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TUESDAY, OCTOBER 8, 2013

Volume 12 Issue 284



WHAT'S IN A NAME?
SEE PAGE 12

We have you covered

THE ABOUT TIME ISSUE

Hate crimes down in Santa Monica, L.A. County

BY DAVID MARK SIMPSON
Daily Press Staff Writer

CITYWIDE Hate crimes dropped to 12 in 2012 from 14 the year before, Santa Monica police said.

Los Angeles County also saw a 6 percent drop in hate crimes from 489 to 462, the second lowest in 23 years according to a report

released last week by the Los Angeles County Commission on Human Relations.

In 2012, Santa Monica's rate of 13.8 hate crimes per 100,000 residents was triple the county average. In 2011, the rate was close to four times the county average. It should be noted that as a resort town the number of people in Santa Monica regularly swells beyond the official population. Santa

Monica also has a large homeless population, which is often unaccounted for.

The 2011 Santa Monica numbers reflect a rash of swastika graffiti perpetrated by a single individual. Ten of the 14 offenses resulted from the graffiti, but even if all were combined into one offense Santa Monica's average would still have been above the county's.

Despite its high average, Amanda

Susskind, regional director of the Los Angeles Anti-Defamation League, said that Santa Monica is not typically problematic.

"Santa Monica is not considered a hot spot, but it isn't immune either," she said.

She could not recall any recent incidents in Santa Monica, but she did recall a few

SEE CRIMES PAGE 8

Homecoming rally cancelled at high school

Concerns about safety raised after students acted unruly

BY KEVIN HERRERA
Editor-in-Chief

SAMOH Assemblies held to remind Santa Monica High School students about how to act while on campus ironically led to the cancellation of the school's homecoming pep rally after several students engaged in what administrators said was disruptive and disrespectful behavior.

The decision by Samohi Principal Eva Mayoral to cancel this Friday's pep rally has generated e-mails and calls from both parents and students who are saying the punishment does not fit the crime.

It is Mayoral's second controversial decision since assuming the role as Samohi's top administrator this school year. During the first weeks of school, Mayoral, who was formerly the principal at John Adams Middle School, instituted a new dress code that had some kids crying foul.

Mayoral did not return phone calls seeking comment for this story.

In an e-mail to parents, Mayoral explained her decision to cancel the rally, saying that some students ignored several requests by adults to "cease inappropriate, loud and disrespectful group behavior."

"This behavior derailed our mandated rules assemblies. Like you, I am reasonable," Mayoral added. "I don't expect perfection. I

SEE RALLY PAGE 9



Daniel Archuleta daniela@smdp.com

MOVING: An out-of-service bus leaves the Big Blue Bus yard on Monday. The yard is located on Colorado Avenue at Sixth Street.

BBB asking council to approve tank removal, customer service sublet

BY DAVID MARK SIMPSON
Daily Press Staff Writer

Editor's note: This story is part of an ongoing series that tracks the city's expenditures appearing on upcoming Santa Monica City Council consent agendas. Consent agenda items are routinely passed by the City Council with little or no discussion from elected officials or the public. However, many of the items have been part of public discussion in the past.

CITY HALL Property maintenance and non-profit funding are responsible for the \$965,403 in spending to potentially be approved by City Council tonight.

NO TANKS

City Hall will likely approve \$383,910 to the California-based Charles E. Thomas Co. to remove two 40,000-gallon diesel fuel tanks

from underneath the Big Blue Bus facility.

BBB, in a commitment to natural gas, is decommissioning its eight remaining diesel buses and therefore does not need diesel tanks. The tanks are slated for removal as soon as BBB makes the full switch to natural gas, which city officials say will be by the end of the fall.

SEE CONSENT PAGE 8

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Calendar

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What's Up Westside

OUT AND ABOUT IN SANTA MONICA

Tuesday, Oct. 8, 2013

Stories for the little ones

Fairview Library
2101 Ocean Park Blvd.,
11 a.m. — 11:20 a.m.

Story series for babies ages 0-17 months accompanied by an adult. Call (310) 458-8681 for more information.

Reach within

Annenberg Community
Beach House
415 PCH, 5:30 p.m.

For both beginning and continuing students, this tai chi class teaches the 24 movements of the Yang style simplified form. For more information, visit beachhouse.smgov.net.

Council meeting

City Hall
1685 Main St., 5:30 p.m.
City Council will discuss a recommendation to require City Hall authorization for for-profit athletic classes in Santa Monica parks. The council also aims to clarify local parking policies for electric and other low- or zero-emission vehicles. An amendment to the ground-floor design of the 401 Broadway development agreement is also on the agenda.

Green living

Main Library
601 Santa Monica Blvd., 7 p.m.
Join this Sustainable Works Workshop and learn how to save money and positively impact your family, community and, ultimately, the planet.

Laughter yoga

Montana Library
1704 Montana Ave., 7 p.m.

Come stretch and relax at this hour-long yoga session. All ages are welcome.

Finish those veggies

Main Library
601 Santa Monica Blvd., 7 p.m.
Vegetarian cooking expert Deborah Madison will discuss her cookbook "Vegetable Literacy." Madison's book explores the diversity of the vegetable world and examines the relationships between vegetables, edible flowers and herbs.

Wednesday, Oct. 9, 2013

Day at the market

Third Street Promenade
8:30 a.m. — 1:30 p.m.
Visit one of Southern California's finest Farmers' Markets for the freshest of the fresh. For more information, call (310) 458-8712.

Story time

Fairview Library
2101 Ocean Park Blvd.,
11 a.m. — 11:30 a.m.
Story series for children 3 to 5 years old. For more information, call (310) 458-8681.

Computer basics

Main Library
601 Santa Monica Blvd., 3:30 p.m.
Seniors are encouraged to attend this hands-on introduction to computers. Learn how to use a mouse and keyboard, work with Windows and basic computer terms. This is the first of a four-part introductory computer class tailored for those who want to learn at a slower pace. For more information, call (310) 434-2608.

**To create your own listing,
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For help, contact Daniel Archuleta at **310-458-7737** or submit to editor@smdp.com

For more information on any of the events listed,
log on to **smdp.com/communitylistings**



CORRECTION

In the article "Local schools compete to limit lunch waste," which appeared in the Oct. 5-6 edition of the Daily Press, it should have stated that Stephan Corbel is the co-chair of McKinley Elementary School's Sustainability and Beautification Committee.

COMMUNITY BRIEFS

CITYWIDE

Winter tourism up in 2013, study shows

Tourists who visited Santa Monica between January and March of 2013 spent more time and money in the city than those who came the year before, a report from the Santa Monica Convention & Visitors Bureau stated.

Based on a poll of 300 tourists, defined as individuals who reside outside of Los Angeles County, the average visitor spent 4.9 nights in Santa Monica this winter, compared to 3.7 nights in 2012.

The average daily spending per tourist group increased as well, jumping nearly 20 percent from \$262 to \$312.

"Although this is just one quarter's worth of research and we always like to watch the entire year closely to determine trends and impacts, we're encouraged to see that Santa Monica grew overnight market share this quarter," said Kim Baker, the bureau's vice president of marketing.

Baker noted that tourists are adopting the city's "green" mentality while visiting, making efforts to reduce their carbon footprints.

"Seventy percent of overnight hotel visitors do not use a car once they arrive in Santa Monica ... meaning more economic impact with less environmental impact," she said.

The information reflects data collected from high traffic areas throughout the city between January and March of this year.

— GREG ASCIUTTO

PACIFIC PARK

Dodgers flag to fly over pier

Pacific Park is commemorating the Los Angeles Dodgers' playoff run by hoisting a team flag above the Santa Monica Pier.

The flag will fly from the top of the West Coaster, a steel roller coaster that peaks at 55 feet, until the team concludes its pursuit of a World Series title.

— GA

SMMUSD HDQTRS

Local schools form science partnership

The Crossroads Community Outreach Foundation, a project of the independent K-12 Crossroads School for Arts & Sciences, announced via a press release Monday a science learning partnership with Santa Monica's McKinley Elementary.

The foundation's P.S. Science program will deliver hands-on, interactive science instruction throughout the year to first-grade McKinley students; it will expand to include second graders in 2014 and third graders in 2015.

"In most schools, if science is taught it's usually textbook-based," said Martha Goldstein, a Crossroads Community Outreach Foundation board member. "What P.S. Science offers is hands-on, interactive, exploratory science education."

Since 2006, P.S. Science has targeted students at disadvantaged Title I schools — Saint Anne School of Santa Monica and William Green Elementary of Lawndale, Calif. With the program's expansion into McKinley Elementary, P.S. Science will reach more than 600 students during the 2013-14 school year.

"One of the values is that we have a curriculum, we have resources to bring into the classroom to conduct experiments and really make it exciting for the kids to learn science," Goldstein said.

— GA

Group of Malibu teachers fear contaminants may cause cancer

BY KNOWLES ADKISSON

Special to the Daily Press

MALIBU A letter signed by 20 Malibu Middle and High school teachers Friday expressed concern that the recent cancer diagnoses of three teachers and health problems experienced by other teachers may be related to contaminants on the campus.

The letter, addressed to the school district's risk manager, states that three teachers have been diagnosed with thyroid cancer in the last six months. Another three have reported thyroid problems, while seven teachers suffered persistent migraines. Each of the affected teachers spent prolonged periods of time in buildings E (the main middle school

SEE MALIBU PAGE 10



RUN DAY

Brandon Wise brandonw@smdp.com

Visitors and locals run together in the eighth annual Santa Monica 5000 Sunday on Main Street. Nicholas Hilton won the 10K with a time of 30:39.2. The 5000 raises money for local student athletes and school sports programs with the Santa Monica-Malibu Education Foundation. For more information and results, visit santamonica5000.com.

Government's work stacking up a week into shutdown

CONNIE CASS

Associated Press

WASHINGTON Across America the government's work is piling up, and it's not just paperwork. It's old tires and red Solo cups littering a stretch of river in Nebraska. Food poisoning microbes awaiting analysis in Atlanta. The charred wreckage of a plane in California, preserved in case safety investigators return.

And it's the dead eagle in Wendi Pencille's freezer.

Pencille tends to injured birds in her upstate New York home. When a bald eagle dies, she sends the federally protected remains

to a special eagle repository near Denver that ships feathers and carcasses to Indian tribes for their sacred ceremonies.

But the federal bird shippers are on furlough while much of the U.S. government, like her fallen eagle, is on ice.

"I couldn't send it, because it would just rot in a mailbox somewhere," said Pencille. So the volunteer wildlife rehabilitator put the 9-pound bird in the freezer alongside food for the owls, hawks and two live eagles recovering at her Medina home.

"I'd like to get it out of there," Pencille said. "We definite-

SEE SHUTDOWN PAGE 10



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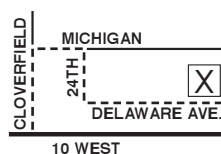
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LETTERS TO THE EDITOR

Send comments to editor@smdp.com

Salary sickness

Editor:

It turned my stomach to see the level of payments being made to Santa Monica city employees ("Bringing home the bacon: breakdown of highest-paid employees," Sept. 14-15). According to your report, the top seven city employees each received between \$352,889 and \$256,207 during 2012. And these payouts do not include benefits, which could easily add another 25 percent or more to these costs.

Your article goes on to say that Santa Monica is facing budget deficits in the near future. Small wonder, if this is the way the city is spending our money. These employee salary levels are outrageous to many of us who struggle to make ends meet on our retirement savings and more modest incomes.

Surely, we can find capable city employees for less pay. Could you please let us know who approves these salaries on our behalf?

For those readers who missed your report, it can be found online at smdp.com/breakdown-of-highest-paid-city-employees.

Faustino Garza

Santa Monica

Sacrificing for overtime

Editor:

The author of the letter ("Salaries too high," Letters to the Editor, Oct. 2), you perhaps should investigate all the data before suggesting that Sgt. Jaime Hernandez is earning an exorbitant salary.

I may not have the exact figure in my response but the base salary for an SMPD sergeant is about half that quoted by the author. Sgt. Hernandez puts his life on the line when on duty and while sometimes working overtime assignments in his free time. He is serving the city of Santa Monica's citizens.

This overtime caused his salary to be at the level quoted. It is more cost effective for the police department to offer overtime than to hire additional officers when extra staffing is needed. Additionally, if a motion picture, television or commercial production company is operating in the city, that company pays the overtime salary of any city employee working overtime at that location. It is not coming out of city coffers or taxpayer money.

Sgt. Jaime Hernandez deserves the money he earns by sacrificing some of his off time away from his family to help keep the city safe and to ensure that safety procedures and policies are followed that prevent our fine city from being placed in a position of liability if things go south.

In summary, the reality of the situation is that Sgt. Hernandez is doing what he volunteered to do as a public safety officer every time he puts his uniform on. The only referendum needed is one for common sense.

Sky Lambert

Santa Monica

Living in the land of Oz

Editor:

No offense intended to the city of Santa Monica, the Santa Monica Airport Commission or SMO users, but when the Santa Monica Daily Press headline is "Crashes up, flights down at SMO in recent years," isn't it time to close the airport, make a grand museum to flying with an emergency area for life/safety copter use and roll out the grass and vegetation?

Then the officials of all the aforementioned can smile in the photo op as they accept the Green Award for 2014!

Cut your losses. Quit while you are somewhat ahead. Representing lots of folks under the SMO flight path, Mike Bonin, the newly-elected, Westside city councilman, who is both charismatic and telegenic, has already spoken out, with lots of statistics, since the latest loss of life at SMO. Get out of Oz before a Dorothy pulls the curtain all the way back.

Kyle Conrad

Venice Beach, Calif.

✉ WHAT DO YOU THINK?

■ Send letters to editor@smdp.com

Our Town

Armen Melkonians

Send comments to editor@smdp.com

Community benefits: Sizzle sells the bacon

UNTIL ABOUT THREE YEARS AGO, MOST

developers considered Santa Monica an unfriendly city for development, a city to avoid at all cost, only to be tackled by the true brave at heart.

Developers all across the country knew that any development plans resulting in increased density and added traffic to our town would be hard fought and lost. Lots of time and money would be required in an environment that was unfriendly to development interests, an environment where resident interests were sure to triumph over political favors and development fees that could be captured by decision makers and the city.

The policies set by the City Council and enforced by the city manager, city attorney, planning staff, Planning Commission, Architectural Review Board and the Rent Control Board were all geared toward maintaining the residents' quality of life without the need for densification and growth. Zoning laws were intended to protect the entire city, with resident interests at the forefront.

But all of this changed. In just three short years since the adoption of the 2010 Land Use and Circulation Element (the LUCE), our town has now become a Mecca for developers.

Nowhere else are developers lining up to pay top dollar for "potential" development sites. With development agreements, developers are encouraged to pack their project, maximizing profits to the last dollar in exchange for "benefits to the community."

So, why and how did this change occur? How did we become a town that was known by builders across the country as anti-development to a town whose head of planning gives bus tours to developers pointing out potential development sites?

The answer lies in policy. There was a fundamental change in policy made by our elected officials in about 2007 toward growth and densification. Adopted in 2010, the LUCE became the policy document paving the way for the physical changes to our built environment.

So how did the LUCE change policy toward the massive growth and densification we are witnessing in Santa Monica without the residents realizing it at the time of its adoption? A big portion of this answer lies in the "community benefits" provisions included in LUCE, coupled with the tiered system of development.

The LUCE requires community benefits such as open space, historic preservation, arts, and affordable and workforce housing for development above a base level (or tier). In exchange for providing community benefits, developers are granted intense bonuses for densification and entitlement rights, which must be approved by our elected officials.

The tiered system of development even allows the negotiation of increased community benefits through a development agree-

ment and allows developers to formally and legally propose their own zoning ordinance applicable only to their specific property. A development agreement becomes nothing more than a city ordinance, which applies only to the developer's lot and bypasses city laws. Zoning density requirements of one unit per 400 or 800 square feet of lot area are replaced with ratios such as 10 units instead.

By introducing community benefits into the conversation of allowable development and growth, LUCE allowed our elected officials to reframe the conversation of the future of Santa Monica. The LUCE showed pretty pictures of new parks and open space filled with art, people walking to work instead of driving, and cafes on the streets filled with happy people. It did not show pictures of increased traffic and congestion, or large new buildings housing hundreds of people, or the destruction of Village Trailer Park, nor the real impacts of densification and growth to our city.

When a simple policy question — "Should Santa Monica densify and grow at the current rate of expansion?" — becomes intertwined with complications such as parks, low-income housing, sustainability, vibrancy, widgets, red rubber balls and dancing bears, we lose sight of the overall real impact that densification has on our currently amazing beach town and whether we as residents want that densification or not.

My primary maxim is that Santa Monica does not need any additional densification, today or in the foreseeable future. We are already a built-out city.

The only reason that the complications of community benefits are brought into the question is to confuse the issue and to allow for densification as a policy shift. All of this auxiliary talk is a classic wag-the-dog scenario to distract from the real impacts of densification. All of these community benefits promised by developers are the sizzle that ends up selling the bacon. And the developers are the butchers that sell us this pork.

Of course we need more parks. As a community, we are already ranked below acceptable levels of parks and open space for today's existing residents. The way we are going about adding new open space in development agreements, however, will leave us at a larger deficit at the end of the day. Densification is not the answer.

We residents need to wake up and deal with the smell of this hot, sizzling bacon. It's time to stop all of this side talk of community benefits and time to stop the densification of Santa Monica before it is too late. I, for one, do not care to see a dancing bear in exchange for a decreased quality of life in our town.

This column was authored by **ARMEN MELKONIAN**, civil and environmental engineer and a grassroots advocate for resident democracy. The author can be reached at ourtownsantamonica@gmail.com.

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What's the Point?

David Pizarra

Send comments to editor@smdp.com

Change is painful, but it is necessary

IN 1995, WHEN I MOVED INTO MY OLD apartment on Bay Street, I was a third-year law student, smoker, heavy drinker and a TV addict.

Eighteen years later I no longer smoke, drink, watch TV in the same way and I have a law practice helping men through the painful process of divorce and child custody. I've changed. A lot. It was painful, ugly and loud. Did I mention painful? I'm not a guy that likes change. I like to have certainty in my life. I want to know what I know and stick with it.

But that's not life. Life is all about change, how we handle it, construct it, ride it and react to it. As a city we are seeing a continental shift in our way of life and some of us are riding it well, and others are fighting it tooth and nail and full of resistance and anger.

Currently I'm in the middle of the road, leaning toward hating the changes. I think the Expo Light Rail Line is creating a giant scar across our city that will be ugly and divisive. But I'm probably wrong. People more in the know and with a larger vision of the way it will be than me are saying it will be wonderful. Time will tell.

Time is crucial in change. It takes time for a new habit to set in, time for an old habit's cravings to die off and time to see that the change is actually for the better. Time creates the tipping point in change. The longer I go when I am changing something, the easier it becomes. Conversely, it is also easier to discount time in the beginning, which is why so many of us fail at changing our lives.

When I was giving up cigarettes, it took years. Years of thrown away half-packs of cigarettes and half days of being irritable and cranky and people telling me to go have a smoke. Until one day it was more painful to continue smoking than to quit. On that day I made up my mind that I was not going to smoke, no matter what. And 18 years later I'm still smoke free.

Those turning points in our life cause us to change the way we see ourselves. It was Oscar Wilde who said, "Every saint has a past and every sinner has a future." The recognition that we can change is only the beginning. Taking action and sticking with the action is key.

That's why motivational speakers like my friend Darren Kavinsky, famous criminal attorney and TV legal analyst, are in so much demand. Darren's story of personal change is the "American Promise." Down-

and-out attorney with a negative self image, he changes his life for the better. He goes from sweeping floors (as an attorney) to super successful attorney with a staff of dozens; from out of shape and overweight to multi-Ironman athlete.

I've known Darren from his early days as a lawyer. We have a similar life story. Both of us come from dysfunctional families, we both wore Husky Jeans as kids, we've both battled food issues and business issues and we've both made deep and lasting changes in our lives.

I share bits and pieces of my life here, while Darren is doing it on stage. He's become a highly sought after public speaker. He will be holding an event this coming Sunday called Be The Billboard (www.bethebillboard.com). There will be live music by Taps Mugadza, an amazing guitarist with an awe inspiring story. Then Darren will be presenting a keynote address on his personal change and how it can inspire you to make and keep the changes you want. The problem with change is not the deciding, it's the (un)deciding, the changing our mind back, and Darren will speak to that directly and offer ways to combat it.

The event is being held at the Pacific Design Center Silver Screen Theater, 8687 Melrose Ave. in West Hollywood on Sunday, Oct. 13 from 4 p.m. to 7 p.m. I'm going to be there and I'd love to see a giant crowd of people who want to be inspired and changed. Tickets are available at bethebillboard.eventbrite.com. Darren has given me a special promotional code to use for a discount if you call or write me.

I've made many changes in my life, and have more on the horizon. I'm betting that by the time I leave Darren's Be The Billboard event I'll be ready to tackle the next round of personal growth.

Like Wilde said, we all have a past, and we all have a future, the question becomes, when are we willing to let go of the past and embrace the future. Whether we embrace or fight that future is our choice. Darren has embraced his, and Sunday he'll show us how he did it.

DAVID PISARRA is a Los Angeles divorce and child custody lawyer specializing in father's and men's rights with the Santa Monica firm of Pizarra & Grist. He welcomes your questions and comments. He can be reached at dpizarra@pizarra.com or (310) 664-9969. You can follow him on Twitter @davidpizarra

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The Q-Line

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Last week's crash of a small jet at Santa Monica Airport has reignited the debate over whether or not the airport should be closed.

So, this week's Q-Line question asks:

Do you think the crash highlights what's wrong with the airport or was it just a tragic accident?

Contact qline@smdp.com before **Friday at 5 p.m.** and we'll print your answers in the weekend edition of the Daily Press. You can also call **310-573-8354**.



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Bill gives PUC leeway to restructure utility rates

DON THOMPSON
Associated Press

SACRAMENTO, Calif. A bill to promote greater use of renewable energy in California while allowing for changes in how consumers pay for electricity has been signed into law, Gov. Jerry Brown announced Monday.

The Democratic governor said in a signing message that AB327 will provide "comprehensive rate reform," but what that means will be determined by the California Public Utilities Commission.

The new law authorizes the PUC to restructure electricity rates while protecting low-income customers and encouraging greater use of renewable energy. The bill includes legal guarantees of rate discounts for low-income consumers that the commission must follow as it sets rates, but the bill's impact on the majority of ratepayers is unclear.

Mark Toney, executive director of The Utility Reform Network, a consumer advocacy group, said he expects the regulatory rate-setting process to take at least the next two years.

"We're pretty hopeful that the PUC will adopt something that's fair to consumers," he said.

For instance, he is confident that advocates can fight provisions that would allow the commission to charge ratepayers fees of up to \$10 a month or change the tiers that generally limit costs for consumers who use

less electricity. He also was satisfied with protections built into the law for low-income and residential consumers.

Assemblyman Henry Perea, D-Fresno, previously said his bill will let the state replace outdated regulations adopted during the state's energy crisis more than a decade ago.

The bill also makes it clear that California's goal of obtaining a third of its electricity from renewable sources by 2020 is a minimal requirement and not an upper limit — "a floor, not a ceiling," Brown said in his signing message. He said the measure will "maintain robust incentives for renewable energy investments."

Bernadette Del Chiaro, executive director of the California Solar Energy Industries Association, said in a statement that the bill should encourage more consumers to switch to solar energy.

Brown said in his signing message that he expects the utilities commission's pending rules to protect customers who previously paid for solar installations. The bill also allows for a new unlimited net energy metering program.

Net metering lets renewable energy producers turn their electricity meter backward as they contribute electricity to the system. Previous law limited the number of consumers who could take advantage of net metering to 5 percent of each utility's peak load.

USDA issues health alert for some state chicken

THE ASSOCIATED PRESS

SACRAMENTO, Calif. The U.S. Department of Agriculture on Monday issued a public health alert for raw chicken packaged at three Foster Farms facilities in California after 278 people fell ill.

Strains of Salmonella Heidelberg are associated with chicken distributed to retail outlets in California, Oregon and Washington state, the USDA said in a statement.

The Salmonella outbreak has spread to 18 states, though most of the reported illnesses have been in California.

The outbreak appears to have begun in March and the USDA was notified of the ill-

nesses in July, said Dan Engeljohn of the USDA's Food Safety and Inspection Service. Investigators had a difficult time pinpointing the source of the illnesses, Engeljohn said.

A spokesman for Foster Farms says no recall was in effect and that the infections were caused by eating chicken that was undercooked or improperly handled.

The USDA has not directly linked the outbreak of illnesses to a specific product or production period. The USDA mark on suspect packages would read: P6137, P6137A and P7632.

Messages left with California state health officials were not immediately returned.

Cooking chicken to 165-degrees kills the Salmonella bacteria.

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Carter: Middle class today resembles past's poor

LISA LEFF

Associated Press

OAKLAND, Calif. Former President Jimmy Carter says the income gap in the United States has increased to the point where members of the middle class resemble the Americans who lived in poverty when he occupied the White House.

Carter offered his assessment of the nation's economic challenges Monday at a construction site in Oakland — the first of five cities he and wife Rosalynn plan to visit this week to commemorate their three-decade alliance with Habitat for Humanity.

During an exclusive interview with The Associated Press, he said that years of tax breaks for the wealthy, a minimum wage untethered from the inflation rate and electoral districts drawn to maximize political polarization have reduced the quality of life for all but the richest Americans.

Carter says that even comparatively well-off regions like the San Francisco Bay Area have been hard-hit by foreclosures and need more affordable housing.

THIS IS A BREAKING NEWS UPDATE. Check back soon for further information. AP's earlier story is below.

Former President Jimmy Carter said Monday that if he were back in the White House, he would work with Republicans and Democrats to secure more funding for affordable housing and urge more flexibility in resolving differences involving the critical issue.

Carter made the comments at a construction site in Oakland — the first of five cities he and wife Rosalynn plan to visit to commemorate their three-decade alliance with Habitat for Humanity.

They spent the morning framing windows

at a new 12-unit townhome in East Oakland where the international Christian nonprofit already has built or repaired 115 homes.

"I would work as harmoniously as I could with other members of the Congress, and with both Democrats and Republicans, to figure out how we can face a time of great deficits," said the 89-year-old former president, looking relaxed in a baseball cap and white sneakers. "I think to improve the quality of life of American people and to give them hope for the future and a decent place to live ... is one of the best investments we can make."

He also urged cooperation and flexibility in improving housing.

Carter noted that the average income in Oakland is much higher than in the communities where Habitat normally works. Still, a "despicable" daylight holdup at the Habitat construction site demonstrates there are families struggling everywhere, he said.

Armed robbers took cellphones and money on Oct. 1 from volunteers preparing for the Carters' visit, and one person was pistol-whipped.

He said that low quality of moral values "can best be addressed by letting people have a decent place to live, and to have some semblance of human dignity and hope that the future is going to be better," he said.

Habitat for Humanity was founded in Georgia, the home state of the Carters. They first joined a Habitat for Humanity work site in 1984 in New York and have spent a week every year working on construction sites in the U.S. and abroad.

On Tuesday, the former president and first lady are scheduled to help renovate homes in a section of Silicon Valley that has remained immune to the wealth generated by the high-tech industry.

Bitten surfer says shark came from nowhere

THE ASSOCIATED PRESS

EUREKA, Calif. It was a perfect day for surfing. Except for the shark.

Jay Scrivner, a 45-year-old college English teacher, was waiting for waves off the Northern California coast near his hometown of Eureka on Sunday morning after surfing for about two hours when a great white he estimated at about 8-to-9 feet long bit his thigh and board.

"Sometimes you have a feeling that the water is weird," Scrivner told The Associated Press in a phone interview from his room at Eureka's St. Joseph Hospital on Monday afternoon. "But everyone was just so happy. I was lying on my board, paddling around just waiting for a wave set."

Scrivner regularly surfs at the spot near Humboldt Bay known as the Samoa Peninsula. He was aware that another surfer, Scott Stephens, survived a shark attack in the same area last year.

Scrivner said that "out of nowhere" he saw the shark's teeth and nose. After he was bitten, he took a swing at the great white and let out what a friend nearby described as a primordial yell.

"I couldn't believe it happened," Scrivner said. "When I turned away from the shark, I said, 'Did I really get bit?' Your mind doesn't believe it."

Scrivner said he did a quick inventory of

his body parts and found everything was intact. A friend encouraged him to keep paddling toward the beach.

Once there, friends and fellow surfers applied pressure on the wound and tied a T-shirt to stop the bleeding.

"What's strange about it was how amazing the morning was, how everyone was having a good time, and then the dichotomy," he said.

Scrivner was alert and conscious on shore when rescue crews got to the scene around 8:45 a.m., Samoa Peninsula Fire District Chief Dale Unea said.

Scrivner, an English lecturer at College of the Redwoods who is married with two young children, said the bite wound on his left thigh did not sever an artery or damage any tendons. There was some muscle tissue damage that required about 30 stitches, but he was expected to fully recover.

He said he thinks he was spared from more damage by his old surf board, which is thicker than many modern boards.

"If you're going to get bitten by a shark, I had the best scenario," he said.

Scrivner said he will "definitely surf again," but with trepidation, and said he's already had an anxiety dream where something was tugging on his surfboard leash.

"There's just a power in the ocean," Scrivner said. "When you see a shark or get bitten by a shark, you're just made critically aware of that power."

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CONSENT

FROM PAGE 1

A shoring system will be designed and built to protect other buildings in the bus yard.

Underground storage tanks require regular maintenance and testing per state regulations. With the removal of these tanks, the testing and maintenance costs as well as the potential environmental harm associated with diesel run-off will be gone.

Charles E. Thomas Co. bid for the project at \$349,000, beating the next top firm by more than \$70,000 and the city engineer's estimate by \$1,000. The final total, \$383,910, reflects the firm's initial bid plus a 10 percent contingency.

BURDEN OF ROOF

Three companies could split the \$325,000 annual roofing contract for City Hall-owned buildings. With two renewal options, the potential three-year total could be \$975,000.

Apex Roofing Contractors, Best Contracting Services, and TECTA America Southern California were selected by city officials to divvy up roofing jobs over the next year. They were the only companies to submit bids.

The use of three contractors assures that roof replacements and leak repairs are handled quickly, city officials said. It also increases competition for jobs over \$5,000, for which all three competitors will have to submit bids.

About 50 roof repair jobs are performed each year, city officials said. The \$325,000 would allot an average of \$6,500 per job.

YOUTH GRANTS

Two nonprofits could receive a combined \$239,688 in grants for youth programs.

A standing grant agreement with St. Joseph Center would increase by \$147,000, bringing the total to \$802,266.

In June, following two gang shootings and the Santa Monica College shooting, City Council approved a grant to support vulnerable older youth, aged 16 to 24.

St. Joseph Center and Pico Youth & Family Center applied for the grant, but Saint Joseph was awarded the grant as it uses nationally recognized, evidence-based best practices, including employing clinically trained staff knowledgeable in motivational interviewing, harm reduction and cognitive-behavioral therapy, city officials said.

The Hospitality Training Academy would also receive a youth-related grant of \$92,688.

CRIMES

FROM PAGE 1

high-profile 2011 cases that were not classified as hate crimes, including one in which Santa Monica High School wrestlers allegedly put a noose on a wrestling dummy and then chained a black teammate to a locker before making a racial slur.

She also mentioned the Chabad House bombing, although it's unclear if the motive of the now-deceased alleged bomber, Ron Hirsch, was anti-Semitic in nature. Hirsch, who was homeless, allegedly set off a pipe bomb injuring no one.

Susskind lauded the way that the school board, City Council, and police department handle hate-related issues in Santa Monica.

Countywide, there was an increase in the rates of violent hate crimes, according to the

The grant would fund an employment assistance program for 50 at-risk young adults.

OPCC MONEY FOR ADVOCATE

OPCC, which provides Santa Monica's only domestic violence shelter, is expected to receive a \$16,805 one-year agreement, with four additional renewal options bringing the potential total to \$84,025. The money is to be used to partially fund a domestic violence advocate who would help a victim throughout trial as they prepare to testify for the prosecutor.

City Hall has been funding and providing a workspace for OPCC, formerly called Ocean Park Community Center, for more than 20 years.

VACANT HOUSE TO SELL FOR A MILLION

The council could authorize the sale of a million-dollar residential property. Approval would give city officials the go ahead to negotiate the sale of a single family home located at 1122 22nd St. to Pezhman Firoozfam for \$1,067,000. If that sale falls through, the agenda item also allows for city officials to negotiate the sale of the property to Maryland Estates, Inc. for \$1,025,000.

Proceeds would be set aside for affordable housing.

In 1994, the nearly 6,000-square-foot property was given to City Hall by the estate of Anna Blackburn. City Hall spends about \$7,500 a year for upkeep.

The 1,107-square-foot home is vacant. The property is zoned for low density, multi-family development and could allow four new residential units.

In June, City Hall put the house up for sale and received 28 bids. Both the recommended offers are above market value, city officials said.

BBB SEEKING SUBLET

Big Blue Bus is looking to lease out its customer information store to the retailer California Love, LLC.

BBB would receive more for the California Love sublease, which would start in November, than it pays City Hall for the spot. It would save about \$219,000 over the next four years.

BBB would relocate its customer service center from the current location at 223 Broadway to the ground floor retail space in a parking structure on Fourth Street at Broadway. Additionally, BBB hopes to open a customer service location at City Hall by next year.

dave@smdp.com

county report.

In March of last year in Santa Monica, two white males beat a Latino male in the face and wrist with a baseball bat after calling him a racial epithet, according to the report. The man fell to the ground and was taken to a hospital by relatives.

Countywide, crimes based on a victim's gender identity rose slightly in 2012, from 13 to 14.

In October of last year in Santa Monica, a transgender woman found that someone had scratched her car and broken her side-view mirror. The perpetrator left a threatening note laced with homophobic slurs.

Santa Monica police did not provide information about specific 2012 hate crime cases. Information was provided by the county report.

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RALLY FROM PAGE 1

do, however, expect that everyone on this campus be treated with dignity, compassion and respect. This holds true for students, as well as adults."

Mayoral and school Superintendent Sandra Lyon said maintaining safety was the main reason for canceling the pep rally, which was to be held in the campus' Greek Theatre Friday. The homecoming dance was still held Saturday, Oct. 5, and the homecoming game is scheduled for Oct. 11 against Morningside High School at Santa Monica College's Corsair Field.

"I completely understand the parents' frustration, as well as those individual students who were behaving appropriately, that the pep rally is being canceled," Lyon, who attended the meeting when the decision to cancel the rally was made, wrote in an e-mail to the Daily Press Friday. "I am not a fan of blanket discipline and I can assure you neither are Samohi administrators. There are times, however, when the issue is bigger than just a handful of students and this is one of them."

"If students were this disruptive and unwilling to follow administrative directions in a controlled, information-only assembly, how can we believe they will conduct themselves appropriately in an assembly designed to rev them up?" she continued. "I know parents expect us to keep their children safe and to create a learning community where all are treated with respect."

Some parents are questioning whether the safety of the students is in jeopardy. No police officers were called to the campus last week during the rules assemblies and no damage was reported. However, at least one student was slightly injured, according to one parent whose daughter attended the assembly.

Some say this is a case of a new administration not understanding its students, who have often acted out during the rules assemblies since many have been through the presentations before. In addition to Mayoral, all but one of Samohi's assistant principals are new to their positions.

"This is too heavy handed," parent Dana Asher said of the punishment. Her daughter is a sophomore on the nationally-recognized cheerleading squad, which has been named state champs five years in a row, from 2007 to 2011.

"This really punishes a certain population, like these athletes and these cheerleaders and the Associated Student Body,"

added Asher, who said some cheerleaders have already spent money on outfits and purchasing music for the rally. "The cheerleaders are always out there supporting everyone else. This is really the one time where the whole school gets to see how amazing they are."

Members of the water polo squad were looking forward to their traditional "Greenie Run" in which they paint themselves green and run through the Greek in their swimsuits. In an e-mail to Mayoral, Samohi senior class President Alex Harros, who is on the water polo team, pleaded with her to allow the water polo players to at least run at the homecoming game. He also said students have begun posting messages on social-media site Facebook calling for a walkout.

Parents who spoke with the Daily Press said they understand that students who acted disrespectful need to be punished, but they question Mayoral's final decision. They suggested taking away other privileges or having students write essays reflecting on how their behavior impacted others, including fellow students. They lament the loss of the pep rally, which they feel serves as a way to bring students from various cliques together.

A teacher who did not want their name to be published out of fear of losing their job said students are visibly upset about the decision, particularly the seniors.

"I've never seen so many sad students in my life," the teacher said. "They've really taken it to heart. ... I think the administration needs to learn that we have a larger problem here. The students simply don't know them yet. The administration needs to introduce themselves to these students to build mutual respect. They simply haven't done that."

Parent Lisa Balfus regretted the cancellation of the rally but defended Mayoral, whom she believes is a compassionate principal who has made herself available to students. Balfus is president of the Samohi PTSA but was speaking to the Daily Press on her own behalf.

"I've seen [Mayoral] during registration go up to kids in line and introduce herself to each one of them," Balfus said. "She makes herself available as much as possible."

She said many Samohi students attended JAMS while Mayoral was in charge there and should be familiar with her.

"Ultimately it's about respect," Balfus added. "You have to have safety and respect."

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SHUTDOWN

FROM PAGE 3

ly need the space.”

A week into a partial government shut-down, some messy stuff is stacking up.

Toxic waste is on hold at the Environmental Protection Agency’s Superfund sites, although work continues at those deemed an imminent threat to human life. The federal shutdown is fouling up some state and local clean-ups, too. For example, volunteers ready to pick up trash on sandbars and islands along 39 miles of the Missouri River in northeast Nebraska were told to stand down when they lost the use of federal boats.

The Labor Department delayed its

monthly count of how many people are looking for work, which was due Friday and highly anticipated by stock traders. The Agriculture Department stopped cranking out tallies of livestock auctions and crop yields, which are vital numbers to farmers and buyers. The Centers for Disease Control isn’t tracking the nation’s flu cases, just as the season is getting started.

Other diseases are going unmonitored, too, such as microbes that could signal a multi-state outbreak of food poisoning.

The staff of 80 that normally analyze foodborne pathogens sent by states has been furloughed down to two. They are concentrating on looking for the biggies, such as possible salmonella, E. coli or listeria outbreaks. Other germs, including shigella and campylobacter, go ignored for now.

“The blind spots are getting bigger every day as this goes on,” said CDC spokeswoman Barbara Reynolds in Atlanta.

Timber will wait to be felled if the shutdown lasts much longer, since the Forest Service is starting the shutdown of logging operations this week. IRS refunds and farm subsidy checks are backing up. The future is on hold for some immigrants, because hearings that could lead to their deportation have been postponed.

The somber work of federal safety investigators has nearly come to a standstill.

In California, the wreckage of a private jet that crashed into a hangar at Santa Monica Airport, killing four people, is being preserved off-site for National Transportation Safety Board investigators who packed up and left when the shutdown began Oct. 1.

Almost all of the board’s 400 employees were furloughed, said NTSB spokeswoman Kelly Nantel. Investigators examining a train collision in Chicago were kept on the job, however, because of urgent safety concerns raised by that accident.

Compared with what furloughed federal workers must deal with, the eagle in her freezer is just an inconvenience, Pencille, president of the Bless the Beasts Foundation, said Friday.

A bigger worry for her: What will happen to wounded eagles and ospreys in the nearby Iroquois National Wildlife Refuge while the shutdown keeps hunters and birdwatchers out?

“Without people over there,” Pencille said of the birds, “if they get injured, nobody is going to find them.”

MALIBU

FROM PAGE 3

building), F (music and drama), I (visual arts) and the school theater.

“These teachers believe their health has been adversely effected as a result of working in our particular buildings at Malibu High School,” eighth-grade language arts teacher Katy Lapajne wrote in the letter.

The teachers requested the Santa Monica-Malibu Unified School District test for a range of contaminants such as mold, and to view a copy of a soil report from 2010 when soil containing elevated levels of polychlorinated biphenyls (PCBs) from past termite treatments was removed from a portion of the middle school quad.

In a memorandum sent to Malibu High School staff and school district personnel later Friday, SMMUSD superintendent Sandra Lyon stated that the district had retained Arcadia-based environmental consulting firm Executive Environmental to test for mold in some buildings, conduct air-quality monitoring and review the 2010 soil remediation report. Teachers are also being interviewed individually to determine the

extent of their health problems.

“Over the past few weeks we have heard from teachers at Malibu High School who are concerned that health issues experienced by some staff members could possibly be related to environmental contaminants,” Lyon wrote. “Please know that safety of our staff and students is a primary concern. We appreciate that staff members have conveyed these concerns to us so that we can take the appropriate action. I can assure you that once the investigation and analysis are completed we will address the recommendations and will work closely with you as we plan and implement any recommended next steps.”

On Sunday, Lyon added in an interview with another outlet and shared with The Malibu Times that the district had “no evidence that there are any final environmental concerns. But we want to take the concerns seriously, we want our employees to feel comfortable.”

The issue was first broached publicly at Thursday night’s Board of Education meeting in Malibu, when former Shark Fund president Seth Jacobson asked the board about rumors of a cancer cluster among teachers at MHS. District Chief Financial Officer Jan Maez responded then that the

district had received word from teachers about concerns, and had retained the consultant to test for contaminants.

Bill Bixler, who teaches instrumental music at the high school, said Sunday that teachers were nervous, but that there was no evidence that the health problems were related to their work environment.

“We don’t know anything yet, we’re just concerned. There’s no specific thing. We think it’s a little odd that three women in a year get thyroid cancer. We don’t know if that’s a coincidence. We just want to get some studies done, so that’s what [the school district administration] said they’d do.

“So far, I have no gripes,” he said. “The district’s not messing around on this, they’re right on it. We’re just going to have to see ... where it goes.”

Bixler added that he and teachers he has spoken to have not heard of health problems concerning students at the school.

“This may be nothing. It may be pure coincidence. But you don’t want to say it’s nothing, so we’ll just see. It’s just kind of starting out.”

A draft environmental impact report (DEIR) conducted in 2010 ahead of expected improvements to the campus found elevated levels of lead, pesticides and PCBs on

the campus above state-mandated levels.

“PCBs are the primary contributor to the risk and hazard,” the report stated.

The extent of the pesticide and PCB-contaminated soils in the middle school quad area was estimated to be 1,017 cubic yards, before it was removed in 2010.

Jacobson, who sits on the high school’s site council along with other parents, teachers and staff, said Sunday that he and other parents were upset the district did not immediately let parents know about the concerns raised by the teachers.

“We had to find out on our own. And we had to find out on our own that three teachers had been diagnosed with cancer,” Jacobson said. “It’s very deeply concerning as the parent of a middle school student.

“We should have known about it, the district should have told us about it. It’s serious business,” he continued. “Whether or not it turns out to be a problem, the fact that they’ve engaged a firm to do an environmental analysis of air quality around our building, that’s a significant issue for children.”

editor@smdp.com

This article first appeared in The Malibu Times



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Debt limit overtaking shutdown as U.S. crisis focus

DAVID ESPO

AP Special Correspondent

WASHINGTON A possible national default loomed closer on Monday as the partial government shutdown lingered, rattling markets in the U.S. and overseas. A gridlocked Congress betrayed little or no urgency toward resolving either of the threats.

Stocks got a case of the jitters on Wall Street, and halfway around the world China stressed the importance for the international economy of raising the U.S. debt limit.

“Safeguarding the debt is of vital importance to the economy of the U.S. and the world,” Vice Finance Minister Zhu Guangyao said, according to the official Xinhua News Agency. China holds \$1.277 trillion in U.S. Treasury bonds, second only to Japan.

At home, the political rhetoric was unchanged — and generally uncompromising — while a new poll suggested Republicans are paying a heavier price than Democrats for the deadlock.

President Barack Obama said the House should vote immediately on ending the partial closure of the federal establishment. He accused House Speaker John Boehner of refusing to permit the necessary legislation to come to the floor because he “doesn’t apparently want to see the ... shutdown end at the moment, unless he’s able to extract concessions that don’t have anything to do with the budget.”

Boehner, in rebuttal, called on Obama to agree to negotiations on changes in the nation’s health care overhaul and steps to curb deficits, the principal GOP demands for ending the shutdown and eliminating

the threat of default.

“Really, Mr. President. It’s time to have that conversation before our economy is put further at risk,” the Ohio Republican said in remarks on the House floor.

Obama said he would talk with the Republicans on those topics or virtually any others. But the White House has said repeatedly the president will not negotiate until the government is fully re-opened and the debt limit has been raised to stave off the nation’s first-ever default.

White House aide Jason Furman told reporters that if Boehner “needs to have some talking point for his caucus that’s consistent with us not negotiating ... that’s not adding a bunch of extraneous conditions, of course he’s welcome to figure out whatever talking point he wants that helps him sell something.”

The current standoff is the latest in a string of clashes over the past three years between Obama and a House Republican majority that has steered to the right with the rise of the tea party.

Most Democrats and many Republicans have assumed the GOP will pay a heavier price for a shutdown than the Democrats, since that was the case in 1996.

And a survey released by the Washington Post-ABC said disapproval of Republicans was measured at 70 percent, up from 63 percent a week earlier. Disapproval of Obama’s role was statistically unchanged at 51 percent.

In the Senate, where majority Democrats forced approval of legislation before the shutdown aimed at preventing it, officials said Majority Leader Harry Reid was drafting a bill to raise the current \$16.7 trillion

debt ceiling before the Oct. 17 deadline when Treasury Secretary Jacob Lew has said the government will reach its borrowing limit.

The measure would allow the government to meet its borrowing needs through the 2014 elections, officials said, although few details were immediately available.

Assuming Democratic support, the bill could pass the Senate quickly if Republicans merely vote against it as they press for concessions from the White House. But passage could be delayed until Oct. 17 if the GOP decides to mount a filibuster.

Separately, a White House aide said Obama would be receptive to an interim, short-term measure to prevent default.

In the House, Republicans declined to say when they would put debt limit legislation on the floor for a vote.

Instead, the public agenda for the day consisted of legislation to reopen the Food and Drug Administration, the latest in a string of measures to soften the impact of the partial shutdown. The measure was approved 235-162.

Earlier House-passed bills would end the shutdown at national parks, the National Guard and Reserves and the Women, Infants and Children nutrition program, and ease effects for the Washington, D.C., government, among other locations. Each of the measures cleared the House with some Democratic support.

Yet each is under a veto threat by the White House, and Reid opposes them in the Senate as far less than the full restoration of government services that most Democrats favor.

Still, the shutdown eased over the week-

end, when about 350,000 civilian defense workers were recalled as the result of legislation Congress passed and Obama signed after the shutdown began.

That left an estimated 450,000 federal employees idle at agencies responsible for domestic programs, ranging from the Departments of Education to Energy, and including Labor, Health and Human Services, Interior, Transportation and more.

The shutdown was felt unevenly, however, because of bewilderingly complex rules and the ability of senior officials to declare some projects essential and therefore allowed to remain open.

Some routine food checks by the FDA were suspended, but the Department of Agriculture’s meat inspections continued uninterrupted. Much of the nation’s space agency was shuttered, although work continued on plans to launch a robotic probe to Mars, which has a once-every-two-years launch window.

Despite the order returning civilian Pentagon workers to their government jobs, defense contractor Lockheed Martin announced it would furlough about 2,400.

Top defense officials noted that despite the recall of most civilians, and the resumption of many activities across the Defense Department, there are critical programs and benefits that remain halted, according to a Pentagon report on their meeting with Defense Secretary Chuck Hagel.

For example, the department does not currently have the authority to pay death gratuities for the survivors of service members killed in action — typically a cash payment of \$100,000 paid within three days of the death of a service member.

Twitter tunes in to TV partnerships ahead of IPO

BARBARA ORTUTAY &
RYAN NAKASHIMA

Associated Press

NEW YORK People don’t just watch TV anymore; they talk about it on Twitter. From the comfort of couches, they share reactions to touchdowns and nail-biting season finales — and advertisers and networks are taking note.

Examples of Twitter’s influence abound. The recent finale of “Breaking Bad” generated a record 1.24 million tweets. The conversation peaked at 22,373 tweets per minute according to analytics firm SocialGuide. People used the hashtag “GoodbyeBreakingBad” nearly 500,000 times. During this year’s Super Bowl, sports fans generated 24 million tweets about the competition and nearly half of the game’s nationally televised commercials contained hashtags that encouraged viewers to tweet.

Twitter, says Debra Aho Williamson, an analyst at research firm eMarketer, “creates a community, a bond between people that doesn’t really exist without Twitter.”

As Twitter prepares for its initial public offering, the San Francisco-based company is also working hard to insert itself into the TV advertising economy. In recent months, the social networking company has forged partnerships with television content owners such as CBS, MTV and the NFL through a program it calls Amplify. The platform lets content owners beam real-time video clips to Twitter users who may have seen — or could be interested in — their TV programming. It also allows marketers to communicate with viewers who saw their TV ads, extending commercial pitches to consumers’ smartphones and tablets.

TV tie-ins allow Twitter to diversify its revenue stream beyond the relatively small niche of digital advertising campaigns, a move that should appeal to potential investors. On Thursday, Twitter unsealed documents for a Wall Street debut that could take place before Thanksgiving. While the company did not reveal how much money it makes from its TV partnerships, it touted its own “strength as a second screen for television programming.”

Twitter wrote in its S-1 filing with the Securities and Exchange Commission that “45% of television ads shown during the Super Bowl used a hashtag to invite viewers to engage in conversation about those television ads on Twitter.”

Twitter’s public nature makes it an especially attractive platform for tracking live-TV conversations. So much so that Nielsen recently began using Twitter’s data to measure online social activity around TV programming, starting with this fall’s TV season.

Nielsen will release its first “Nielsen Twitter TV Ratings” report on Monday. The study measures TV-related conversations on the social network. Nielsen found that in the second quarter of this year, 19 million people wrote 263 million tweets about live TV events, up 38 percent from a year earlier.

Some 19 million people tweet about TV shows, a 24 percent increase from last year. The audience measurement firm also found that many people read tweets about TV shows while they watch them — even if they don’t post anything themselves. As a result, Nielsen says the Twitter TV audience for an average episode is 50 times larger than the number of people who are Tweeting about a show.

Separately, Nielsen found that the

“Breaking Bad” finale was by far the most tweeted-about program last week.

On Sunday, the NFL showed just how Twitter-enabled promotions work. Minutes after Cincinnati cornerback Adam Jones intercepted New England’s Tom Brady, ending the quarterback’s streak of 52 games with a touchdown pass, the NFL posted a video clip on Twitter. The clip shows Jones bobbling, and then snagging the ball before it hits the ground.

The 32-second clip was prefaced by an 8-second video ad for a Verizon Droid mobile phone. “Adam Jones ends the Pats undefeated season, Brady’s TD streak AND a rainstorm. With 1 INT,” the league tweeted.

By inserting itself into the online buzz, the NFL was able to remind people the game was going on live at its NFL Network channel. Meanwhile, it earned new revenue from Verizon, a longtime sponsor that wanted to showcase its NFL Mobile app.

The NFL has more than 5.1 million followers on Twitter. But its new partnership with Twitter means the tweet also went out to millions of other users who might be interested.

Hans Schroeder, the NFL’s senior vice president of media strategy and development, says he expects promoted tweets will eventually reach tens of millions of fans, multiplying its reach.

“We think it’ll drive tune-in to our games and drive more people into the experience through NFL Mobile,” Schroeder says.

As part of the deal, Twitter shares some of the revenue from Verizon’s advertising spend when the phone company pays for “promoted tweets.” Previously, the money might have gone only to the league itself.

Twitter’s projected 2013 revenue is about \$582 million, according to research firm eMarketer. At the moment, the company generates tens of millions of dollars of revenue from all of its TV deals, including those with ESPN, Turner networks, CBS and others, according to Brian Wieser, an analyst with Pivotal Research Group.

That’s not huge. However, says Wieser: “This year, it’s about getting the foot in the door.”

Wedbush Securities analyst Michael Pachter estimates that Twitter gets just a small fraction of its revenue from the TV deals — around 1 percent. But by next year, the deals could amount to 5 percent, and 15 percent the year after, he says.

Twitter isn’t alone in its quest to befriend TV content companies. Facebook, too, is recognizing the value of live TV chatter. Because of its sheer size — nearly 1.2 billion users versus Twitter’s 218 million — Facebook has more conversations than any other social network. During the “Breaking Bad” finale, more than 3 million people generated 5.5 million “interactions,” that is, status updates, comments or “likes.”

For now, Facebook’s TV partnerships are not intended to generate revenue, the company says. Rather, they are “focused on helping people discover great content,” says Justin Osofsky, Facebook’s vice president of media partnerships.

Over the past few months, Facebook has rolled out more Twitter-like features as competition between the world’s leading social networks heats up. There are now hashtags on Facebook, and the company is encouraging celebrities to use its site to interact with fans — just as many of them do on Twitter.

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Surf Forecasts

Water Temp: 66.7°

TUESDAY – POOR TO FAIR – SURF: 1-2 ft ankle to knee high occ. 3ft
SSW swell leftovers; trace NW energy

WEDNESDAY – POOR TO FAIR – SURF: 1-2 ft knee to thigh high occ. 3ft
Forerunners of a new SSW-S swell creep in; trace NW energy

THURSDAY – POOR TO FAIR – SURF: 1-2 ft ankle to knee high occ. 3ft
Small SSW swell building; keeping an eye on the tropics

FRIDAY – FAIR – SURF: 2-3 ft knee to waist high
Long period SSW swell will gradually build through the day as old SSW swell fades;
minor NW swell mixing in; keeping an eye on the tropics

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

October 2, 2013

HEAL THE BAY - 1444 9th Street, Santa Monica, CA 90401 - beachreportcard.org - brc@healthebay.org - 800 HEAL BAY

QUICK STATS (for the last 30 days)

Number of sewage spills -- 3

Number of beach closures due to a sewage spill -- 0

Number of wet days -- 0

Number of A grades for dry/wet weather -- 25 / 10

Number of (C,D,F) grades for dry/wet weather -- 0 / 10

The Beach Report Card is made possible by:

simplehuman LACarGUY SMA and Groubeck Family Foundation

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	LOCATION	DRY	WET
Leo Canillo Beach, at Arroyo Sequit Creek mouth.	A+	ns	WII Rogers State Beach at Bal Air Bay Club drain near fence.	A+	ns
Nicholas Beach at San Nicholas Canyon Creek mouth.	A+	ns	WII Rogers State Beach at Pulga Canyon storm drain.	A+	ns
El Pescador State Beach, between Luchessa and Los Alamos creeks.	A+	ns	WII Rogers State Beach at Temescal Canyon drain.	A+	ns
Escorial Canyon at El Matador State Beach.	A+	ns	WII Rogers State Beach at Santa Monica Canyon drain (Chautauque).	A+	ns
Broad Beach at Trancas Creek mouth.	A	ns	Santa Monica Beach at Montana Ave. drain.	A+	ns
Zuma Beach at Zuma Creek mouth.	A+	ns	Santa Monica Beach at Wilshire Blvd. drain.	A	ns
Walnut Creek, projection of Wildlife Rd. (private).	A+	ns	Santa Monica Municipal Pier.	A	ns
Paradise Cove Pier at Ramirez Canyon Creek mouth.	A+	ns	Santa Monica Beach at Pico/Kanter storm drain.	A	ns
Escondido Creek, just east of Escondido State Beach.	A+	ns	Santa Monica Beach at Strand St. (in front of the restaurant).	A+	ns
Lafita Canyon Creek mouth.	A+	ns	Ocean Park Beach at Redford Ave. drain.	A+	ns
Solstice Canyon at Dee Blocker County Beach.	A+	ns	Venice City Beach, at the Rose Ave. storm drain.	A+	ns
Puerto State Beach at creek mouth.	A	ns	Venice Beach at Brooks Ave. drain.	A+	ns
Marin Canyon storm drain at Puerto Beach, at 24572 Malibu Rd.	A	ns	Venice Beach at Windward Ave. drain.	A+	ns
Serfider Beach at Malibu Colony fence.	A+	ns	Venice Fishing Pier - 50 yards south.	A+	ns
Serfider Beach (beach location) - daily.	A	ns	Venice Beach- projection of Topical St.	A+	ns
Malibu Pier - 50 yards east.	A	ns	Marina del Rey, Mothers' Beach- lifeguard tower.	C	ns
Carbon Beach at Sweetwater Canyon.	B	ns	Dockweiler State Beach at Ballena Creek mouth.	A	ns
Los Flores State Beach at Los Flores Creek (joint rent).	A+	ns	Dockweiler State Beach at Culver Blvd. drain.	A+	ns
Big Rock Beach at 19948 POH stairs.	A+	ns	North Westchester Storm Drain at Dockweiler State Beach.	A+	ns
Pena Creek at Los Flores County Beach.	A+	ns	Dockweiler State Beach at World Way (south of GWN jetty).	A+	ns
Tuna Canyon.	A+	ns	Dockweiler State Beach at Imperial Hwy drain.	A+	ns
Topanga State Beach at creek mouth.	A	ns	Dockweiler Beach- opposite Hyperion Treatment Plant.	A+	ns
Cedwick Storm Drain at Castle Rock Beach.	ns	ns	Dockweiler State Beach at Grand Ave. drain.	A+	ns
Santa Ynez Storm Drain at Castle Rock Beach.	A+	ns			
WII Rogers State Beach at 17200 POH (1/4 mile east of Sunset drain).	A+	ns			

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 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

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 keepers are happy.

NFL says it'll meet with tribe about Redskins name

HOWARD FENDRICH
AP Pro Football Writer

WASHINGTON The NFL is prepared to meet with an Indian tribe pushing for the Washington Redskins to drop the team's nickname. Just not this week.

As league owners gathered Monday in the nation's capital for their fall meetings, the Oneida Indian Nation held a symposium across town to promote their "Change the Mascot" campaign. Oneida representative Ray Halbritter said the NFL was invited to attend.

Instead, NFL spokesman Brian McCarthy said, a meeting has been scheduled for next month — and could happen sooner.

"We respect that people have differing views," McCarthy said. "It is important that we listen to all perspectives."

He said the Redskins name is not on the agenda for the owners' meetings. Redskins owner Dan Snyder has vowed to keep the name, and an AP-GfK poll conducted in April found that nearly 4 in 5 Americans don't think the team should change its name.

It's a topic generating discussion lately, though. President Barack Obama said in an interview with The Associated Press last week that he would "think about changing" the team's name if he were the owner.

Halbritter called that statement "nothing less than historic" and said the team's nickname is "a divisive epithet ... and an outdated sign of division and hate."

Addressing the NFL, Halbritter said: "It is hypocritical to say you're America's pastime but not represent the ideals of America."

U.S. Rep. Betty McCollum, D-Minn., said the league and team are "promoting a racial slur" and "this issue is not going away."

For years, a group of American Indians has tried to block the team from having federal trademark protection, and Del. Eleanor Holmes Norton, the District of Columbia's envoy to Congress, predicted Monday that effort eventually will succeed.

"This name is going to go into the dustbin of history," she said.

Lanny Davis, a lawyer who said he's been advising Snyder on the name issue for "at least several months," said in a telephone interview after the symposium: "The Washington Redskins support people's feelings, but the overwhelming data is that Native Americans are not offended and only a small minority are."

Davis also said the campaign is "showing selective attention" by focusing on the Redskins and not teams such as the NFL's Kansas City Chiefs, NHL's Chicago Blackhawks, or Major League Baseball's Cleveland Indians and Atlanta Braves.

Earlier, Halbritter was asked about those other nicknames.

"The name of Washington's team is a dictionary-defined, offensive racial epithet. Those other names aren't," Halbritter said. "But there is a broader discussion to be had about using mascots generally."

Players for the Redskins have remained mostly silent on the topic, including star quarterback Robert Griffin III.

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Family (R) 1hr 52min
1:15pm, 4:05pm, 7:00pm, 10:00pm

Lee Daniels' The Butler (PG-13) 2hrs 12min
1:00pm, 4:15pm, 7:30pm, 10:30pm

Insidious: Chapter 2 () 1hr 45min
2:00pm, 4:45pm, 7:45pm, 10:25pm

Baggage Claim (PG-13) 1hr 36min
1:45pm, 4:30pm, 7:15pm, 9:50pm

AMC 7 Santa Monica
1310 Third St.
(310) 451-9440

Gravity 3D (PG-13) 1hr 31min
11:45am, 1:30pm, 2:30pm, 5:15pm, 7:00pm, 8:00pm, 9:45pm, 10:45pm

Gravity (PG-13) 1hr 31min
11:00am, 4:15pm

Cloudy With a Chance of Meatballs 2 (PG) 1hr 35min
11:15am, 2:00pm, 4:45pm, 7:30pm, 9:55pm

Runner Runner (R) 1hr 31min
11:55am, 2:45pm, 5:30pm, 8:15pm, 10:45pm

Rush (R) 2hrs 03min
12:30pm, 3:45pm, 7:00pm, 10:05pm

Prisoners (R) 2hrs 26min
11:30am, 3:00pm, 6:45pm, 10:20pm

Don Jon (R) 1hr 30min
11:05am, 1:50pm, 4:30pm, 7:15pm, 10:15pm

Laemmle's Monica Fourplex
1332 Second St.
(310) 478-3836

Summit (R) 1hr 35min
1:50pm, 4:40pm, 7:20pm, 9:50pm

Rigoletto - Teatro Antico di Taormina (NR) 2hrs 20min
7:30pm

Parkland (PG-13) 1hr 32min
1:40pm, 4:20pm, 7:10pm, 9:40pm

Enough Said (PG-13) 1hr 33min
1:00pm, 2:00pm, 3:20pm, 4:30pm, 5:40pm, 7:00pm, 9:30pm, 10:15pm

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

WORK LATE TONIGHT, PISCES

ARIES (March 21-April 19)
★★★ You know that you must participate and be willing to work with an associate, yet you have so many other thoughts going on in your mind. Tonight: Look to the future for pursuing a goal.

TAURUS (April 20-May 20)
★★★ Do you feel bullied? That feeling is quite possible with today's chaotic energy. You will choose to be kind and decide to view any issues that arise as a reflection of the present confusion. Tonight: Make time for a favorite person.

GEMINI (May 21-June 20)
★★★ Dive into a project quickly. You can accomplish a lot -- and efficiently at that. You suddenly could be distracted by a fun event later in the day. Feel free to join in! You'll be able to get past a hassle, as long as you do not brood on it. Tonight: Dream, then make it happen.

CANCER (June 21-July 22)
★★★ Listen to news carefully and reconsider your choices. What feels correct at this juncture might change again. Your creativity might be stifled right now. Be willing to go for what you want, as long as you're 100 percent sure you want it. Tonight: Take a brisk walk after dinner.

LEO (July 23-Aug. 22)
★★★★ You could make an important decision involving real-estate. You will gain confidence as a result, and you'll also be willing to be less uptight about a domestic matter. Allow more creativity and fun into your life on a regular basis. Tonight: Time for some fun with friends.

VIRGO (Aug. 23-Sept. 22)
★★★★ Use the daytime hours to pursue an interest, but know that it could involve starting a difficult conversation. The other party might seem closed down, but the recent distance is a reflection of your attitude. A partner will change his or her tune. Tonight: Quiet time at home.

LIBRA (Sept. 23-Oct. 22)
★★★★ Work with someone directly, and know that you might have to say "no" to him or her. You could find this person to be difficult to co-exist with. Communication will excel by late afternoon. Tonight: Have an important discussion.

SCORPIO (Oct. 23-Nov. 21)
★★★★ You have the ability to open up a conversation, but it is crucial that you drop your defenses. If you want to discuss a change, you too must be willing to make more of an effort. Just handle it. Tonight: Your treat.

SAGITTARIUS (Nov. 22-Dec. 21)
★★★ You have the ability to move past a problem. You also see someone more clearly than he or she sees him- or herself. Do not put yourself in the position of having to make a decision. Tonight: Let your hair down.

CAPRICORN (Dec. 22-Jan. 19)
★★★ Use the morning to the max, when you feel as if you could conquer your immediate domain, if not the world. True to form, you will hit an obstacle or two that will force your hand. By the afternoon, you will need a break. Tonight: Take some much-needed personal time.

AQUARIUS (Jan. 20-Feb. 18)
★★★★ The pressure is on, and you'll deal remarkably well with a sudden change. In fact, you might enjoy it more than others realize. You can be very tenacious when you need to be, especially as others seem to head in a different direction. Tonight: Go with the flow.

PISCES (Feb.19-March 20)
★★★★ Use your vision and knowledge when the unexpected occurs. If you keep your wits about you when others get a bit crazy, you not only will make the right choices, but you also will gain favor with a higher-up. Observers will be impressed as well. Tonight: Work late, if need be.

Tuesday, October 8, 2013

This year you need to use self-discipline in order to achieve what you want professionally and financially. You will start seeing the rewards late summer 2014. You become quite the conversationalist as well. You seem to drop the right phrase at the right moment. If you are single, your appeal is obvious. You might want to date several different people, as you determine who suits you best. If you are attached, the two of you will spend many happy hours together discussing the world, your family or whatever else appeals to you. SAGITTARIUS is fun.

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

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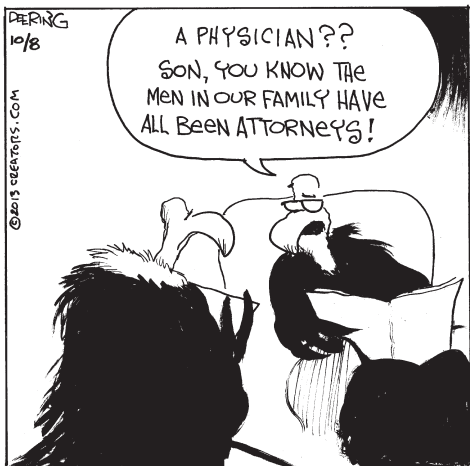
Speed Bump

By Dave Coverly



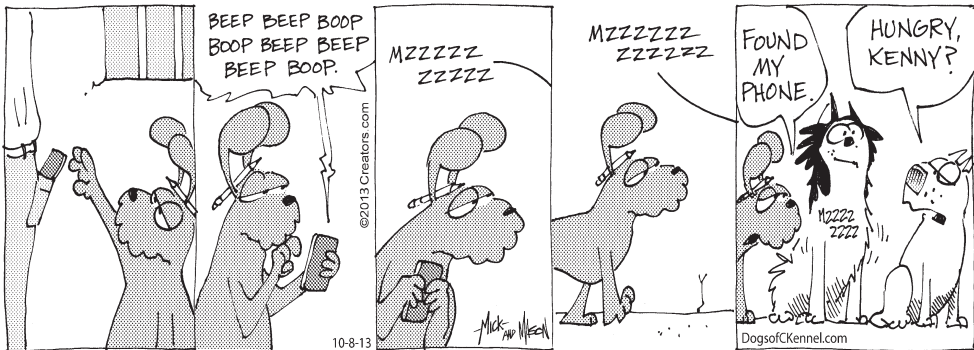
Strange Brew

By John Deering



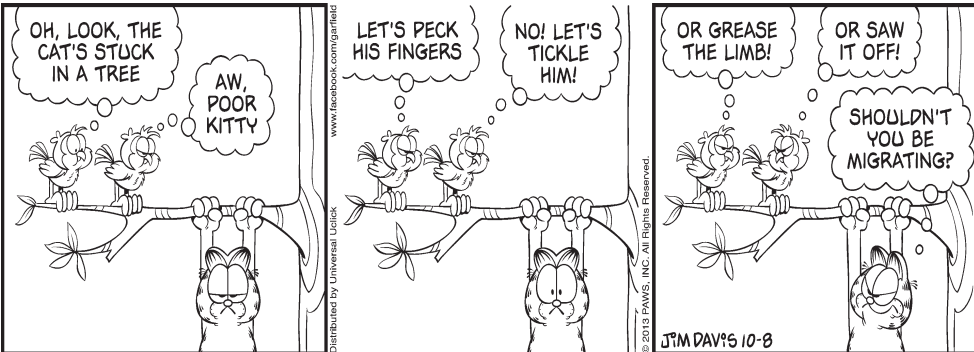
Dogs of C-Kennel

By Mick and Mason Mastroianni



Garfield

By Jim Davis



The Meaning of Lila

By John Forgetta & L.A. Rose



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 ★★

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

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

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

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MYSTERY PHOTO

Daniel Archuleta daniela@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. Send your mystery photos to editor@smdp.com to be used in future issues.

CROSSWORD

By THOMAS JOSEPH

ACROSS

1 Sun-powered

6 Get smart

11 Nimble

12 Snow house

13 Marking for deletion

15 Writer Follett

16 Gear tooth

17 Golf peg

18 23-Across dial

20 In the know

23 AM/FM apparatus

27 Tiny opening

28 Sky-scraping

29 Wendy's friend

31 Panache

32 Lathered up

34 Toward the stern

37 Pub drink

38 Oxygen, for one

41 Disgusting

44 Worry

45 "The same"

46 Puts away

47 Prying sort

2 Shrek, for one

3 Simba, for one

4 Green and Gore

5 Save

6 Hang around

7 Mayo ingredient

8 Heaps

9 Dissolute fellow

10 Jot down

14 Charged particle

18 Grove makeup

19 Tattered

20 Phone download

21 Misery

DOWN

1 Fire

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

Yesterday's answer

22 Museum focus

24 Week part

25 Under the weather

26 Flamenco cry

30 Sunday entrees

31 Shells out

33 Boxing legend

34 A long time

35 College brotherhood

36 Dorothy's dog

38 Attend

39 Road sight

40 Halt

42 Carpenter's tool

43 Collins base

NEW CROSSWORD BOOK! Send \$4.75 (check/m.o.) to Thomas Joseph Book 2, P.O. Box 536475, Orlando, FL 32853-6475

1	2	3	4	5		6	7	8	9	10
11						12				
13						14				
15					16				17	
				18				19		
20	21	22				23		24	25	26
27							28			
29				30		31				
				32		33				
34	35	36		37				38	39	40
41				42				43		
44							45			
46							47			

DAILY LOTTERY



Draw Date: 10/5
11 12 17 39 40
Power#: 5
Jackpot: \$108M



Draw Date: 10/4
4 16 24 25 44
Mega#: 5
Jackpot: \$14M



Draw Date: 10/5
13 22 33 46 47
Mega#: 24
Jackpot: \$17M



Draw Date: 10/7
7 8 10 17 33



Draw Date: 10/7
MIDDAY: 2 5 5
EVENING: 9 4 6



Draw Date: 10/7
1st: 10 Solid Gold
2nd: 01 Gold Rush
3rd: 11 Money Bags
RACE TIME: 1:46.56

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>

NEWS OF THE WEIRD

BY CHUCK SHEPARD

■ For people who believe that "rave" parties' music is too faint, an August event at England's Liverpool International Music Festival offered a solution: The DaDaFest program featured an ear-crushing sound level especially staged for deaf people's dancing -- since they can "hear" only by the vibrations saturating their bodies; the non-deaf should bring earplugs. Among the performers: deaf DJ Troi "Chinaman" Lee, who claims he easily feels distinctions in his mix of hip hop, R&B, reggae, dance and electro swing.

■ In an epic failure, according to Madrid's El Pais newspaper, a 20-story condominium building ("InTempo," likely the tallest residential edifice in the European Union) in the resort town of Benidorm, Spain, was hastily upsized to a planned 47 stories, but a series of architectural mistakes and developer bankruptcies has left it limping, still 65 percent unsold. Most notably, El Pais discovered in 2012 that the then-current design made it impossible to build an elevator shaft to go past the 23rd floor because of space limitation. (The architects resigned, and unconfident developers were forced to turn to financing from one of the shakier banks in the country's feeble economy.)

TODAY IN HISTORY

1967- Guerrilla leader Che Guevara and his men are captured in Bolivia.

1973- Yom Kippur War: Gaby Amir's armored brigade attacks Egyptian occupied positions on the Israeli side of the Suez Canal, in hope of driving them away. The attack fails, and over 150 Israeli tanks are destroyed.

WORD UP!

picaros

\ PIK-uh-roh, PEE-kuh- \ , noun;

1.

a rogue or vagabond.

10-8

Santa Monica Daily Press

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Announcements

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