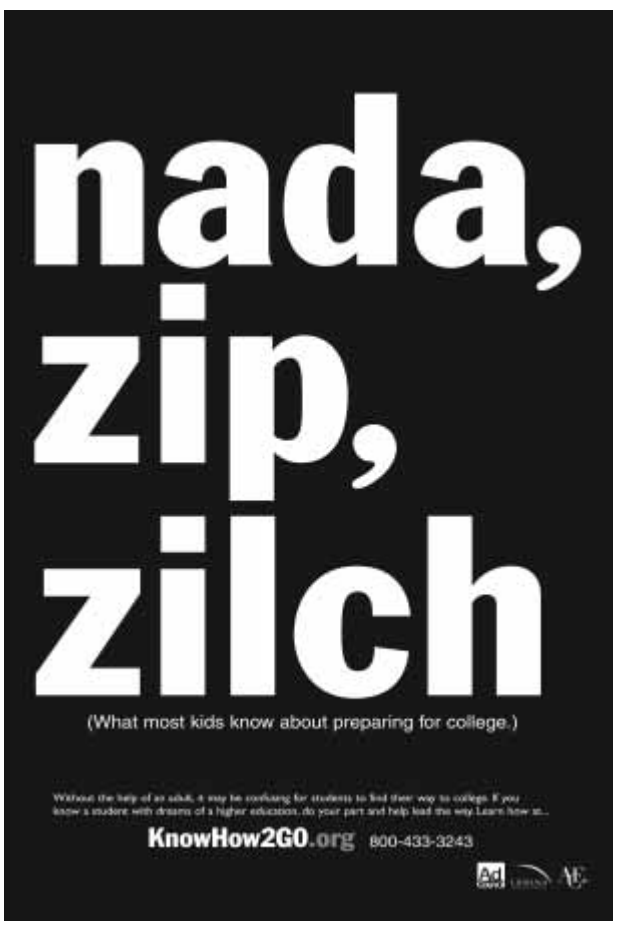
Editor:

How tough can it be for President Obama to pick a new Supreme Court justice? If it was a sitting Republican president we know exactly what we would have on the table — another anti-abortion, religious conservative in the mold of John Roberts.

Obama's choice for a Supreme Court justice needs to be a person of compassion with backbone, an independent thinker and a liberal to balance John Roberts' right-leaning Supreme Court.

You don't have to be a deep thinker to know what the Supreme Court needs now. Do American's want to see any more disputed elections decided by the Supreme Court?

Ron Lowe
Santa Monica





Going Postal

Steve "the Mailman" Breen — Send comments to editor@smdp.com

Never trust a skinny cook

I AM A VETERAN FOODIE.

My mother had me working in the kitchen with her since I was a kid, so consequently I still love rumbling around in the kitchen endeavoring in the fine arts of culinary sorcery. Mom used simple rules as a foundation: To make a meal, start with quality ingredients; slice and dice before you begin cooking; don't be in a hurry.

Dad, on the other hand, got me thinking about politics much like my mother's approach to cooking: To make a law, start with the Constitution, slice and dice the issue before voting; don't be in a hurry.

How's that free health care working out, folks?

Writing for the Santa Monica Daily Press for the last two-plus years has had much of the same feel as my parent's common sense recipes for real life. The craft of writing falls into much the same simplicity as making a fine French onion soup smothered in a nutty Gruyere cheese paired with a whale salad sandwich on Ashkenazi challah with diced Democrats capering on the side. Mmmm … yummy.

I have been fortunate to say that I've had more satisfied repeat customers in my literary kitchen than I've had snarky critics. Most critics are invariably the least informed while possessed with the aesthetic discernment of the common coprophagic housefly. These critics are also oft times the same bloviators who can't seem to handle the heat coming off my own stovetop nor the complementary bite from my spice rack. Yet I'm grateful to my critics. After all, how boring would life be without enemies, even ignorant ones?

Part of what I've done in writing "Going Postal" was to satisfy my more sadistic inclinations to annoy the general public at large while experimenting on the most liberal denizens of Santa Monica as my personal lab rats. Nothing has been more funny/scary than reading the musings from the aging feckless hippie who cries for social justice for the poor yet lives in a rent control, beachfront condo. Sorry, but a job is the best form of social welfare that I know. Or the pro-Saddam DNC Internet lawyer who bemoans the waterboarding of jihadi dirtbags in Gitmo. Better yet, how about the Obama-philic "multi-platform content provider with four-quadrant crossover appeal" who routinely bashes Catholic hospitals yet has given gushing tutorials about how to "use" rather than "look" at pornography while slavishly extolling his peculiar fetish for all things Britney Spears.

I once looked up the definition of what a "multi-platform content provider yada-yada" was in my Better Business Bovine Scatological Dictionary and all it said was "janitor."

These are people that speak for many of you, Santa Monica. Call me crazy all you want (like I care), but you might want to take a zen-ful moment of navel gazing to check out some of the spider monkeys pitching dishes around inside your own intellectual china boutique.

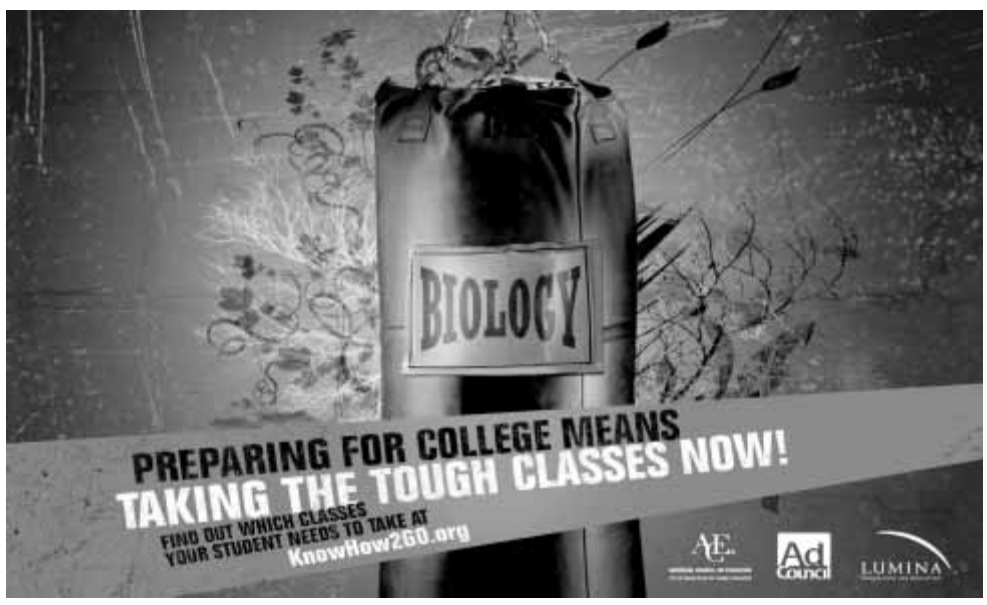
Life for me has taken several new stirrings around the Breen family stew pot. My wife has received orders to Fort Campbell, Ken. for combat air assault training and I have entered my new career as an "Army wife" since my recent retirement from the Postal Service. After 22 years of combined federal/military service, I have a new direct support mission currently on the "barbie." My son has moved into my home yet will soon deploy for the upcoming hunting season against the Tali-bunnies in Afghanistan. Treat him nice, folks, because he will bite. He is, after all, one of my closest friends. I will miss arguing with him over handcrafted beers, about our relative magnificence, overall good-looks and whose French toast recipe is the best.

I would like to thank my editor, Kevin "Iron Chef" Herrera, for the opportunity that he has given me. I don't think either of us thought I'd last this long without angry mobs roasting my chestnuts over an open mesquite grill outside of the SMDP offices. (Naw, burning all that wood contributes to global warming and kills polar bears.) Many times Kevin has gone out on a limb for me even when I was sawing it off behind him, but then again I've always been a willful and difficult red-headed stepchild ("Bad mailman! No donut!").

Lastly, I would like to thank my many fans who have written me personally. I have kept two files in my computer for folks who have written to me entitled "hate mail" and "love letters." The count? 435 love letters versus 109 pieces of hate mail over two years.

If that isn't a recipe for success, then what is? Bon appetit and adieu!

STEVE BREEN has had a rousing good time at your expense and will always be "the best looking mailman at the U.S. Post Office." He can be reached at dulcamarax@yahoo.com



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OPINIONS EXPRESSED are those of the writer and do not necessarily reflect those of the Santa Monica Daily Press staff. Guest editorials from residents are encouraged, as are letters to the editor. Letters will be published on a space-available basis. It is our intention to publish all letters we receive, except those that are libelous or are unsigned. Preference will be given to those that are e-mailed to editor@smdp.com. All letters must include the author's name and telephone number for purposes of verification. Letters also may be mailed to our offices located at 1427 Third Street Promenade, Suite 202, Santa Monica, 90401, or faxed to (310) 576-9913. All letters and guest editorials are subject to editing for space and content.



Word in Edgewise

Kenny Mack
Send comments to editor@smdp.com

We have to park somewhere

THE FIRST TIME I TRIED TO PARK IN Downtown San Francisco, I figured taking the car would be a piece of cake because of the rows of meters I saw lining the streets. I ended up having to pay $20 to park in a garage that day as those meters — which seemed so plentiful and friendly — proved to be treacherous and vindictive because no matter how many quarters I fed them, they only gave me 15 minutes.

I've since learned the way it goes in that town is you can bring your car into the city, but if you don't want it ticketed (or damaged), you'd better keep it off the streets. You drive in San Francisco and you pay the price, one way or another. Pretty soon afterward I was introduced to BART, the incredible Bay Area Rapid Transit system that can literally get you door-to-door faster than a car.

After last week's meeting to discuss Santa Monica's Land Use and Circulation Element (LUCE) as it moves toward a final City Council vote, it becomes necessary to talk about public transportation's benefits and, more importantly, its limitations. Because the plan for how to deal with the rise in the number of new car trips into and out of Santa Monica as our city grows over the next 25 years is a little suspect. It would appear that the Expo Light Rail line and its three local stops are expected to mitigate part of the increase in vehicle traffic and we residents of Santa Monica are supposed to change our driving habits to make up for the rest (unlike San Francisco, we are not going to make our city's visitors take responsibility for their vehicles).

If that's going to be the plan for how to deal with the massive influx of non-resident cars clogging our streets for scheduled events like the L.A. Marathon, Twilight Dance Series, Memorial Day, Fourth of July, and Labor Day, plus the weekly or even daily visitors who come here just to walk around, then the City Council simply cannot vote to certify the LUCE.

Public transportation systems in cities like Boston, New York, Washington, D.C., and Chicago are safely shuttling people to and from shows, sporting events, monuments, and museums while minimizing the negative impact from cars. Those cities are designed (dare I say "planned?") around efficient public transportation infrastructure that maximizes the jobs/housing balance. We don't have that here because Los Angeles is designed around freeways, not subways. L.A.'s jobs/housing balance is out of whack, which is all the more reason why Santa Monica has to find our own solution to our traffic problems. To rely on the Expo Light Rail line alone to serve as enough of a counter-balance to meet our stated goal of "no net new trips" is unrealistic at best. We have to ask ourselves how likely it is that Angelenos en masse are going to abandon their cars when they bring their families to Santa Monica?

I think that critical question was overlooked in the drafting of the LUCE and I think that was a predictable outcome when non-locals were hired to consult on very local issues. If the number of actual riders of the Expo Light Rail line doesn't match up with the number of projected riders, then the pressure will fall on Santa Monica residents to reduce our vehicle usage to stay on track. Essentially, the LUCE envisions us as leading the charge to get the city of Los Angeles to embrace public transportation, despite the fact that it's never happened before. And there will be traffic hell to pay if we don't succeed.

Keep in mind the fact that we already use the Big Blue Bus, shuttle services for our hospitals and Santa Monica College, bike lanes, electric cars, and our city fleet is the greenest in the country. If you live in Santa Monica and you're not using some alternative form of transportation it's because you can't or you really, really don't want to. I don't blame you, either. I know what it's like to live within a mile of your kid's school and still be scrambling to get them dropped off and picked up on time. And since it's your money that pays to keep the city functioning, it's perfectly reasonable for you to expect to drive your car.

Instead of relying on squishy concepts like "transportation demand management (TDM)" and requiring residents to pick up the slack if TDM and Expo Light Rail service don't work as advertised, Santa Monica should take the same approach that other destination cities and beachfront communities have taken: We could give local vehicles a resident sticker and reserve a certain amount of parking capacity for locals only. At the same time, we could make Bergamot Transit Village into a transportation hub where visitors could "park and ride" rented bicycles, scooters, and local cars (electric or hybrid) to get around town.

What we can't do is just keep building and hoping for the best because if we build it, they will come. And when they come, they'll have to park somewhere.

KENNY MACK is a multi-platform content provider with four-quadrant crossover appeal whose experience with Saint John's Health Center has totally undermined his faith in development agreements or transportation demand management plans to be of any benefit to his community. His past columns are archived at www.ifyoumissedit.com and he can be reached at kennymack@gmail.com.

The Q Line

The final say

City planners are in the midst of finalizing the Land Use and Circulation Element, or LUCE, which will determine what shape development takes for the next two decades.

So, this week's Q-Line question asks:
What should Santa Monica look like in 20 years time?

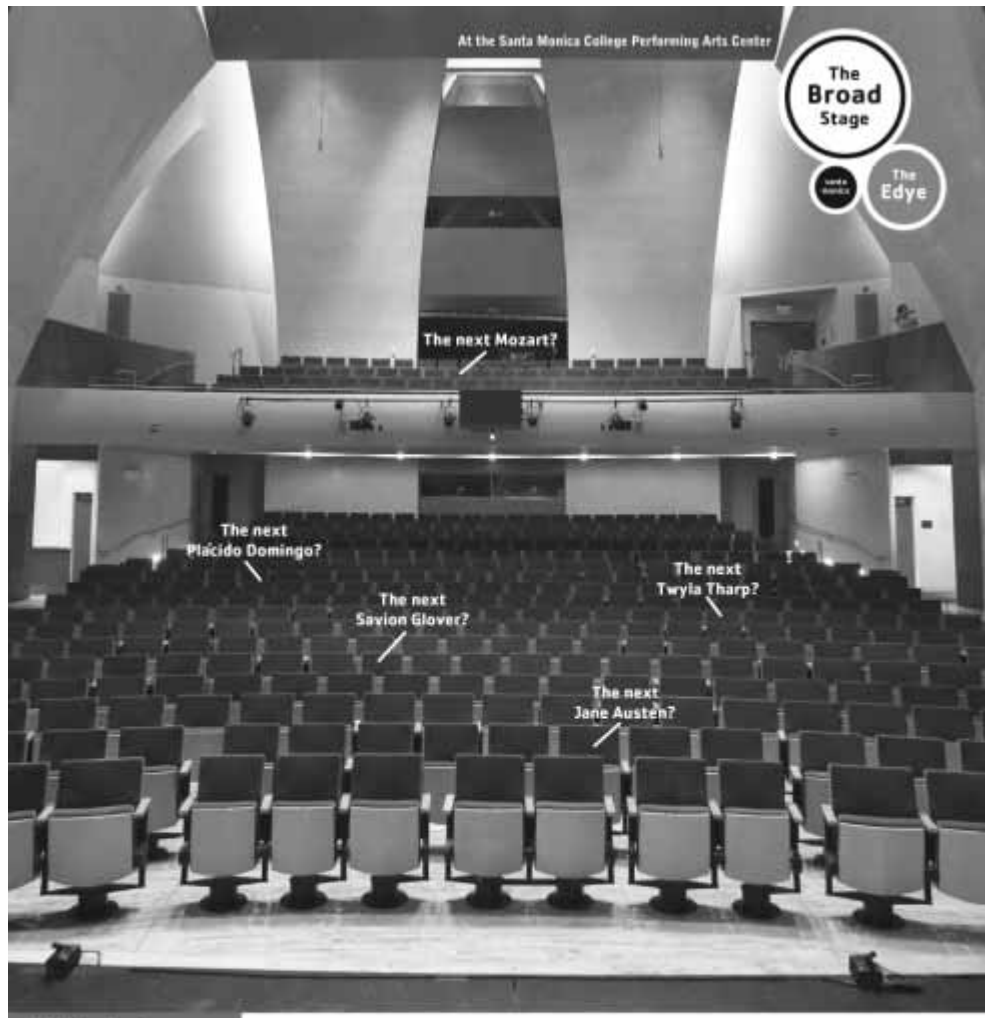
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MEDIA

News sites funded by think tanks take root

JOHN MILLER
Associated Press Writer

BOISE, Idaho A growing number of conservative groups are bankrolling startup news organizations around the country, aggressively covering government and politics at a time when newspapers are cutting back their statehouse bureaus.

The phenomenon troubles some longtime journalists and media watchdogs, who worry about political biases and hidden agendas.

The news outlets have sprouted in larger numbers in recent months to fill a void created by the downsizing of traditional statehouse coverage and to win over readers, including those from the tea party movement who don't trust the local paper or the TV news.

"Our state Capitol used to be bustling with the media," said Matthew Brouillette, president of the Harrisburg, Pa.-based Commonwealth Foundation, whose news outlet, the Pennsylvania Independent, went live in January. "Now, you can swing a dead cat and not hit anybody in the state Capitol newsroom."

The news outlets usually receive their money from right-leaning, free-market organizations. Idahoreporter.com, for example, is funded by the Idaho Freedom Foundation, a think tank that has barraged local governments with public records requests since last year in an effort to expose waste.

Similar news operations are now in place in Washington state, Michigan, South Carolina, Montana, Wyoming, Florida, West Virginia, Arizona, Missouri, Maryland, Nebraska, Illinois, Texas, Tennessee, Ohio and elsewhere.

The outlets publish almost exclusively on the Internet and usually look like traditional news sites. For example, the front page of Idahoreporter.com recently featured stories about proposed tax increases, higher park fees, a labor report, and the funding of a college scholarship program. The lead stories all had accompanying graphics and photos; some stories have video.

Journalism watchdogs say they have not noticed any obvious slant in the coverage. But some of these news organizations have been barred from capitol press corps because of rules that forbid lobbyists from membership.

And there are fears that these organizations are trying to advance a certain agenda by the stories they decide to cover — even if the articles themselves are unbiased.

"They are still very new. But in any content, there are a couple of different kinds of bias to look for: the angles taken by a reporter, the tone of writing. But there is also a bias that can exist in terms of choices of stories to cover," said Amy Mitchell, deputy director for Pew Research Center's Project for Excellence in Journalism.

Wayne Hoffman, executive director of the Idaho Freedom Foundation, challenges people to find bias in the stories and stresses that he doesn't dictate what his staff should cover. But he does emphasize that the stories should be presented from the viewpoint of taxpayers.

"I want them to ask the question 'Who is going to be impacted when government creates a new program?' It still needs to be funded. When there is a new regulation, who will it impact and how? We ask them to close that loop, to present all the details, not just the ones politicians want you to know about," Hoffman said.

The trend comes at a time when technological advances and the growth of citizen journalism have blurred the lines between traditional and nontraditional reporting and created all sorts of new ways to cover the news.

"If you have a laptop, a wireless card and a flip cam, you're as powerful as The New York Times," said Jason Stverak, a former North Dakota Republican Party director who runs the year-old Franklin Center for Government and Public Integrity in Bismarck and advises news outlets like those in Harrisburg and Boise.

Stverak also said the movement has caught on because people are skeptical of the mainstream media. "You can draw a parallel between the explosion in the tea party and the rapid increase in the amount of new news organizations," he said.

It does not appear that left-leaning organizations are funding their own news outlets to the same degree.

Hoffman said Idahoreporter.com has been a success on many levels. A few of the site's stories were mentioned in mainstream media or referred to in newspaper blogs. He also said it became a place statehouse reporters and lawmakers turned to for developments. Page views have increased fivefold since the launch in January to about 1,000 per day.

Ethical questions persist, however.

Hoffman recently stood at a lectern at the Idaho Capitol and demanded that state lawmakers require greater transparency for education spending. A reporter from Idahoreporter.com took notes on his laptop for a story about the event.





MEDIA

Twitter finally adds advertising

BARBARA ORTUTAY & MICHAEL LIEDTKE
AP Technology Writers

SAN FRANCISCO Is Twitter the next Google, the next Pets.com, or something in between? It may have begun answering that question Tuesday, with its long-awaited first step into advertising.

The startup is trying to make money without alienating the tens of millions of people who have gotten used to tweeting and following friends, celebrities and others without commercial interruptions. Just as it has through most of its four-year existence, Twitter is treading cautiously.

The new ads, called "Promoted Tweets," will pop up only on searches at Twitter's Web site, and the messages will be limited to a small group of test marketers including Virgin America, Best Buy Co., Sony Pictures and Starbucks Corp. Fewer than 10 percent of Twitter's users were expected to see the ads Tuesday, but the messages should start appearing on all relevant searches within the next few days.

The move heralds a turning point for Twitter, which has held off on selling ads even as its widening audience turned it into an obvious marketing magnet and investors poured $155 million into the San Francisco company.

The last cash infusion seven months ago valued privately held Twitter at about $1 billion, even though its only significant revenue had come from giving Google Inc. and Microsoft Corp. better access to its service. The technology powerhouses paid Twitter an undisclosed amount for that right.

Twitter's apparent ambivalence about making money reminded some Silicon Valley observers of the profitless Internet startups that wooed investors during the dot-com boom of the late 1990s, only to crash and burn at the turn of 21st century.

Comedy Central's Stephen Colbert even teased Twitter co-founder Biz Stone about the similarities during a television appearance last year.

"So, I assume that 'Biz' in 'Biz Stone' does not stand for 'Business Model,'" Colbert joked at the time.

The new advertising system should give a better inkling about whether Twitter will be more like Google or Pets.com, whose most valuable asset turned out to be a sock puppet.

Google itself took several years after its 1998 inception before it began selling short ads next to its search results, spawning one of the world's biggest marketing vehicles with ad revenue of nearly $23 billion last year.

Twitter already is parroting Google in some respects. That's not surprising given that Stone and fellow co-founder, Twitter CEO Evan Williams, briefly worked at Google after Williams sold his blogging company to the Internet's search leader in 2003. Twitter's chief operating officer, Dick Costolo, also worked at Google after selling another advertising service, called FeedBurner, to the company in 2007.

There's a twist to the way Twitter is using its search engine as an advertising springboard. Instead of displaying commercial messages on the margins of the search results, Twitter will blend them with the rest of the tweets and label them as promotions.

The ads will be confined to Twitter's standard 140-character limit so they can be passed along, or "re-tweeted," to other users. Twitter plans to pull Promoted Tweets that aren't attracting attention.

That will pressure advertisers to be pithy and creative, a priority that could make the marketing messages seem less intrusive, said Forrester Research analyst Josh Bernoff, co-author of "Groundswell," a book on social media.

"You want to create something that interests people rather than just screams at them," Bernoff said.

Michael Wilson, a Brigham Young University student who lives in Salt Lake City, is worried Twitter's advertisers eventually will dominate the service.

"I think it's going to be harder and harder to have your voice heard," he said.

That's also a concern for Michael Irizarry of New Rochelle, N.Y., who uses Twitter for personal musings and to promote his DJ business.

"It's more like Twitter is now here to advertise your product, instead of you actually tweeting what you're doing," he said.

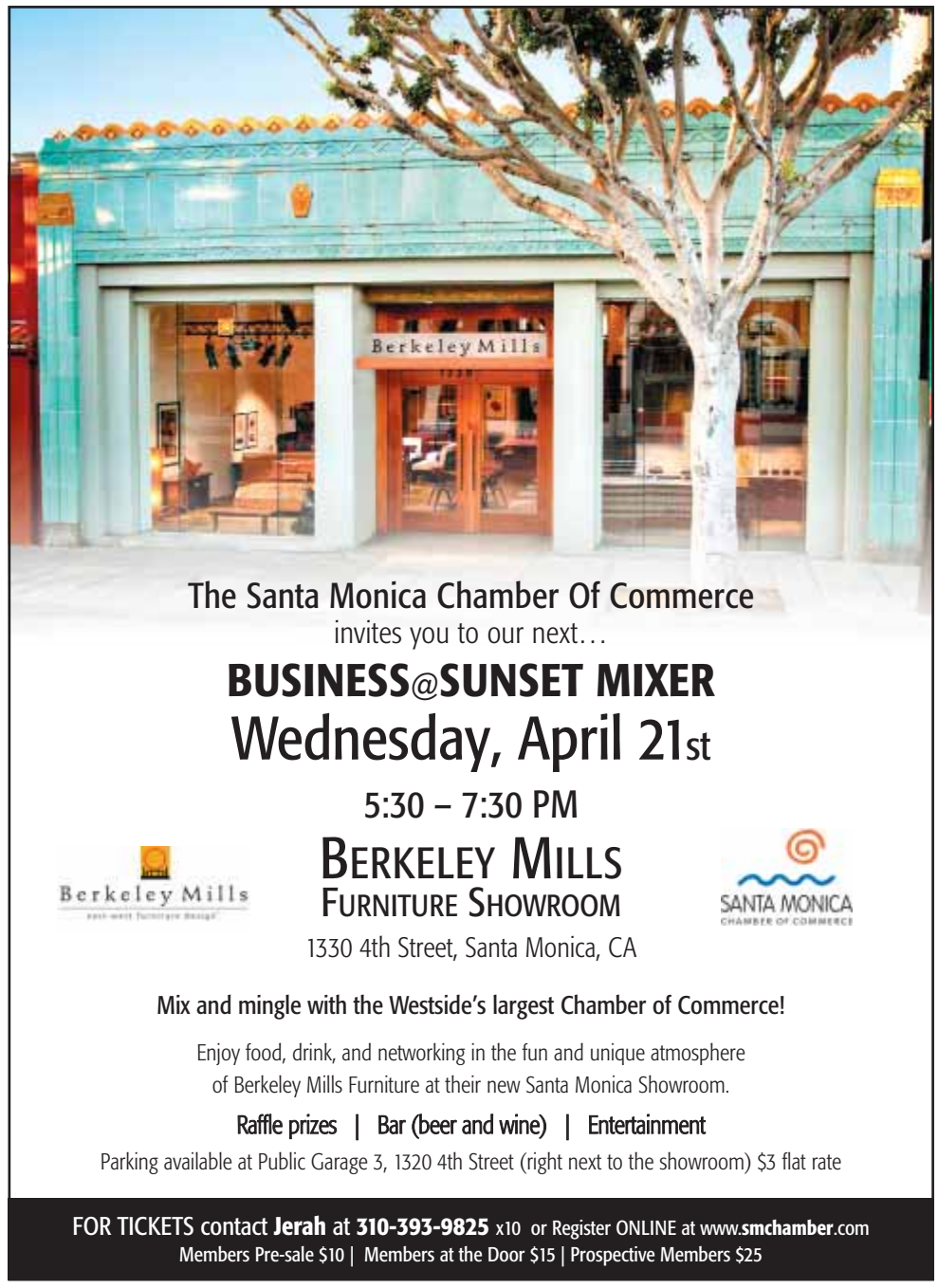
Many companies already use their own Twitter accounts to connect with customers and offer discounts to people who follow them.

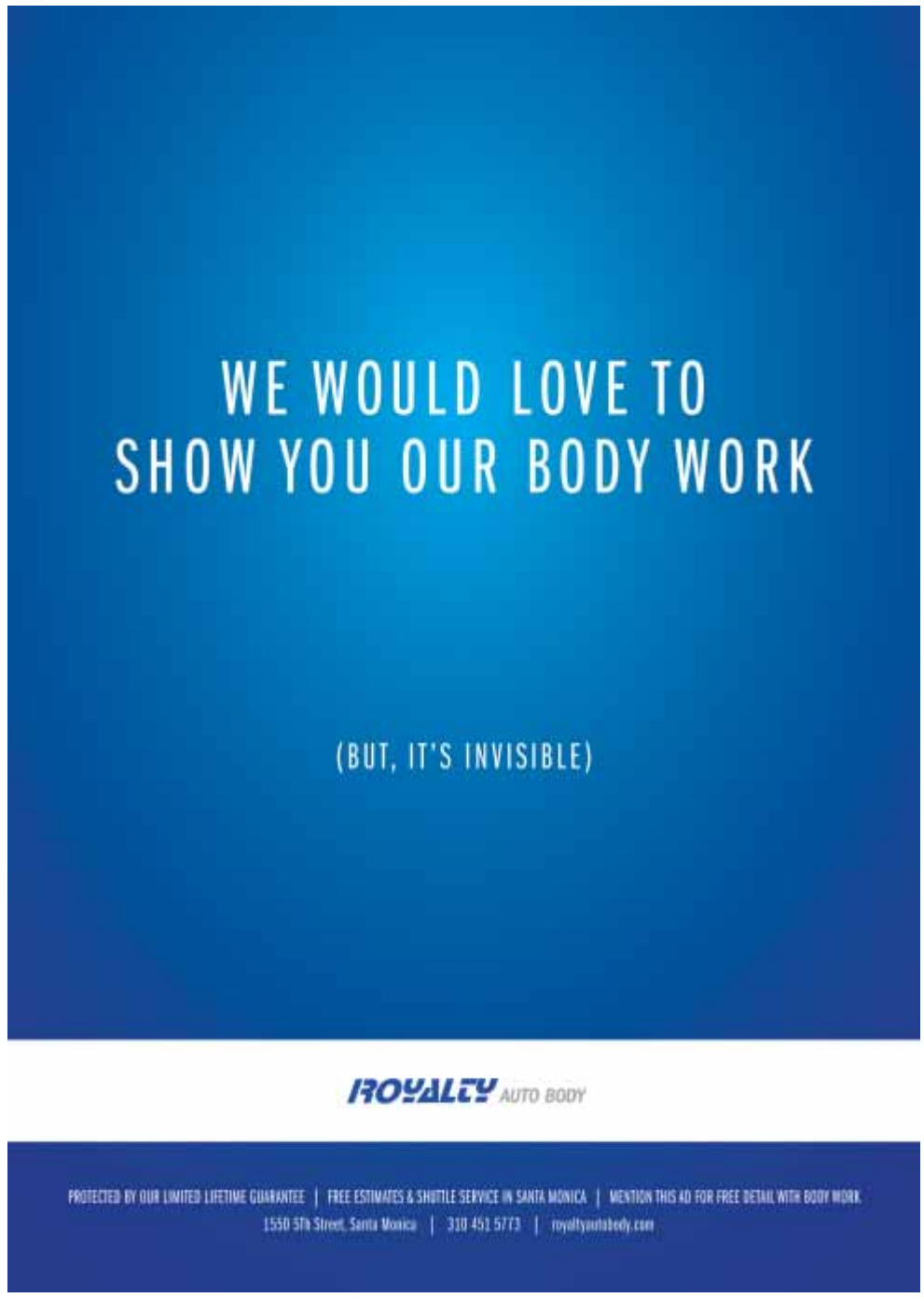
What remains to be seen is whether Twitter's new advertising system will prove effective enough to persuade companies to pay for a featured spot in the search results instead of just trying to reach people through the free communications channel, said Gartner Inc. analyst Andrew Frank. "The jury is still out on whether this will work," he said.

There's no doubt Twitter has turned into a mass medium. The Web site's worldwide audience has ballooned to 69 million people, up from 4 million people at the end of 2008, according to comScore Inc. Those figures don't include the visitors who use their mobile phones or third-party programs to tweet.

Twitter says it distributes about 50 million tweets per day, creating ample opportunities for more advertising once the company is comfortable enough to allow marketing messages beyond its search results. Twitter's engine processes about 30 million monthly searches in the U.S., comScore said, a pittance compared to the 10 billion handled by Google.

Eventually, Twitter hopes to insert advertisers into the "timelines" of messages that users see from the people they network with — when the message seems appropriate, Costolo said Tuesday at an advertising conference in New York. For instance, postings about the Academy Awards might provoke a "Promoted Tweet" about a new movie or conversations about "American Idol" may spur ads about certain songs or recording artists.





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Vikings open league season with victory

FROM SAMOHI PAGE 3

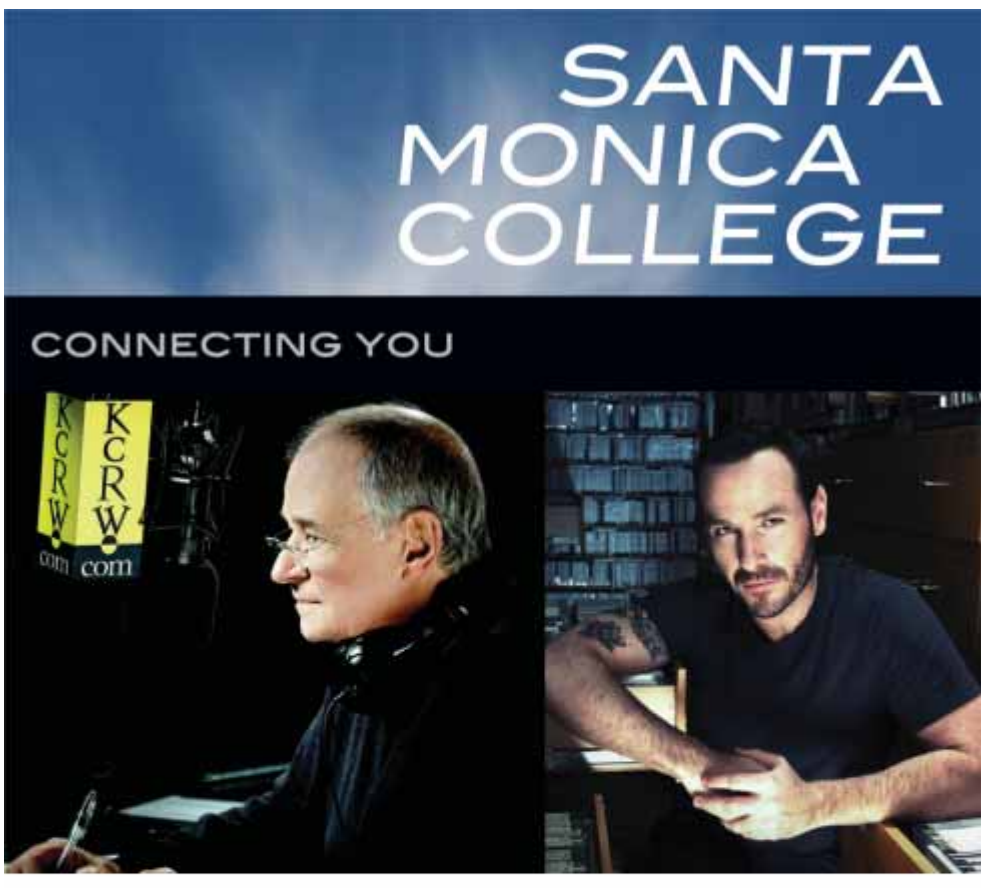
inning as Hawthorne mounted its most credible scoring opportunity. With runners on first and second and one out, Gonzalez threw a series of fast balls to Hawthorne's Jose Villalpando as he attempted to lay down a sacrifice bunt. He was successful in inducing a pop-up back to the mound that Gonzalez caught on the fly before dealing to third base, catching Luis Hernandez leaning toward home.

The Samohi victory is a positive step forward as the Vikings attempt to win a league title for the first time since the 2008 season.

"We're just trying to be the best team we can be," Gonzalez said. "With the support of our coaches, I think we can [win league]."

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Ad Council
ARTHRITIS FOUNDATION

Theater would have all the 'bells and whistles'

FROM **THEATER** PAGE 1

design at American Multi-Cinema Inc.

"What we believe is that this will be a flagship theater for AMC," Valluri said, comparing the concept to AMC theaters in New York City's Times Square. "We intend for this theater to be a place where studios launch their premiers, making it one of the top theaters in the country."

Valluri and AMC's partner, Metropolitan Pacific Capital in Santa Monica, this week have met with residents and representatives with the Bayside District Corp. to gather input on the theater proposal, an 83,000-square-foot complex offering a total of 2,197 "pleather" seats, 2,100 square feet of retail space and an interior restaurant and bar that would be open to the general public.

The theater would offer reserved seating for guests, digitally-broadcast concerts, major studio releases as well as smaller, independent films, and "sensory-friendly" screenings for children with disabilities. AMC has plans to sell movie memorabilia, something the theater chain has never done before. There are also plans to reconfigure concessions to make it more like a cafeteria with various food and beverage stations offering more than just popcorn and hot dogs.

The theater would replace Parking Structure 3, a five-story structure in the 1300 block of Fourth Street that has 324 spaces and was scheduled to be replaced with a larger, earthquake-safe structure as part of City Hall's $180 million Downtown parking plan.

As part of that plan, City Hall has spent $41 million acquiring roughly 67,000 square feet at the corner of Fifth Street and Arizona Avenue where a replacement structure, retail and residential could be constructed to cover spaces lost to the theater project. That plan, along with the theater concept, are still in the early stages and could be more than a year or more away from planning approval.

Looking to make Downtown a more attractive destination and remain competitive with retail hot spots like The Grove, city officials and business leaders have for years discussed the possibility of updating the area's aging movie houses, which are more than 20 years old.

There are currently three cinema companies operating four movie houses in Downtown, with a total of 21 screens and over 5,500 seats, according to a city staff report.

John Warfel of Metropolitan Pacific and a member of the Bayside board said theater attendance declined by 30 percent over a 10-year period ending in 2008 and fears more movie goers have left in the years since, going to The Bridge in Culver City or theaters in Sherman Oaks or Century City.

"We are bleeding theater goers," Warfel said. "We are way down."

The proposed theater would "bring back what we had," Warfel added.

Residents and members of Bayside's Land and Asset Committee seemed excited about the possibilities but also had reservations about the lack of parking available to accommodate a modest increase in theater seats. Parking is already a problem for Downtown and if a replacement structure is not built in conjunction with the theater, that could only exacerbate the problem and drive shoppers out of town.

Andy Agle, director of housing and economic development for City Hall, said no plan is in place for a replacement structure, however, the City Council has expressed interest in creating one at Fifth Street and Arizona Avenue to activate Fifth Street and alleviate traffic on Fourth, which is a heavily-used bus route. Adding retail and housing there was also discussed, with the possibility of putting parking underground if costs can be contained.

There seemed to be a commitment on behalf of City Hall to add more parking to accommodate the theater and other Downtown attractions. However, moving forward on two complex construction projects simultaneously could prove to be a challenge.

If there is a parking shortage because of construction, there is talk of moving monthly Downtown parking to an area below the Main Library and the Civic Center Structure.

In endorsing the theater project, Bayside board member Patricia Hoffman, co-chair of Santa Monicans for Renters' Rights, the leading political party in the city, made it clear that she wants to see significant community benefits provided by AMC, including making theaters available to community groups for entertainment and cultural events, displaying public art and creating a strategy to reduce traffic, such as offering employees incentives to take public transit.

Since the proposal does not fit within the city's zoning code in regards to setbacks, a development agreement is required, Warfel said. The theater would be shorter than the current parking structure.

Valluri said designers want to make the theater as pedestrian friendly as possible, incorporating lots of glass to make it feel as if it is part of the street. Ground floor retail, outdoor dining and a lack of a traditional marquee are also ways of blending the theater in with its surroundings.

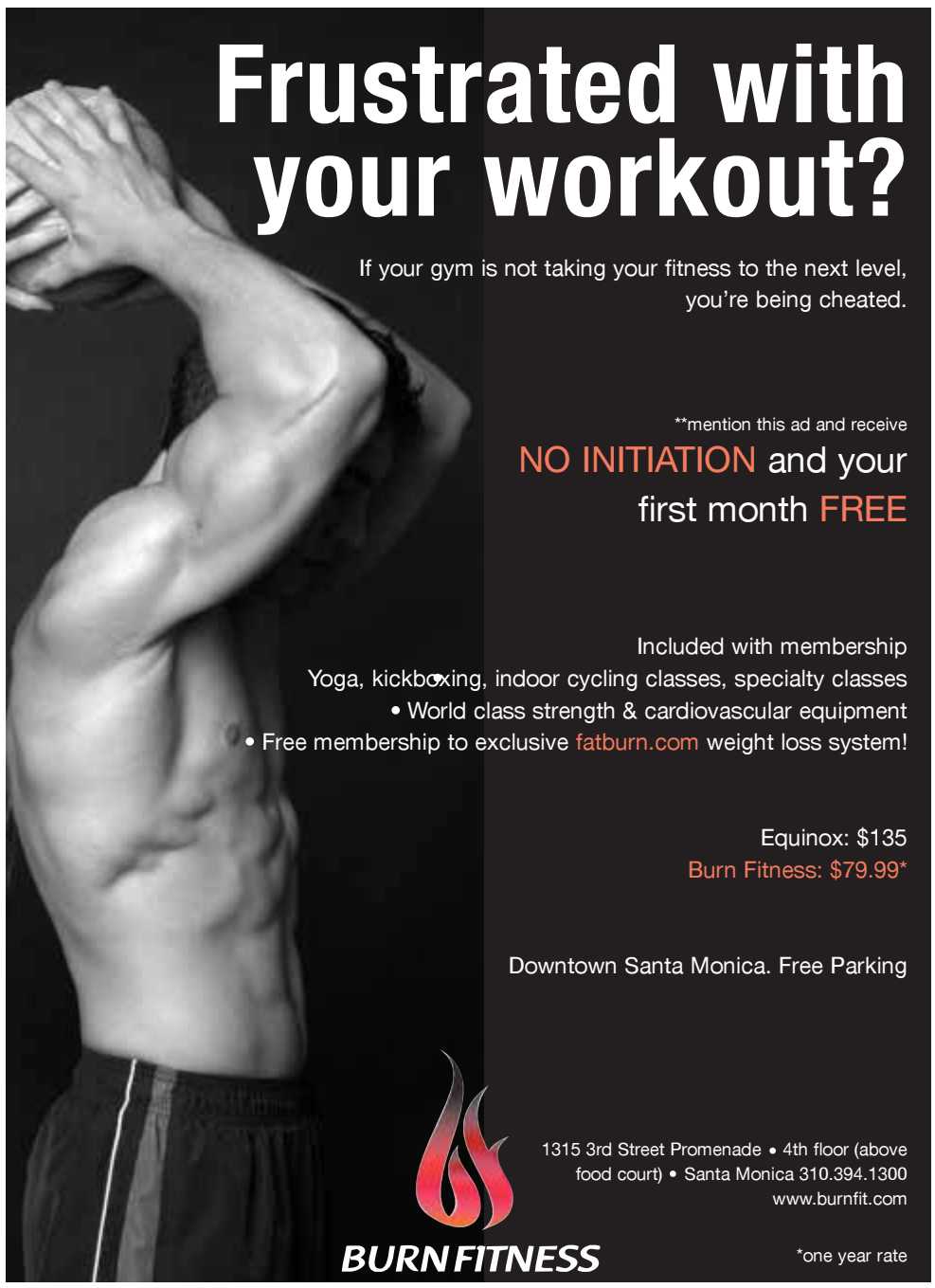
There is still the issue of whether or not AMC can reduce the overall number of theater seats in Downtown. City Hall wants to keep the number of seats relatively the same out of fear of drawing more traffic to the area.

To do that, AMC has offered to shutter its theater, Broadway 4, on the Third Street Promenade. There are some questions regarding whether or not AMC will be able to do so since it does not own the property where the theater is located. Discussions between AMC and the owner of the space, Promenade Gateway LLP, are still in the early stages.

Warfel expects the City Council to weigh in on the proposal in May, at which time it will direct staff to either start the development agreement process or go back to the drawing board.

No lease agreement between AMC and City Hall has been finalized, Agle said. An assessment of the project, if approved by council, still needs to be completed before setting the terms of a rental agreement.

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Panels would save district $1.1 million

FROM SOLAR PAGE 1

of $0.131 per kilowatt hour with an annual 4 percent increase during the 25 year deal.

Allen said the long term of the deal and the built-in price hike presents a risk the district could end up overpaying for energy. But he said, "It's a risk I'm willing to take looking at the trends in energy pricing over the years."

He said the solar panels could also play an educational role on campuses, exposing students to renewable energy systems and the environmental issues they're meant to address.

"Every school district in California will have to seek revenue enhancement strategies and this looks like a good fit for a city that prides itself in protecting our natural environment and reducing our carbon footprint," said school board member Oscar de la Torre.

But he said he had concerns about potentially negative impacts during construction and the amount of revenue the panels would generate. He also said he would like to ensure that local contractors get preference for installation and maintenance contracts if the board approves the solar panel deal.

Virginia Hyatt, who directs the district's purchasing under the school improvement funding measure known as Measure BB, could not be reached on Tuesday for comment on the panels.

The schools slated to get solar panels under the deal are: Grant, Franklin, McKinley, John Muir, Will Rogers, Roosevelt, Juan Cabrillo, and Webster elementary schools, and Point Dume Marine Science School.

nickt@smdp.com

"WE'RE TRYING TO LEAVE NO STONE UNTURNED LOOKING FOR WAYS TO REDUCE OUR COSTS AND BE FISCALLY PRUDENT WHILE ALSO DOING RIGHT BY THE ENVIRONMENT."

Ben Allen,
School Board Member

Proposed smoking ban would be enforced by City Hall

FROM BAN PAGE 1

to attain compliance" with the ban would be a misdemeanor.

"I could not get the City Council or the Rent Control Board to act on behalf of the residents, so I'm taking responsibility on my shoulders and putting it to the voters," Kronovet said on Tuesday.

If he's successful getting the initiative on the ballot — he'll need to gather thousands of signatures to qualify — Santa Monica residents could be the first to have their say on such a ban at the polls.

"As far as I know, no one else has done this," said Esther Schiller, executive director of the group Smoke Free Air for Everyone. "This would definitely be something new."

Schiller said at least one other town, Belmont, in Northern California, has banned smoking in muli-unit buildings, but the law was adopted by the City Council, not through a general election.

"A lot of people are going to be watching this pretty closely," she said.

To get the initiative on the ballot in November, Kronovet and his supporters will have to gather around 10,000 signatures, or an amount totaling at least 15 percent of the number of registered voters in Santa Monica, according to Assistant City Clerk Beth Sanchez. In February, there were about 61,000 people registered to vote in town, she said.

A signed petition should be submitted to the City Clerk by mid-May to qualify for the November ballot.

City Hall has already adopted smoking restrictions that are among the toughest in the state, banning smoking in parks, at bus stops, on restaurant and bar patios and in public places like the Third Street Promenade. Most recently, the council voted to ban smoking in public areas of multi-unit properties.

With Kronovet as a lead spokesman, though, a group of activists in recent months has continued to argue City Hall's secondhand smoke protections don't go far enough and have pressed the City Council to take further action. They've also criticized the existing ban on smoking in apartment buildings' public areas for requiring residents to enforce the law themselves by filing a complaint in civil court.

So far, no council member has expressed interest in extending the ban to include the interiors of apartment and condominium units.

Patricia Hoffman, who chairs the leading local political party Santa Monicans for Renters' Rights, said she has reservations about such a ban.

"I would hate to turn local law enforcement into bedroom police," Hoffman said. "How do you enforce a ban on people smoking, which is a legal activity, in their own homes?"

As a board member of affordable housing provider Community Corp. of Santa Monica, which has more than 1,400 residential units in the city, Hoffman said complaints about a neighbor's smoking habit have rarely turned into significant problems.

"We've had occasional issues of smoking and we've been able to resolve them internally," she said.

She also said the fact that smoking indoors would be viewed as a nuisance under the proposed ordinance means it could lead to more evictions, despite assurances included in the ballot measure as drafted.

Kronovet, who is a realtor, said the proposed ban is simply a way to protect residents' health and preserve their right to a tranquil environment.

"It's a very terrible thing to pay money and not be able to live in your unit [because of secondhand smoke]," he said.

Banning smoking in homes, he said, is no different from limiting the permissible level of noise a resident can make.

His ultimate goal is to extend the smoking ban to residential units, no matter how it's accomplished.

"The initiative could also trigger the council to have another look at it. We'll see," he said.

"I COULD NOT GET THE CITY COUNCIL OR THE RENT CONTROL BOARD TO ACT ON BEHALF OF THE RESIDENTS, SO I'M TAKING RESPONSIBILITY ON MY SHOULDERS AND PUTTING IT TO THE VOTERS."

Robert Kronovet,
Rent Control Board Commissioner

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SURF REPORT

Surf Conditions **Water Temp:** 58°

Swell Forecast

Should see the wind swell back off as southerly swell comes ashore from about 180°, pushing south facing breaks into chest to head high sets.

Long Range Synopsis

Looks similar so far: chest to head high at south facing breaks, waist high at direct west facing spots.

Tide Forecast for Today in Santa Monica



BEACH REPORT CARD

NORTH LOS ANGELES COUNTY

Grades for this report are based on monitoring data from the previous 30 days up to the ending date of **April 6, 2010**

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QUICK STATS (for the last 30 days)

- Number of sewage spills -- 0
- Number of beach closures due to a sewage spill -- 0
- Number of wet days -- 2
- Number of A grades for dry/wet weather - 38 / 26
- Number of (C,D,F) grades for dry/wet weather -- 5 / 19

The Beach Report Card is made possible by: The Diller -- von Furstenberg Family Foundation; simplehuman; SIMA

Heal the Bay reminds you not to swim or surf within 100 yards of any flowing storm drain or for 3 days after a rainstorm. After a rain, indicator bacteria counts at beaches throughout California usually far exceed health criteria in the state's Beach Closure and Health Warning Protocol.

LOCATION	DRY	WET
Los Cerrillo Beach, at Arroyo Sequit Creek mouth.	A+	A+
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	A+
El Pescador State Beach, between Lachusa and Las Alisos creeks.	A+	A+
Encinal Canyon at El Matador State Beach.	A+	A+
Broad Beach at Trancas Creek mouth.	B	F
Zuma Beach at Zuma Creek mouth.	B	A+
Walnut Creek, projection of Wildlife Rd. (private).	A+	A+
Paradise Cove Pier at Rominer Canyon Creek mouth.	A+	A+
Escondido Creek, just east of Escondido State Beach.	F	B
Latigo Canyon Creek mouth.	A+	F
Solstice Canyon at Don Blocker County Beach.	A+	F
Puerco State Beach at creek mouth.	A+	A+
Marie Canyon storm drain at Puerco Beach, at 24572 Malibu Rd..	F	F
Surfrider Beach at Malibu Colony fence.	A+	A+
Surfrider Beach (breach location)- daily.	D	F
Malibu Pier - 50 yards east.	C	C
Carbon Beach at Sweetwater Canyon.	A+	F
Las Flores State Beach at Las Flores Creek (point zero).	A	F
Big Rock Beach at 19948 PCH stairs.	A+	A+
Pena Creek at Las Tunas County Beach.	A+	A+
Tuna Canyon.	A+	A+
Topanga State Beach at creek mouth.	F	F
Castlerock Storm Drain at Castle Rock Beach.	A+	A+
Santa Ynez Storm Drain at Castle Rock Beach.	A+	A
Will Rogers State Beach at 17200 PCH (1/4 mile east of Sunset drain).	A+	F

LOCATION	DRY	WET
Will Rogers State Beach at Bel Air Bay Club drain near fence.	A+	F
Will Rogers State Beach at Pulga Canyon storm drain.	A+	A+
Will Rogers State Beach at Temescal Canyon drain.	A+	F
Will Rogers State Beach at Santa Monica Canyon drain (Chautauqua).	B	F
Santa Monica Beach at Montana Ave. drain.	A+	D
Santa Monica Beach at Wilshire Blvd. drain.	A+	F
Santa Monica Municipal Pier.	A	A+
Santa Monica Beach at Pico/Kenter storm drain.	A+	A+
Santa Monica Beach at Strand St. (in front of the restrooms).	A+	A
Ocean Park Beach at Ashland Ave. drain.	A+	A+
Venice City Beach, at the Rose Ave. storm drain.	A+	A+
Venice Beach at Brooks Ave. drain.	A+	A+
Venice Beach at Windward Ave. drain.	A+	C
Venice Fishing Pier - 50 yards south.	A+	A+
Venice Beach- projection of Topsail St..	A+	A+
Marina del Rey, Mothers' Beach- lifeguard tower.	A	B
Dockweiler State Beach at Ballona Creek mouth.	A+	F
Dockweiler State Beach at Culver Blvd. drain.	A+	F
North Westchester Storm Drain at Dockweiler State Beach.	A+	A+
Dockweiler State Beach at World Way (south of D&W jetty).	B	D
Dockweiler State Beach at Imperial Hwy drain.	A+	A+
Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	A+
Dockweiler State Beach at Grand Ave. drain.	A+	B

LEGEND

DRY -- each location is graded on an A - F scale based on bacterial pollution levels present in the surf zone
WET -- grades for days of recorded rainfall and the following 3 days
ns -- no sample taken

Heal the Bay's Beach Report Card®is based on weekly water quality monitoring data provided by the City of Los Angeles' Environmental Monitoring Division and the Los Angeles County Department of Health Services. Data is analyzed as soon as it is made available to us by the public agencies. Beaches are graded on an A-F scale based on the risk of ocean users becoming ill. Samples are analyzed for bacteria—enterococcus, total and fecal coliforms—that indicate biological pollution. A fact sheet detailing the exact methodology used in determining grades for each location is available from the office or on our web site. The report is not designed to measure the amount of trash or toxins found at local beaches.

The Beach Report Card is an indication of past water quality and is not a warranty of the current safety of those areas surveyed. Our lawyers are happy.

Heal the Bay is a non-profit environmental organization dedicated to making Santa Monica Bay and Southern California coastal waters safe and healthy for people and marine life.

Heal the Bay

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MLB

Yankees top Angels, 7-5

HOWIE RUMBERG
AP Sports Writer

NEW YORK Derek Jeter homered, Jorge Posada had three hits, Andy Pettitte dazzled and Mariano Rivera closed it out. Nothing more fitting on the day World Series rings were handed out in the Bronx.

The core four each picked up championship bling No. 5, then led the New York Yankees to a win in their home opener Tuesday, 7-5 over the Los Angeles Angels in front of a record-crowd that included owner George Steinbrenner.

The Angels' Hideki Matsui might have gotten the loudest ovation of the stirring ceremony that celebrated the Yankees' 27th title, with fans welcoming back the World Series MVP. But the stars who'd worn pinstripes the longest wound up as winners, once again.

With the 2009 World Series banner whipping in a chilly breeze, Pettitte (1-0) returned to the Yankee Stadium mound for the first time since he won the clinching Game 6 against Philadelphia last November. He threw 100 pitches in six crisp innings as the Yankees dropped the Angels to 2-6, their worst start since 1972.

Rivera was needed to earn his third save after another ex-Yankee, Bobby Abreu, hit a grand slam in the ninth off Dave Robertson to make it 7-5.

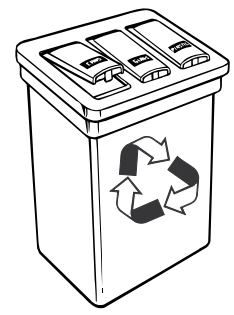
Matsui was mobbed by his former teammates near the mound after getting his ring in the pregame festivities. He was regaled with a prolonged standing salute when he stepped into the batter's box in the first inning.

The Angels' designated hitter stepped out and tipped his helmet before striking out — another cheer — to end the inning and got tangled with Posada, who playfully tagged him a couple of times. Matsui went 0 for 4 in front of a record regular-season crowd of 49,293 at the ballpark, now in its second year.

Jeter, who led off the Yankees' last regular-season home game with a home run, hit his first homer of the year in the fourth and hit a sharp grounder off Ervin Santana's thigh for another RBI in the fifth.

Nick Johnson also homered for New York, who hit team-record 136 homers in their first year at the ballpark.

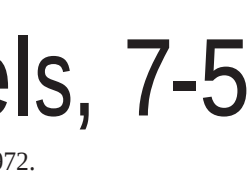
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MOVIE TIMES

Aero Theatre
1328 Montana Ave.
(323) 466-FILM

David Copperfield 2hrs 12min and A Tale of Two Cities 2hrs 8min
7:30 pm

Call theater for information.

AMC Loews Broadway 4
1441 Third Street Promenade

The Bounty Hunter (PG-13) 1hr 46min
1:30pm, 4:15pm, 7:05pm, 9:40pm

Greenberg (R) 1hr 47min
1:35pm, 4:20pm, 7:15pm, 9:55pm

Clash of the Titans 3D (PG-13) 1hr 50min
1:15pm, 4:00pm, 7:00pm, 9:45pm

Letters to God (PG) 1hr 50min
1:45pm, 4:35pm, 7:25pm, 10:00pm

AMC 7 Santa Monica
1310 Third St.
(310) 289-4262

Alice in Wonderland (in Disney Digital 3D) (PG) 1hr 49min
1:20pm, 4:10pm, 7:05pm, 9:50pm

Clash of the Titans 3D (PG-13) 1hr 50min
1:45pm, 3:00pm, 4:45pm, 5:45pm, 7:30pm, 8:45pm, 10:00pm

Date Night (PG-13) 1hr 28min
1:15pm, 2:00pm, 3:30pm, 4:30pm, 6:00pm, 7:00pm, 8:30pm, 9:30pm

The Last Song (PG) 1hr 47min
1:00pm, 4:00pm, 7:15pm, 9:55pm

Hot Tub Time Machine (R) 1hr 40min
2:10pm, 4:35pm, 7:20pm, 9:45pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 394-9741

Mid-august Lunch (R) 1hr 30min
1:00pm, 3:10pm, 5:20pm, 7:30pm, 9:40pm

The Ghost Writer (PG13) 2hr 23min
1:20pm, 4:10pm, 7:10pm, 10:00pm

La Mission (R) 2hr 12min
1:10pm, 4:00pm, 7:00pm, 9:50pm

The Girl With the Dragon Tattoo (NR) 2hr 49min
1:00pm, 4:30pm, 8:00pm

Mann's Criterion Theatre
1313 Third St.
(310) 395-1599

After.Life (R) 1hr 37min
11:50am, 2:20pm, 4:50pm, 7:20pm, 9:50pm

Diary of a Wimpy Kid (PG) 1hr 33min
12:00pm, 2:30pm, 5:00pm, 7:30pm

Green Zone (R) 1hr 55min
1:10pm, 10:10pm

How to Train Your Dragon (PG) 1hr 38min
12:10pm, 2:40pm, 5:10pm, 7:40pm, 10:00pm

How to Train Your Dragon 3D (PG) 1hr 38min
11:20am, 1:40pm, 4:10pm, 6:40pm, 9:10pm

She's Out of My League (R) 1hr 44min
4:20pm, 7:10pm, 9:40pm

Tyler Perry's Why Did I Get Married Too (PG-13) 2hr 1min
12:30pm, 3:30pm, 6:30pm, 9:30pm

For more information, e-mail news@smdp.com

Trust your instincts, Sagittarius

ARIES (March 21-April 19)
★★★★ New beginnings become possible. Your style opens doors and allows greater give-and-take. You might be inspired by a friend and/or meeting. You could feel uneasy about a work or daily issue. Invest more of yourself in a financial matter. Tonight: Your treat.

TAURUS (April 20-May 20)
★★ Stop listening to others and center yourself. You actually have the answers within. Your creativity seems to defy the possibility that you don't know what to do. You keep seeking out solutions. Trust yourself. Tonight: Vanish while you can.

GEMINI (May 21-June 20)
★★★★★ Emphasize what works and let go of what doesn't. You could be inspired to find other answers and solutions. Relay the important facts, and worry less about others and their reactions. As long as you express facts, not opinions, you'll be on cruise control. Tonight: Head home early.

CANCER (June 21-July 22)
★★★ Assume the lead. Understand what ails others. Listen rather than dictate. A meeting late in the day could recycle a project and your energy. Tonight: Don't hesitate to go for what you want.

LEO (July 23-Aug. 22)
★★★★★ Let your imagination wander, and you could come up with a deeper understanding. A key associate or loved one could be less of a mystery when you walk in this person's footsteps. What didn't make sense finally does. Take a much-needed stand. Tonight: A force to be dealt with.

VIRGO (Aug. 23-Sept. 22)
★★★★★ A new beginning within a partnership becomes possible. Your instincts play out in the work arena. You do need to follow through. You could feel uncomfortable with a partner or associate. Let go of your discomfort, and try to imagine what is going on with this person. Tonight: Reach out for someone at a distance.

LIBRA (Sept. 23-Oct. 22)
★★★★★ Defer to others and understand what might be going on with them. You could feel a bit uncomfortable right now. Know that this is a passage, and you don't need to let your feelings run a situation. Tap into your self-discipline. Tonight: Dinner for two.

SCORPIO (Oct. 23-Nov. 21)
★★★★ Plunge into a project knowing you can clear out a hassle. Your intuition teamed with your imagination can put quite a sparkle on the finished product. A meeting confirms your thoughts. Relax late in the day and only clear out necessary work. Tonight: Do rather than talk.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★★★ You add a very distinct and creative tone to a project. You simply seem to know what is being said before it is verbalized. Use this skill to the max, making what you want a possibility. Investigate an offer that comes through a friend. Tonight: Trust your instincts.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Knowing what needs to happen allows you to guide a situation. A great idea returns late in the day, when you seem more open. A child or loved one would like to twist your arm to get more of your time. Why not? Tonight: Take a midweek break.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ Return calls. Plans could change radically because of news or a meeting. You might not be able to concentrate at times, as your mind could be floating. Harness your imagination and add to your productivity in the here and now. Tonight: Happily heading home.

PISCES (Feb. 19-March 20)
★★★★ You could be wondering which way to go with a major project. Investigate alternatives where you might be less financially tied. Your ability to move in a new direction could be colored by your sixth sense. Tonight: Chatting up a storm.

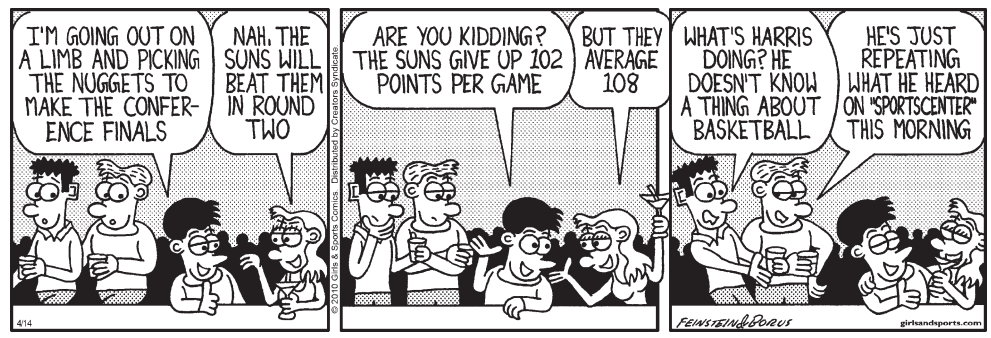
Happy birthday

This year, you get a new beginning nearly in any sector of your choice. Unusual charisma, wit and responsiveness attract many. To succeed, put your mind on the job at hand. Drop the word "impossible" from your vocabulary. Your energy will only strengthen in 2011. If you are single, many want to be your sweetie. Who do you want? That is the question. If you are attached, be careful not to be too me-oriented. Relationships are a two-way street. TAURUS has a strong will.

JACQUELINE BIGAR'S STARS
The stars show the kind of day you'll have:
★★★★★Dynamic ★★ So-So
★★★★ Positive ★ Difficult
★★★ Average

Girls and Sports

By Justin Borus and Andrew Feinstein



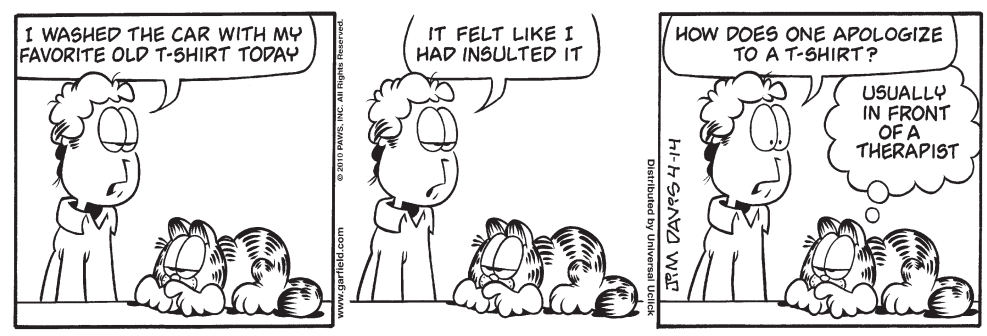
The Meaning of Lila

By John Forgetta & L.A. Rose



Garfield

By Jim Davis



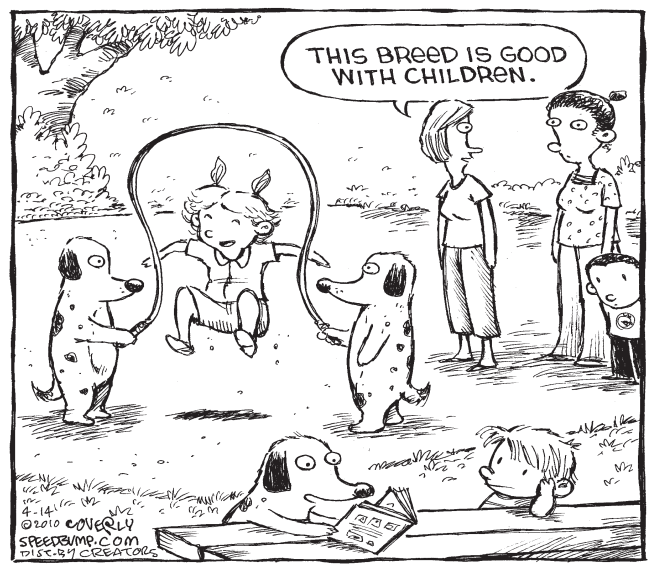
Strange Brew

By John Deering



Speed Bump

By Dave Coverly



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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. The difficulty level ranges from ★ (easiest) to ★★★★★ (hardest).

Difficulty Level ★★★

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

King Features Syndicate

GETTING STARTED

There are many strategies to solving Sudoku. One way to begin is to examine each 3x3 grid and figure out which numbers are missing. Then, based on the other numbers in the row and column of each blank cell, find which of the missing numbers will work. Eliminating numbers will eventually lead you to the answer.

SOLUTIONS TO YESTERDAY'S PUZZLE

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

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MYSTERY PHOTO

Brandon Wise *brandonw@smdp.com*

The first person who can correctly identify where this image was captured wins a prize from the Santa Monica Daily Press. Send answers to *editor@smdp.com*.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Galleon pole
5 Rascals
11 Soprano instrument
12 Mauna Loa setting
13 Sleuth's find
14 Worn down
15 Frat-party item
16 Ring out
17 Center
19 Chestnut
22 Church sight
24 Composer's creation
26 Churlish sort
27 Sci-fi award
28 Hit the ceiling
30 Type a password, perhaps
31 Rent out
32 First Hebrew letter
34 Blueprint
35 Short time
38 Humphrey's love
41 Toy with ups and downs
42 Marzipan base
43 Continental coin
44 Big parties
45 Flight part

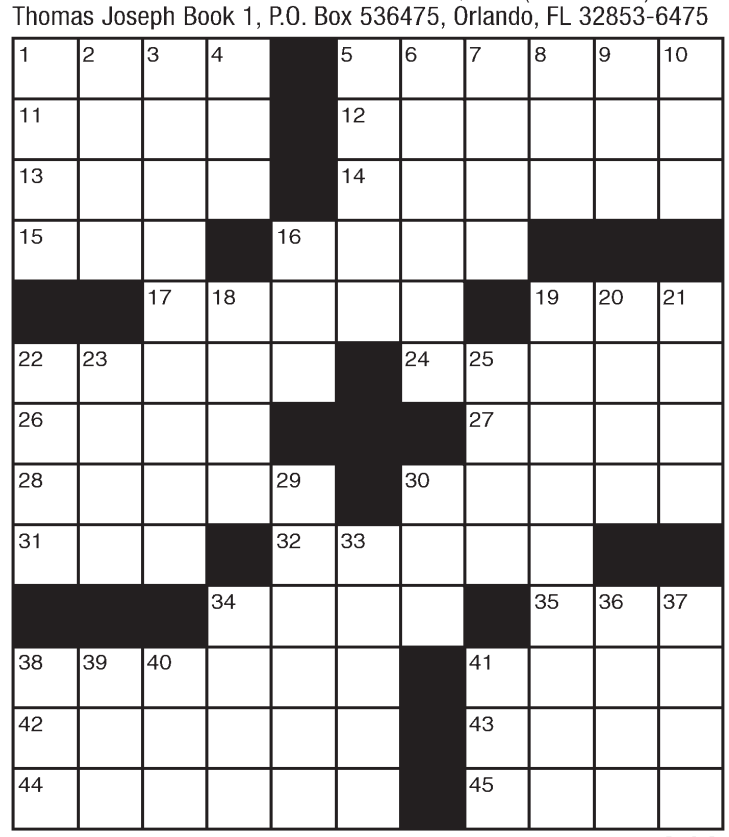
DOWN

1 Fake
2 Qualified
3 Tried to find
4 Course peg
5 See-through
6 Jeweler's units
7 Illegally off base
8 Fuming
9 Diner dessert
10 Comic Caesar
16 Golf goal
18 Tombstone name
19 Endures
20 Jason's ship
21 Light gas
22 Cain's victim
23 Folk tales
25 Use a hatchet
29 Natural gift
30 Writer Deighton
33 Touches down
34 Experts
36 "Jane —"
37 Hen holder
38 Chemist's place
39 Maximum amount
40 Thurman of "Kill Bill"
41 Agreeable answer

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

Yesterday's answer

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4-14

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Fantasy 5: 1 2 10 25 33

DAILY 3: MIDDAY: 1 5 9 EVENING: 5 9 8

DAILY DERBY: 1st: 11 Money Bags 2nd: 12 Lucky Charms 3rd: 03 Hot Shot RACE TIME: 1:47.69

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NEWS OF THE WEIRD
BY CHUCK SHEPARD

■ Robert "Prince Mongo" Hodges had been disturbing people, and sometimes running for office, for 10 years before he came to News of the Weird's attention in September 1992 by attracting nearly 3,000 votes in a campaign for mayor of Memphis. Since then, the perpetual performance artist (always "333" years old, always from the planet "Zambodia") has been annoying his neighbors in Memphis, and in Fort Lauderdale and Volusia County, Fla., usually as revenge for their complaints about his quixotic property maintenance. Last year, he built a deck on his Volusia home, without a permit, and neighbors complained, thus provoking Hodges recently to dump a mountain of sand in his front yard and to install clotheslines covered with women's panties. Currently, he faces various county code violations.

■ Once oddities but now increasingly common are reports of prisoners storing larger and larger inventories of valuables in their rectums. However, one accounting from a jail in Amarillo, Texas, might still be a record. A man was arrested in November 2000 with $12,300 inside (eighty $100 bills, two $50s, and money orders worth $4,200). The cash record before that was believed to be a Florida State Prison inmate who had only $2,000 (although he also had room for six handcuff keys and an assortment of razor and hacksaw blades in a pouch).

TODAY IN HISTORY

1205 Battle of Adrianople between Bulgarians and Crusaders.

1294 Temür, grandson of Kublai, is elected Khagan of the Mongols and Emperor of the Yuan Dynasty with the reigning titles Oljeitu and Chengzong.

1341 Sack of Saluzzo (Italy) by Italian-Angevine troops under Manfred V of Saluzzo.

1434 The foundation stone of Cathedral St. Peter and St. Paul in Nantes, France is laid.

1471 In England, the Yorkists under Edward IV defeat the Lancastrians under Warwick at the battle of Barnet; the Earl of Warwick is killed and Edward IV resumes the throne.

WORD UP!

ne plus ultra \nee-plus-UL-truh; nay-\, noun; 1. The highest point, as of excellence or achievement; the acme; the pinnacle; the ultimate.

Santa Monica Daily Press

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$695-1595 PRIME location, North of Wilshire, Santa Monica. Cute, efficient unit, part furnished, lower 1+1. Close to beach, shopping and transportation (310)395-1495, (310)666-8310. By appt. only

12746 Pacific Ave. unit 6 1+1 stove, fridge, dishwasher, wall ac, carpet, blinds, laundry,intercom entry, parking, no pets. $1125.move-in special $700 off (310)578-7512 www.jkwproperties.com

3206 BAGLEY AVE. 2+1.5 upper, stove, fridge, blinds, carpet, dishwasher, on-site laundry, tandem parking, balcony, no pets. $1325 $1000 off move-in (310)578-7512 jkwproperties.com

501 N. Venice unit 13 single, $1025/mo $500 off move-in stove, fridge, carpet, utilities included, laundry, parking, no pets. (310)574-6767 www.jkwproperties.com

617 MIDVALE, 2+1.5 Townhouse style. Stove, fridge, dishwasher, microwave, tile countertop, wood and carpet floor. W/D hookups, parking, no pets. $2600/mo. (310)578-7512 www.jkwproperties.com

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Sgl, kit, no pkg **$800**
1800 Kelton Ave, #1,4,5,7
TWO WEEKS FREE RENT
1+1, st, fr, cpt, pkg **$1000**
11321 Massachusetts, #9
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st *(stove),* ***fr*** *(fridge),* ***cpt*** *(carpet),* ***sgl*** *(single),* ***bach*** *(bachelor),* ***ln*** *(laundry),* ***gar*** *(garage),* ***hdwd*** *(hardwood floors),* ***lwr*** *(lower),* ***upr*** *(upper) ,* ***htpl*** *(hotplate),* ***pkg*** *(parking),* ***w/d*** *(washer/dryer),* ***hu*** *(hook-up),* ***d/w*** *(dishwasher),* ***c-fn*** *(ceiling fan),* ***fp*** *(fireplace)*

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MAR VISTA 11924 Courtleigh dr. units 9&10 stove, fridge, blinds, vinyl, utilities included, on-site laundry, parking, no pets, $950 & up/mo $1000 off move-in (310)737-7933 jkwproperties.com

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FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100320193 FIRST FILING. The following person(s) is (are) doing business as SHACKMAN PRESS, 32 BREEZE AVE., LOS ANGELES, CA, 90291, LOS ANGELES COUNTY ; 4132 MILDRED AVE., LOS ANGELES, CA 90066. The full name of registrant(s) is/are : SAMUEL JACOBY, 32 BREEZE AVE., VENICE, CA 90291 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)4/1/2009. /s/: SAMUEL JACOBY; PROPRIETOR
This statement was filed with the County Clerk of LOS ANGELES County on 3/9/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 4/7/2010, 4/14/2010, 4/21/2010, 4/28/2010

FICTITIOUS BUSINESS NAMES STATEMENT FILE NO. 20100357497 FIRST FILING. The following person(s) is (are) doing business as DIGITAL ASTRONAUTS; FOLKDANCER PRODUCTIONS, 815 MAIN ST. #302, EL SEGUNDO, CA 90245. The full name of registrant(s) is/are : JUSTIN FOLK, 815 MAIN ST. #302, EL SEGUNDO, CA 90245 This Business is being conducted by, an individual. Signed: The registrant commenced to transact business under the fictitious business name or names listed on (Date)3/16/2010. /s/: JUSTIN FOLK; OWNER
This statement was filed with the County Clerk of LOS ANGELES County on 3/16/2010. NOTICE: THIS FICTITIOUS BUSINESS NAME STATEMENT EXPIRES FIVE YEARS FROM THE DATE IT WAS FILED IN THE OFFICE OF THE COUNTY CLERK. A NEW FICTITIOUS BUSINESS NAME STATEMENT MUST BE FILED PRIOR TO THAT DATE. The filing of this statement does not of itself authorize the use in this state of a fictitious business name statement in violation of the rights of another under federal, state, or common law (see Section 14411et seq.,Business and Professions Code). SANTA MONICA DAILY PRESS to publish 4/14/2010, 4/21/2010, 4/28/2010, 5/5/2010

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South of Wilshire	$795,000	$649,500
Sunset Park	$1,274,000	$598,000
Ocean Park	$1,429,000	$655,000

Statistics Updated Every Monday

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