

SOUTHERN CALIFORNIA LIFE



SOUTHERN CALIFORNIA LIFE

DATE: 7-14-08 MONDAY

TIME: 5:30 – 6:00 P.M. MONDAY THROUGH FRIDAY

TIME: 6:00 – 6:30 A.M. SATURDAY AND SUNDAY

TOPICS COVERED BUT NOT LIMITED TO:

PERTENANT ISSUES AND PROGRAMMING:

OVERVIEW:

A NEW PERSPECTIVE ON THE LOCAL NEWS...

Despite a judge's order to stay at work, the union representing some 8,500 service workers at the University of California's statewide system of hospitals, dormitories and other facilities vowed to go on strike Monday.

Workers plan to start picketing at 6 a.m. Monday at the new UCLA Ronald Reagan Medical Center and hold a rally there at noon. Picket lines are expected at UC medical centers and campuses in Irvine, San Diego, Riverside and other cities.

In the last couple of years drivers using hand-held cell-phones had almost 2,000 incidents with 11 fatalities and drivers using hand free phones or intercoms or headsets had 130 incidents with 1 fatality. That's why we can no longer use cell-phones in our cars without a hands free device.

You can see their images illuminating from backseats all over southland freeways...the in-car dvd player has become the nanny of the next generation of carpool kids ... brent weber tells us that's a welcome relief for parents everywhere.

Like it or not, the in-car dvd player has gone from status symbol to standard add-on ... one of the hottest family purchases this holiday season was the in-car dvd player.

And the fad has become factory in the new year models...one in three of this years cars comes with the option of a dvd player ...and every mini-van on the market makes a dvd system standard ...

Research shows that one in ten vehicles in America already have some sort of video viewing system available in their cars ...and one in three plan to make a dvd system a priority purchase.

SOUTHERN CALIFORNIA LIFE

Officials in San Bernardino are hoping to save millions of gallons of water each year by making just a few changes. Five different kinds of grasses and watering systems are being tested on a piece of land in San Bernardino County. The goal is to find out what kinds of grass can put up with the California sun the longest, Because 75% of water usage goes towards landscaping.

Only the ocean seems to have slowed down growth in the Golden State over the years – making the last few steps to the Pacific the most lucrative parcels to purchase. This week in our special spotlight series, Brent Weber acquaints us with one of the southland's quaintest burghs – Sunset Beach ...

More than one hundred years ago they passed out brochures, luring investors, mostly wealthy folks wanting a beachfront getaway, to this little stretch of ocean at the end of the fifty minute ride west of the Pacific Electric Railway ... what they found was a little stretch of heaven we still call Sunset Beach ...

These pictures were the first to entice the masses to this stretch of virgin sand, produced in 1904 by the Sunset Land and Water Company ... established on September 8, 1904, the unincorporated stretch along Pacific Coast Highway is about a mile and a half long, bordered by Huntington Harbor on the inland side, Bolsa Chica to the south and seal beach to the north ...

The community maintains its roots – through the Sunset Beach Community Association as well as the Sunset Beach

Women's Club and the Las Damas organization which has sponsored community events for more than fifty years ...

There is no home mail delivery –a trip to your local post office is the only way to get your mail ... and it is a way of life often sought after but rarely achieved in modern times...Sunset Beach... where everyone really does know their neighbors – right here in busy Southern California.

CELEBRITY BIRTHDAYS

Lance Armstrong, Cancer Survivor & Champion Cyclist

On the bike, Lance Armstrong has always applauded technology for his team's advances...

... and off the bike, he admits the cyber age helped save his life ...in his book "It's Not About The Bike", Armstrong detailed his strategies to beat the odds and turn back cancer at the gravest stages ...

...coming through over and over and over in his message has always been his own ability to seek out possible plans of attack in the modern information age ...

... Armstrong's "Livestrong foundation" has dedicated itself to the idea that – their website shouts – unity is strength, knowledge is power and attitude is everything... and through a unique sponsorship with computer giants a-m-d and h-p is putting the internet at the fingertips of as many cancer patients as possible...

... since inception, Armstrong's livestrong foundation has awarded nearly ten million dollars in research grants in the fight against cancer...

Baseball legend Yogi Berra was in New York City to help jumpstart a Major League Baseball (MLB) event, the DHL All-Star FanFest. During the celebration, which runs July 11-15, Berra also hosted a "Hit and Run Clinic" for children. The FanFest is one of many activities leading up to MLB's 79th All-Star Game – being held at Yankee Stadium.

WEATHER
COMMUNITY CALENDAR

A handwritten signature in cursive script, appearing to read "Lawrence P. Berra". The signature is written in black ink and is positioned below the printed text.