



# HEART OF THE CITY

**KXLA**

Fridays, 2:00 p.m. Length: 60 minutes

**5/2/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

Mayor Foster showcases the Long Beach Aquarium of the Pacific's new exhibit, "Mexico's Gulf of California".

Mayor Foster interviews Jerry Schubell, the President and CEO of the Long Beach Aquarium of the Pacific's. Mr. Schubell talks about maintaining the ecosystem. The Long Beach Aquarium of the Pacific's are working in partnership with the World Wildlife Fund to raise awareness of the threats to the gulf.

The Gulf of California accounts for less than 1/10 of one percent of the worlds salt water habitat, it supports more than 1/3 of the worlds marine mammal species.

Mayor Foster interviews Steve Cox, the Vice President of the World Wildlife Fund the largest international conservationist in the world.

## **AQUARIUM OF THE PACIFIC**

100 Aquarium Way

Long Beach, CA 90802

Phone: (562) 590-3100

Fax: (562) 590-3109

Website: [www.aquariumofpacific.org](http://www.aquariumofpacific.org)

Take a journey of discovery through the world's largest ocean at the Aquarium of the Pacific in Long Beach, California. Meet more than 12,500 animals as you explore sunny Southern California and Baja, the frigid waters of the Northern Pacific, and the colorful reefs of the Tropical Pacific.

Come face-to-face with, and even touch, the ocean's ultimate predators in Shark Lagoon.

Join us on a Behind-the-Scenes tour. Take a voyage this spring on our Wildlife and Whale Cruise. Enjoy Animal Vision 3-D, a film that combines stunning state-of-the-art 3-D technology and digital animation while providing important environmental messages for all ages. There is no better time to visit the Aquarium of the Pacific than now, during our Dive Deeper Days when you can expect individual attention and even some special surprises!

For a current listing of events before you visit, check out our Upcoming Events page. Save time by purchasing your Tickets Online, or become a member of the Aquarium and enjoy one full year of free admission plus numerous other benefits.

Every purchase made at the Aquarium helps support our mission to instill a sense of wonder, respect, and stewardship for the Pacific Ocean, its inhabitants, and ecosystems.



**5/9/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

Mayor Foster showcases the Long Beach Aquarium of the Pacific's new exhibit, "Mexico's Gulf of California".

Mr. Jerry Schubell comments, "Pressures from unsustainable fishing practices, unsustainable development and unsustainable tourism are threatening the wild life. The exhibition features a film to raise awareness to empower people to protect this area before it's too late."

Join in on the year-long Aquarium of the Pacific 10th Anniversary Celebration that will highlight all of the Aquariums' top "10" animals, ocean environmental issues, most amazing experiences and much more. Consider adding to your experience with a Behind the Scenes tour of the Aquarium or 3D Movie highlighting life under the sea. A quick trip across the harbor brings you to the Queen Mary, where you will go behind the scenes of the ship that once transported movies stars, soldiers and royalty across the Atlantic Ocean.

**PACKAGE INCLUDES:**

- Deluxe overnight accommodations and breakfast
- General Admission tickets to the Aquarium
- Tickets to the Behind the Scenes Tour aboard the historic Queen Mary

Long Beach is one giant playground located right in the heart of Southern California. Here you can experience it all from a deep sea adventure at the Aquarium of the Pacific right on the bay and a voyage in time aboard the historic Queen Mary to lively guided tours through downtown and the colorful East Village. Within an hour's drive, you can

explore the fabulous worlds of Universal Studios Hollywood, Disneyland, Disney's California Adventure and every major Southern California attraction.

A handwritten signature in black ink that reads "Lawrence Bender". The signature is written in a cursive, flowing style with a large, prominent arch over the name.

**5/16/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

Mayor Foster showcases the Long Beach Aquarium of the Pacific's new exhibit, "**Mexico's Gulf of California**".

### **Party Like a Sea Star Video Contest**

#### **How would you party like a sea star?**

The Aquarium of the Pacific is turning 10 and you are invited to show us how you would party like a sea star! So go ahead, bust out your bubbles and streamers, use your imagination and create the ultimate sea star party experience!

You could have a chance to win a grand prize valued at more than \$5,000. The grand prize includes a sleepover for up to 50 people at the Aquarium of the Pacific, a video crew to capture the experience, \$1,000 travel allowance and up to 50 admission tickets to the Queen Mary. A complete list of prizes can be found at [www.visitlongbeach.com/videocontestrules](http://www.visitlongbeach.com/videocontestrules).

#### **Instructions**

1. Create a video of one minute or less showing how you'd party like a sea star.
2. Upload and publish your video as Public and Embeddable on your YouTube account. Instructions are available on the homepage of [YouTube](http://www.YouTube.com).
3. Be sure your video complies with the [YouTube Terms of Use](#) and the video contest [Official Rules & Consumer Disclosures](#). NO PURCHASE NECESSARY and contest is open to legal U.S. residents 18 years of age or older.
4. Submit your uploaded video to the contest by sending a YouTube message to partylikeaseastar between 5/15/2008 and 8/31/2008.
5. The contest administrator will review the video content and will post videos (that adhere to the video contest Official Rules & Consumer Disclosures) to the contest page Playlist.

6. Promote your video using any means within the [YouTube Terms of Use](#). Remember that YouTube public voting is one of the criteria used for judging videos.
7. If you are a winner, you will be notified on your YouTube account by September 29, 2008.

For additional information, please see the video contest [Official Rules & Consumer Disclosures](#).

A handwritten signature in black ink that reads "Lawrence DeLeon". The signature is written in a cursive style with a large, sweeping arch over the last name.

**5/23/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

Mayor Foster showcases the Long Beach Aquarium of the Pacific's new exhibit, "Mexico's Gulf of California".

The Gulf of California accounts for less than 1/10 of one percent of the world's salt water habitat, it supports more than 1/3 of the world's marine mammal species.

Mayor Foster interviews Steve Cox, the Vice President of the World Wildlife Fund the largest international conservationist in the world.

TAKE A JOURNEY OF DISCOVERY through the world's largest ocean at the Aquarium of the Pacific in Long Beach, California. Our website can help [prepare you for your visit](#) or you can even sign up for one of our [educational classes](#). Dive right into our exhibits, and explore sunny [Southern California and Baja](#), the frigid waters of the [North Pacific](#), and the colorful reefs of the [Tropical Pacific](#). Check out our new [Multimedia](#) section for blogs and video and audio downloads.

Come face-to-face with, and even touch, the ocean's ultimate predators in Shark Lagoon. Hand feed lorikeet birds. Join us on a Behind-the-Scenes tour. Enjoy Monsters of the Abyss, a film that combines stunning state-of-the-art 3-D technology and digital animation to explore the deep ocean. There is no better time to visit the Aquarium of the Pacific than now.

A handwritten signature in black ink, reading "Lawrence P. Lewis". The signature is fluid and cursive, with a large, sweeping arch over the last name.

**5/30/2008 14:00:00 2 0:58:30 HEART OF THE CITY**  
**NEWS RELEASE #CM:052808**

**Subject :** City's Cable Channel Wins Six Awards, Including 'Overall Excellence'

**Contact :** Dean Smits, Video Communications Officer 570.1397

The City of Long Beach's cable channel LBTv, Channel 8, has received six government programming STAR awards, including the prestigious STAR Award for "Overall Excellence in Government Programming," which it won for the second consecutive year.

The STAR Awards were established in 1996 to recognize outstanding community television programming produced by local jurisdictions serving California and Nevada communities. They were given out at the States of California and Nevada National Association of Telecommunications Officers and Advisors (SCAN NATOA) annual conference in Santa Monica earlier this month.

LBTv received the prestigious STAR Award for "Overall Excellence in Government Programming" with a budget of \$250,000 to \$999,000. The station

also received a STAR Award for "SportsBreak" in the Sports Show category, and for the Spanish version of "Snap Shot Long Beach" in the non-English category. Coverage of the Long Beach Marathon earned a second place award in the Community Event category, and third place awards were received in the Training category for an Ethics Training video, and the PSA category for a LBTV promo.

This is the second consecutive year LBTV received a STAR Award for Overall Excellence, and for SportsBreak.

"We're thrilled to have received this recognition, especially the "Overall Excellence" award. The staff and I will continue to strive for excellence in the programming we produce for the residents of Long Beach," said Dean Smits, Station Manager.

Through original programming and continuing news and City Council coverage, LBTV links the City's diverse population with its civic center and neighborhoods. LBTV is committed to informing, educating and entertaining Long Beach residents. LBTV can be viewed on Charter Communications cable channel 8 in Long Beach and Signal Hill, and on the Internet at [www.longbeach.gov/tsd](http://www.longbeach.gov/tsd).

SCAN NATOA is affiliated with the national association whose mission is to represent the communications needs and interests of local governments and those who advise them.

Mayor Foster showcases the Long Beach Aquarium of the Pacific's new exhibit, "Mexico's Gulf of California".

A handwritten signature in black ink, appearing to read "Lawrence DeLeon". The signature is fluid and cursive, with a large, sweeping arch over the last name.

**6/6/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

Want to know what the City Council says about an issue important to you? Live webcasts of Council meetings include closed captioning. Plus, archived meetings include the agenda next to the video; clicking on the agenda will move the video forward to that spot in the Council meeting.

Also, you can also watch a live feed of Long Beach TV 8 through our website. The only requirements for using this technology are a broadband Internet connection and Windows Media Player.

Granicus powers the City's ability to provide live and on-demand streaming content over the web.

## Mayor Foster talks with Eleanore Schmidt, Suzanne McMillan and Juliana Robbins about the Long Beach Public Library's Summer Reading Program.

### **Summer Reading Clubs at the Long Beach Public Library!**

Fast bug, slow bug, red bug, blue bug, big bug, little bug. Catch the reading bug! It's coming to Long Beach Public Library this summer. Kids, teens, adults and families can explore the amazing world of bugs, learn about metamorphosis and other amazing transformations, and enjoy tons of other activities during the library's summer reading programs.

- Elementary school kids and preschoolers: Come "Catch the Reading Bug"
- Teens: Transform and "Metamorphosis @ Your Library"
- Adults: "Plant a Seed, Read" @ Your Library

The Reading Clubs encourage home reading and feature free weekly special programs, films, speakers, prizes, library activities, and story times for younger children. Registration begins on Saturday, June 14 at the Main Library and all neighborhood libraries. All programs and activities are free. For more information, please call Main Library at (562) 570-7500.

- Councilmember Lerch discusses Parks, Recreation and Marine's Cinco de Mayo Celebration with Sonny Seng and Belem Solis.

### **Come Ride The Surf Bus!**



Board the Long Beach Surf Bus for a day of sun and fun in Huntington Beach. Kids ages 5 to 17 will be picked up at one of 19 locations at Long Beach parks, and taken down to Seapoint in Huntington Beach for **FREE** surfing lessons once a week for five weeks. The program begins the week of July 21-25 and runs through the week of August 18-22.

A large, stylized handwritten signature in black ink. The signature appears to read "Lawrence Lerch" and is written in a cursive, flowing style.

**6/13/2008 14:00:00 2 0:58:30 HEART OF THE CITY**  
Web-Based Content Management

Residents and businesses increasingly demand improved access to all aspects of City government. The City's customers expect information to be accurate, up-to-date and available 24/7/365. Moreover, customers demand to quickly and easily find the answers to their questions without having to fathom the City's internal structure.

The City of Long Beach uses Civica Software to manage the content of its website. This software enables individual departments to ensure their specific information is timely — while

simultaneously ensuring the creation of an integrated Citywide website.

The software comprises these components:

- a database
- the Civica Administration Module and
- the Civica Content Management System, which allows for storage and access of data through custom Web-based templates

Removing a potential bottleneck of updated information, this software allows departments — without the need for key personnel with specialized technical skills — to easily organize and manage their information.

[www.civicasoft.com](http://www.civicasoft.com).

### **Mayor Foster talks with Eleanore Schmidt, Suzanne McMillan and Juliana Robbins about the Long Beach Public Library's Summer Reading Program.**

The Long Beach Public Library now provides free wireless Internet access for customers at five of its library branches including the **Main Library, North, Dana, Harte and Mark Twain**.

Wireless allows library users to bring their own laptop computers or PDAs to the library and to get Internet access throughout the building by signing in with their library card number.

The library does not provide wireless cards so patrons will need to bring computers that have built-in WiFi or will need to install a WiFi network card. In addition, there are currently no printing services available to wireless users.

Library staff is not able to provide technical assistance for your computer and cannot guarantee that you will be able to make a wireless connection. It is solely the responsibility of the wireless device owner/user to provide anti-virus protections, and to configure their laptop/PDA security settings. The Long Beach Public Library cannot take responsibility for damages incurred for incorrect, insufficient or incomplete security settings; or lack of adequate or up-to-date virus protection.

- Councilmember Suja Lowenthal talks with Phil Hester, Sidney Cramer and park visitors about the grand re-opening of the Bixby Park Band Shell.



### **Rancho Los Cerritos Hosts FREE Outdoor Concerts**

Catch the sweet sounds of summer in the tranquil gardens of Rancho Los Cerritos Historic Site during the 2008 Rancho Summer Concert Series. The concert series will be bringing a variety of musical styles that are sure to entertain guests of all ages. This four-concert series is free to all and will feature solid rhythms by the Wartime Radio Revue, the smooth jazz ballads of Lauren Koval, the big band music of Sharp Sounds, and folk songs of the Great Depression by singer/songwriter, Ross Altman.

Kicking off the series will be one of the most popular local swing bands in southern California, the Wartime Radio Revue, performing on Sunday, July 13. Dance away to such hits as "Boogie Woogie Bugle Boy" and "Chattanooga Choo-Choo" as they intersperse the hits of the thirties and forties into their performance. Listening to this band is like taking a time machine back to a World War Two U.S.O show. Add that to their "armed-forces style" khaki-colored uniforms, and it's all there!

Transition from the swinging beats of the Wartime Radio Revue to Lauren Koval as she takes the stage on Thursday, July 31. "Vocalist Lauren Koval is one of the better singers of classical Jazz today", says LA Jazz Scene. Her graceful and elegant performance and striking stage presence will captivate audiences from the first note through the last.

Big Band music is back as Sharp Sounds takes listeners into the tradition of Basie, Ellington, Shaw and other jazz greats on Sunday, August 10. This 8-piece jazz band will make you want to put on your dancing shoes and swing to their lively sounds. Ending the series, on Thursday, August 21, singer/songwriter Ross Altman will embody the tradition of Woody Guthrie, whose influence was immense as he influenced folk singers that graced the Greenwich Village coffee shops – Bob Dylan, Phil Ochs, and Tom Rush. To uphold Guthrie's musical tradition, Ross Altman will perform topical folk songs of the Great Depression--a decade of hard times and revolutionary change.

The concerts are free and open to the public and will run from 6:00-7:30 PM. Gates will open at 5:00 PM. For your own comfort, we encourage you to bring a lawn chair or blanket. Rancho Los Cerritos Historic Site, in conjunction with Friends of Rancho Los Cerritos, has been presenting free neighborhood concerts as part of the museum's dedication to fulfill its commitment to the community. The site's educational programs and community events are committed to providing inspiration and joy for people of all ages. For more information, please contact Rancho Los Cerritos Historic Site at (562) 570-1755 or visit us at [www.rancholoscerritos.org](http://www.rancholoscerritos.org).

#### **2008 Rancho Summer Concert Series**

Rancho Los Cerritos Historic Site, 4600 Virginia Road, Long Beach  
(located northwest of the intersection of Long Beach Boulevard and San Antonio Drive)

4 Concerts – all are from 6:00-7:30 PM (gates open at 5:00 PM)

- Sunday, July 13, 2008 – Wartime Radio Revue
- Thursday, July 31, 2008– Lauren Koval
- Sunday, August 10, 2008 – Sharp Sounds
- Thursday, August 21, 2008 – Ross Altman

The Event is Free and the museum will be open for self-guided tours during the concerts. This event is supported by Friends of rancho Los Cerritos, Rancho Los Cerritos Historic Site, and the Long Beach Department of Parks, Recreation, & Marine. The rancho is open to the public Wednesday-Sunday from 1-5 PM. For information, please call (562) 570-1755 or visit [www.rancholoscerritos.org](http://www.rancholoscerritos.org).



**6/20/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

The City of Long Beach has initiated an e-Government strategic planning project to support the goals of the Community Strategic Plan. The focus of these goals centers around the City's desire to improve communication between the City and the community, provide remote access to information and services 24 hours a day, seven days a week, decentralize City services, foster economic development, and improve the responsiveness and accountability of government.

The Technology Services Department is committed to facilitating the implementation of the e-Government strategic plan by developing standards for payment and accounting of e-Government transactions, interfacing with new and existing systems, system content to provide effective customer access, and updating, retaining, and archiving content.

e-Government Executive Summary

The [e-Government Executive Summary](#) (.pdf, 195.7 KB) outlines the City's plans to:

- improve communication between the City and the community
- provide remote access to information and services 24 hours a day, 7 days a week
- decentralize City services
- foster economic development
- improve the responsiveness and accountability of government
- reinforce community ties among the City's diverse neighborhoods

Mayor Foster talks with Eleanore Schmidt, Suzanne McMillan and Juliana Robbins about the Long Beach Public Library's Summer Reading Program.

The Long Beach Public Library now provides free wireless Internet access for customers at five of its library branches including the **Main Library, North, Dana, Harte and Mark Twain**.

Wireless allows library users to bring their own laptop computers or PDAs to the library and to get Internet access throughout the building by signing in with their library card number.

The library does not provide wireless cards so patrons will need to bring computers that have built-in WiFi or will need to install a WiFi network card. In addition, there are currently no printing services available to wireless users.

Library staff is not able to provide technical assistance for your computer and cannot guarantee that you will be able to make a wireless connection. It is solely the responsibility of the wireless device owner/user to provide anti-virus protections, and to configure their laptop/PDA security settings. The Long Beach Public Library cannot take responsibility for damages incurred for incorrect, insufficient or incomplete security settings; or lack of adequate or up-to-date virus protection.

#### **Summer Reading Clubs at the Long Beach Public Library!**

Fast bug, slow bug, red bug, blue bug, big bug, little bug. Catch the reading bug! It's coming to Long Beach Public Library this summer. Kids, teens, adults and families can explore the amazing world of bugs, learn about metamorphosis and other amazing transformations, and enjoy tons of other activities during the library's summer reading programs.

- Elementary school kids and preschoolers: Come "Catch the Reading Bug"

- Teens: Transform and "Metamorphosis @ Your Library"
- Adults: "Plant a Seed, Read" @ Your Library

The Reading Clubs encourage home reading and feature free weekly special programs, films, speakers, prizes, library activities, and story times for younger children. Registration begins on Saturday, June 14 at the Main Library and all neighborhood libraries. All programs and activities are free. For more information, please call Main Library at (562) 570-7500 or [click here for the calendar of events.](#)

*Eleanore Schmidt*

**6/27/2008 14:00:00 2 0:58:30 HEART OF THE CITY**

### **Mayor Bob Foster**

333 West. Ocean Blvd., 14th Floor  
 Long Beach, California 90802  
 Tel: (562) 570-6801  
 Fax: (562) 570-6538  
 e-mail: [mayor@longbeach.gov](mailto:mayor@longbeach.gov)



### **City Councilmembers discuss timely issues with City staff and community leaders.**

- Mayor Foster talks with Eleanore Schmidt, Suzanne McMillan and Juliana Robbins about the Long Beach Public Library's Summer Reading Program.

### **Summer Reading Clubs at the Long Beach Public Library!**

Fast bug, slow bug, red bug, blue bug, big bug, little bug. Catch the reading bug! It's coming to Long Beach Public Library this summer. Kids, teens, adults and families can explore the amazing world of bugs, learn about metamorphosis and other amazing transformations, and enjoy tons of other activities during the library's summer reading programs.

- Elementary school kids and preschoolers: Come "Catch the Reading Bug"
- Teens: Transform and "Metamorphosis @ Your Library"
- Adults: "Plant a Seed, Read" @ Your Library

The Reading Clubs encourage home reading and feature free weekly special programs, films, speakers, prizes, library activities, and story times for younger children. Registration begins on Saturday, June 14 at the Main Library and all neighborhood libraries. All programs and activities are free. For more information, please call Main Library at (562) 570-7500.

- Councilwoman Gabelich, Blair Cohn and Steve Beatly discuss the upcoming Bixby Knolls Dragster Expo and Car Show.
- Councilmember Lerch discusses Parks, Recreation and Marine's Cinco de Mayo Celebration with Sonny Seng and Belem Solis.
- Councilmember Suja Lowenthal talks with Phil Hester, Sidney Cramer and park visitors about the grand re-opening of the Bixby Park Band Shell.

A handwritten signature in black ink, reading "Lawrence A. Leuda". The signature is written in a cursive style with a large, sweeping arch over the last name.