



DUCK READY TO QUACK  
SEE PAGE 14

# Santa Monica Daily Press

Since 2001: A news odyssey

THE HEAT WAVE ISSUE



## IN THE MONEY

Brandon Wise [brandonw@smdp.com](mailto:brandonw@smdp.com)

Standing in front of Fire Station 2 on Hollister Avenue on Wednesday, Santa Monica Fire Chief Jim Hone (right) accepts a check for \$8,350 from the Fireman's Fund Insurance Co. and the Kessler Advisors Group. The money will pay for new fittings for the "Jaws of Life" unit, enabling fire fighters to use a variety of tools and attachments with the unit without shutting down the jaws, reducing the time it takes to perform a rescue.

## City Council approves aggressive budget

BY MELODY HANATANI  
Daily Press Staff Writer

**CITY HALL** The City Council on Tuesday adopted a more than half billion dollar budget once painted as an aggressive spending package, addressing costly infrastructure and community needs despite the recessionary conditions that have plagued much of the surrounding municipalities.

While City Hall has felt the effects of the stormy economy, weakened by lower consumer spending and the housing crisis, it has been able to weather the conditions in its more than \$567 million budget through a diversified tax base, providing new services that in some cases have been requested for more than a decade.

The pricey budget includes a last-minute \$501,000 appropriation by the council, the allocation including enhanced tree trimming, holiday lights at the Santa Monica Pier, a social worker for the CAL SAFE teen pregnancy program, public art restoration, a traffic signal study for the 1440 PCH lot, and signage for the Third Street Promenade.

The council also voted to spend \$200,000 to install a traffic signal on a stretch of Ocean Park Boulevard east of Lincoln Boulevard where several pedestrians have been struck by cars. That amount is expected to be reimbursed through grant funding.

The addendums will be paid through the one-time available funds of \$300,000 and the \$119,000 left over from last year's council contingency fund, the remainder coming from balancing the budget, according to City Manager Lamont Ewell.

The funding set aside for the 1440 lot, which is located next to the pier, will initiate a process that could lead toward a half traffic signal being installed at the busy entrance. City Hall will have to go through Caltrans in order to install the signal.

The budget will also address a backlog in the tree trimming program caused by increased maintenance costs in the past.

While the extra \$119,000 will fall short of putting the program on the desired four-year pruning cycle, it will alleviate some of

SEE BUDGET PAGE 12

## Students pitch ideas for non-smoking campaign

BY MELODY HANATANI  
Daily Press Staff Writer

**SAMOHI** With a guilty look plastered across their faces, a pack of cigarettes hauled butt down Palisades Park, chased by police officers attempting to apprehend the delinquents for blatantly disregarding City Hall's ban on smoking in outdoor dining areas.

It was a comedic scene straight from the imaginations of a group of 11th grade AP English students at Santa Monica High School, illustrating an idea to produce a video that would educate the public about the various smoking restrictions that have gone into effect the past few years.

The 32 juniors were all participants of

the high school's first AP Challenge, a Santa Monica Chamber of Commerce sponsored event which pairs a local business with an advanced placement class to solve a specific problem.

The challenge is the third educational initiative sponsored by the chamber this year, previously hosting a job fair and a new internship program.

The program has been popular in high schools across the country, pairing a new business with a different AP subject every year.

"One reason we thought this was a great opportunity for students is because we had a PR firm looking for viral marketing (ideas) and students know better than any of us about MySpace and Facebook," Samantha O'Neil, the director of govern-

ment affairs for the chamber, said.

The firm is Santa Monica-based Southard Communications, which was recently hired by City Hall to coordinate a \$150,000 educational campaign on the smoking ordinance, which restricts lighting up in most outdoor areas, including ATM lines, bus stops, the Third Street Promenade and the Santa Monica Pier.

Southard was assigned to serve as the business partner in the first AP Challenge, calling on students in Pete Barraza's AP English class to come up with a marketing campaign around the smoking ban, including logos, slogans, commercials and events.

Those ideas were presented on

SEE PR PAGE 11

**FABULOUS DINNER SPECIALS**  
SERVED 4PM - 10PM  
COMPLETE DINNERS \$10.95

**IZZY'S DELI** 1433 Wilshire Boulevard,  
at 15th Street  
310-394-1131 OPEN 24 HOURS

**PIANO & GUITAR LESSONS**  
**ONLY \$15.00**  
45 MINUTE CLASSES  
Sign-up NOW!  
(310) 453-1928

**SANTA MONICA MUSIC CENTER**  
[www.santamonicamusic.com](http://www.santamonicamusic.com) 1901 Santa Monica Blvd. in Santa Monica

**GABY SCHKUD**  
(310) 586-0308

The name you can depend on!  
[www.816Pacific.com](http://www.816Pacific.com)

**COLDWELL BANKER**



Melody Hanatani [melodyh@smdp.com](mailto:melodyh@smdp.com)

**PITCH:** Students at Santa Monica High School present their idea for a new marketing campaign to educate residents and visitors about the city's smoking restrictions as part of a program sponsored by the Santa Monica Chamber of Commerce that pairs local businesses with students.

# Samohi students double as marketing executives

FROM PR PAGE 1

Wednesday to a panel that included board of director members with the chamber and business owners.

Some of those ideas could very well be incorporated into the actual campaign.

"We hope when the campaign launches at the end of summer to see (the students') creative ideas in it," O'Neil said.

Among the proposals was a short humorous video about a pack of cigarettes that attempt to evade police in a pursuit that begins at a local cafe and ends at the foot of the pier.

The video would conclude with the cigarettes jumping into the ocean and swimming back to shore where officers await.

The elaborate proposal included a production budget, the students estimating that the video could be shot in three days for less than \$2,450.

Several of the groups focused on the public relations aspect of the marketing campaign, rebranding the existing materials available about the smoking ordinance by using a new logo and slogan, and hosting annual events at the pier.

To foster positive PR for City Hall, the students suggested using a portion of the revenues collected from the smoking violations and donating it to cancer-related causes, showing the public the government agency did not pass the ban just to make money.

The students spent approximately three weeks devising the marketing campaign, beginning soon after completing AP exams.

The AP challenge allowed students to apply classroom knowledge to real world experiences, Barraza said.

"It's allowed me to work with them on a different level," Barraza said. "It's not just the students listening to my ideas, but pitching ideas to me."

"It's the epitome of collaborative work." The students reported similar experiences.

"I learned how to be open minded about everything and that is how we approached AP English essays," Samohi junior Saba Hamedy said.

Hamedy was among the students who

**ONE REASON WE THOUGHT THIS WAS A GREAT OPPORTUNITY FOR STUDENTS IS BECAUSE WE HAD A PR FIRM LOOKING FOR VIRAL MARKETING (IDEAS) AND STUDENTS KNOW BETTER THAN ANY OF US ABOUT MYSPACE AND FACEBOOK."**

**Samantha O'Neil**  
Director of government affairs  
Santa Monica Chamber of Commerce

was unaware of the plans to unveil a campaign about the smoking ordinance, gaining a new appreciation for marketing as a result of the project.

"It's been an exciting experience because PR is intense," she said. "It was cool pitching (ideas) to a group of people."

Roxana Janka, the vice president of Southard Communications, said she plans to present the students' ideas at an upcoming meeting with the marketing committee. The company could employ some of the smaller tactical ideas from the students, she said.

"When you work with kids, you assume they're going to be creative and have no bounds to their imagination," Janka said. "What was surprising was to see how their ideas actually have legs and could be implemented."

[melodyh@smdp.com](mailto:melodyh@smdp.com)

✉ **WHAT DO YOU THINK?**

■ Send letters to [editor@smdp.com](mailto:editor@smdp.com)



# CO-OPPORTUNITY

Santa Monica's Co-operative Natural Grocer

## June is MAD Month

### Save up to \$10 on any one shop in June!

**MAD = Member Appreciation Day**  
MEMBERS receive 10% savings on purchases for a maximum savings of \$10. SENIOR MEMBERS receive 15% savings for a maximum savings of \$10!

# Save on these already low priced items

*Selected Varieties*

<p><b>MONTEBELLO</b> Organic Pasta 16 oz.</p> <p><b>\$2.49</b></p> 	<p><b>RISING MOON ORGANICS</b> Organic Pasta Sauce 14 oz.</p> <p><b>\$2.49</b></p> 
<p><b>PEACE</b> Cereal 10.5-17 oz.</p> <p><b>\$3.29</b></p> 	<p><b>BLUE DIAMOND</b> Almond Breeze 32 oz.</p> <p><b>\$1.69</b></p> 
<p><b>NEWMAN'S OWN ORGANICS</b> Organic Pretzels 7-8 oz.</p> <p><b>\$1.69</b></p> 	<p><b>RW KNUDSEN</b> Spritzers 6 pack</p> <p><b>\$3.49</b></p> 

Open to the Public · 7 am to 10 pm  
1525 Broadway (Corner of 16th & Broadway)  
Santa Monica, CA 90404  
310-451-8902 · [www.coopportunity.com](http://www.coopportunity.com)