

# App created by Zendesk for Tech Lab aids homeless

## Link-SF connects those in need with shelters, services

By JONATHAN NEWMAN

**Z**ENDESK HAS CREATED a mobile app for homeless and the low income to find shelter, food, medical care, a shower and public access to a computer — 234 services in all, from multiples like Glide’s food, rehab and housing programs to a weekly food pantry for Tenderloin residents administered by Korean American Senior Service. The app even gives them distance and directions how to get to what they need from wherever they are in the city.

And they don’t need an iPhone. Any under-\$50 smartphone will do.

The app — Link-SF — connects more people to more help than ever. It could

even increase the cost-effectiveness of resources like shelters because the app tells which location has how many beds available, achieving a more even distribution of services. People can know where they can get a bed without trudging from place to place and to find out ahead of time how to register and apply for wait lists.

The success of the app — 2,700 site visits each month and growing — is also seen in the increasing

demand for St. Anthony Foundation’s Tech Lab services. Last year, 100 people a day visited the lab — 36,000 visits — and that number is expected to reach 50,000 this year, according to Jessie Brierley, the Foundation’s communications associate. Along with increased visits, the lab is seeing changes in how people access the Internet.

The Tech Lab surveyed clients in 2011 and learned a third used a smartphone, tablet or other hand-held device. Two years later, informal lab surveys pegged client hand-held users at nearly 45%, which Zendesk employees volunteering as lab tutors confirmed.

St. Anthony’s recognized that with such changes, its clients would benefit from having city agencies, nonprofits and charities’ human services online in one all-inclusive site.

Zendesk engineers stepped up. They could build a Website to do that, they said, but better yet, why not also make it mobile-friendly — an app — so people could access service information directly from their hand-holds? If the need is critical and the resources potentially life-saving, access shouldn’t be limited only to the hours when publicly owned computers are available.

Before tackling the mobile app, Zendesk software engineers, led by Kenshiro Nakagawa, canvassed the Metro PCS store at Mason and Market streets to check out the neighborhood’s hottest-selling hand-holds, not the most sophisticated and expensive.

The engineers worked a year to create the app’s underpinnings — the open source code — so that it would work with most new smartphones, the basic under-\$50 models that lack elaborate bells and whistles but still provide Web access.

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# CENTRAL CITY



SAN FRANCISCO

## TECH VS. TL



LISE STAMPELLI

The opulence of The Market that opened this year in the Twitter building affords a stark contrast to the city-subsidized revamping of the Tenderloin’s newest model corner store, Daldas, at Eddy and Taylor streets, now offering a modest array of fresh fruit and veggies.

# Corner store faceoff

## Markets on both sides of Market a study in contrast

By MARK HEDIN AND GEOFF LINK

**“F**OOD JUSTICE” — a buzzword for the needed access to wholesome, fresh foods for people with limited nutritional options — gains new definition with the contrasting corner stores that now serve both sides of Market Street.

In January, the \$4 million, 28,000-square-

foot supermarket called simply The Market opened in the Twitter building at the southeast corner of 10th and Market, across from the new NEMA apartments that rent for \$4,200 a month and up.

At the same time, the Tenderloin is getting its best shot at emerging from its historical food desert with the publicly financed greening of traditional mom-and-pops. The latest remake in what will become a string of updated stores, Daldas, has gotten an uptick courtesy of the Tenderloin Healthy Corner Stores Coalition.

Daldas, about 1,800 square feet of basics at Eddy and Taylor, near TNDC’s way-below-market-rate Curran House for low-income families, has converted to an oasis of healthy options displayed in new bins and on shelves that were provided through Supervisor Eric Mar’s 2013 Healthy Food Retailer Incentives Program ordinance. A branch of the mayor’s office and the Department of Public Health coordinate with the Tenderloin Healthy Corner Stores Coalition to encourage all 70 or so of the neighborhood mini markets to offer fresh, healthy food.

With an annual budget of \$60,000 to fund the program, Gloria Chan of the Mayor’s Office of Economic and Workforce Development said her department finances physical renovations with “up to \$15,000” for the effort on any given store. DPH handles admin and expert consultations, the Coalition community outreach.

So the incentive to bring those mangos, ginger, tomatoes, apples, bananas, cucumbers, tomatoes, potatoes, lemons, onions, garlic, peppers, lettuce, grapes and the occasional watermelon to the front of Daldas’ busy li-



LISE STAMPELLI

Two new produce bins at Daldas attractively display the corner store’s healthy offerings.

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# GOOD NEWS

**SAFE PASSAGE** Have lemons? Make lemonade. But here's the twist: July 25, noon to 4 p.m., the Homestead restaurant in a stylish Oakland neighborhood held a pop-up sale of \$2 lemonades, iced teas and Arnold Palmers (a combo of the two) and \$3 strawberry shortcakes, then donated all proceeds to the Tenderloin Safe Passage program. "The lemonade stand was a hit — people were loving it," says Liz

Sassen, who owns the Piedmont Avenue restaurant with husband Fred and plans to host more events for Bay Area nonprofits. "We made \$500, and it also raised awareness about the program." Piedmont Ave and the TL? The unlikely pairing isn't much of a stretch: Kate Robinson, Safe Passage program director, lives near the Homestead and a close friend who used to work there introduced her to the Sassens. Better yet, from 2005-09 Liz Sassen lived at Turk and Larkin, then Leavenworth off O'Farrell, while attending culinary school and then working at Farallon restaurant at Post and Powell. "The Tenderloin was always an interesting place to live," she says. "I loved that I could get anywhere easily and I was so close to work. I'd walk from Union Square every night to my apartment and see such an array of people, business models, living situations, demographics

and cultures. It was amazing but often heartbreaking." Remembering neighbors with two school-aged children and her concern about their safety made the lemonade charity event a no-brainer, she said. "I was intrigued by Safe Passage's success — perhaps a similar idea could be applied in Oakland's more notorious neighborhoods."

•••

**BOEDDEKER PARK** Since it reopened in December after its \$9.3 million makeover, the 30-year-old park continues as THE go-to place — for kids' summer activities, all ages' planting days in the Celebration garden, Music in the Park coming this fall, a mural in the works for the park-facing Windsor Hotel and much more. Park users now also have bragging rights about its visual beauty: It was one of two city

parks honored with the prestigious American Institute of Architecture San Francisco's 2015 design award. "This new landmark park and clubhouse," said the AIA press release, "serves as a model of civic engagement, inspiration, resource conservation and adaptability." Rec & Park collaborated with the Trust for Public Land in Boeddeker's transformation. "We believe every person deserves a quality, safe place to play within 10 minutes of where they live, no matter what neighborhood they live in," said Will Rogers, Trust for Public Land president. "We design parks hand-in-hand with the community and the city, and the results speak for themselves." The other AIA park award went to Palega Recreation, an 80-year-old rec center and playground in the Portola District that underwent a \$21 million renovation. ■

— Marjorie Beggs

## Zendesk creates mobile app, Link-SF, for homeless services

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Sprint Tribute, Nokia X3-02 and BlackBerry Curve fit the bill, as do various Cricket, T-Mobile and Metro PCS models. Score a used smartphone and you're mobile for next to nothing.

For the data about shelters, addresses, hours and bed counts, and the other uncounted bits of information, the minutiae that harbor the nuts and bolts of every service available through the app, Zendesk and St. Anthony turned to the Homeless Advocacy Project, which long has published a manual of services for homeless and low-income people.

HAP, funded by the San Francisco Bar Association, offers the homeless and low-income legal advice, advocacy and services information, and for 25 years has published a now-\$15 manual of essential services citywide. St. Anthony's used the manual to build the basic infor-

mation for Link-SF, paring the print material to create a clear, user-friendly site complete with Google maps and adding features that allow quick links to service providers.

If you need to shower at Lava Mae, for instance, link through to its Website to find the daily schedule and whereabouts of the shower bus.

"The work that the engineers at Zendesk put into the creation of Link-SF would have cost us hundreds of thousands of dollars," said Karl Robillard, senior manager of St. Anthony Foundation. Instead, Zendesk provided the expertise without charge as part of the community benefit agreement it negotiated with the city in exchange for the Twitter payroll tax breaks.

In giving back to the neighborhood, Zendesk has led the way, showing other tech firms how to do it right, including having a healthy respect for people they

are supposed to help.

Kimberly McCollister, an independent Website designer and UX (user experience expert) worked on Link-SF for nine months during its development, mostly as a volunteer. Testing a handful of Tenderloin residents at the Tech Lab, she told The Extra, she found that changing colors, enlarging fonts and fashioning link "buttons" made things much easier for less experienced and elderly computer users. And so they were incorporated into Link-SF.

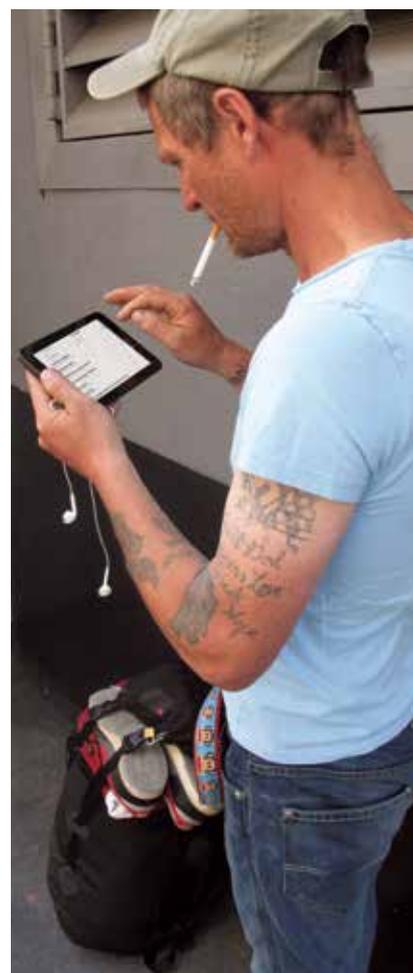
A Link-SF search for medical care quickly directs users to 134 facilities from S.F. General to St. James Infirmary with full descriptions of available services and hours of operation. Navigating the site is easy and the links to providers are direct and fast.

"Link-SF is a great contribution to people," McCollister said. "I hope more caregivers and service providers become aware of it. They could use the site to help their clients."

The open source code that Link-SF uses is available for any tech entrepreneur. Impressed with Link-SF's quality and technical sophistication, the Queens Public Library adopted the code and put up a Website of social services in the New York City neighborhoods served by its 68 branches.

St. Anthony Foundation owns and operates Link-SF. Like all Websites, it collects data from site visitors. Zendesk monitors the data — called analytics — the same info Google searches collect.

"We're only interested in how many people visit the site, what type of device they use to access the site, and how long they stay on site," said Megan Trotter, Ten-



JONATHAN NEWMAN

On 11th Street, John, 45 and homeless, pinches his DigiLand tablet searching for Link-SF, the Zendesk-designed mobile app that connects people to social services citywide.

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MARK HEDIN

**Daldas** is the second Tenderloin store to get public help converting to healthy fare. Right, an employee at The Market pauses over the store's cider display.



LISE STAMPFLI

# Corner store faceoff: tops in TL vs. tech's market

## 2 neighborhood markets display income inequality

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quor store is a part of City Hall's policy nod to food justice.

In the nearby fridge are waters, teas, juices, aloe, coconut beverages and kombucha, replacing wine and champagne. Deeper in the store are nuts, dry goods such as rice and beans and, in the deli case, blocks of cheese and a selection of meats — chicken and beef links, about a half-dozen different Oscar Meyer sandwich meats, hot dogs, sausages, bologna, bacon, breakfast sandwiches and barbecued beef heroes.

Chips and wine, candy, tobacco, liquor, lottery tickets and sundries as varied as batteries, toiletries, bug spray, condoms, phone chargers, headphones, cat food and even watches are all still readily available. Daldas still sees a steady stream of customers for such things, and beer distributors continue to roll in hand trucks stacked high with their products.

But nowadays, according to TNDC's Ryan Thayer, co-coordinator of the Coalition, the store's humble selection of fruits and vegetables stocked in two produce cases about 5 feet wide combined also needs constant replenishment.

"Anything for the community," says Satwinder "Bill" Multani, the always smiling, turbaned owner, who bought the place eight years ago.

### DALDAS A 'FRIENDLY PLACE'

Daldas is rocking from 7 a.m. till 2 a.m., seven days a week, Satwinder said, staffed by him and his wife and two employees. Satwinder is Punjabi from northern India. He said the store, named by his predecessors, means "friendly place" in Arabic.

Although the cash register at Daldas is ensconced behind what appears to be a bullet-proof, shoulder-high partition, and security cameras and strategically placed mirrors are plainly visible, Multani says that crime isn't much of an issue for him, and that he can usually shame the occasional shoplifter with reminders that his is a community store and should be treated respectfully.

Meanwhile, across the streetcar tracks South of the Slot, once you've passed the ever-present Admiral security guard at the front of The Market, its spacious aisles lead past sumptuous displays of fresh fruit and vegetables and high-grade coffee and craft beer offered at commensurate prices. There's a butcher, baker, fishmonger and a wine shop, too.

Customers can take a seat to eat from steaming trays of prepared foods such as barbecued chicken, Cajun potatoes and roasted vegetables, all for \$8 per pound. At the rear of the market is

concessionaire Azalina's, offering Malaysian food. There's also a pizzeria, a taqueria and a tapas bar with beer on tap and televisions overhead.

Several other food concessions operate from alcoves — each nearly as large as Daldas' entire space — where in one, shoppers can peruse chocolates, ice cream and other sweets made by the local company Nuubia, which describes its "amazing signature confections" as "the best artisan indulgences in the precise French discipline" made by "the first food producer in the world to earn the right to be labeled 'Wildlife Friendly,' 'Gorilla Friendly' and Palm-Oil Free."

Beauty products maker EO Exchange operates from another alcove, at the front of the store. "Love Life. Live Clean," its pitch on The Market's Website urges, so over-the-top PC that it smacks of satire: "Indulge your senses with EO natural & organic personal care, crafted with pure aromatherapeutic essential oil blends ... natural, GMO-free, gluten-free, and cruelty free," sourced from organic ingredients "whenever and wherever" possible and "formulated and manufactured" in, you guessed it, Marin County.

### HAPPY-HOUR BIVALVES

There's a sushi/oyster bar where the happy-hour bivalves go for a discounted price of \$1.50 each and each glass of wine is \$1 off, Market spokeswoman Elaine Trierweiler told The Extra.

In the south corner, accessible from 10th Street, is the uber high-end Blue Bottle coffee concession, and there's another cafe that opens at 7 a.m. in the other 10th Street corner, on Market Street. The rest of The Market opens daily at 8 a.m. and closes at 10 p.m.

"Visit your neighborhood market," its Website reads. The absence of parking makes the store inherently locally oriented, Trierweiler said.

A survey conducted by the Tenderloin Healthy Corner Store Coalition in 2013 found that the majority of the TL's corner stores had no fresh produce for sale, although all but eight, mainly the halal markets, carried alcohol and cigarettes.

The Coalition arose out of community frustrations over the inability to attract a full-scale supermarket into the neighborhood despite years of advocacy, and the survey work sprang from the Vietnamese Youth Development Center's interest in documenting the prevalence of tobacco retailers in the hood. The Coalition began working with TL merchants to provide what the neighborhood has never had — readily available fresh food.

The resultant Healthy Retail S.F. program this year is transforming three TL stores, another in the Bayview and one in Oceanview.

Last year, as the program finally got under way, Radman's, at 201 Turk St., was the first — and so far only — cor-

ner store to get made over. Supervisor Jane Kim presented owner Fadhl Radman with the Brother Kelly Cullen Service Award at TNDC's May 18 birthday celebration for emphasizing fresh produce, adding a meat counter and bulk bins for dry goods.

The Coalition also has been working with Amigo's Market at Ellis and Leavenworth to improve its produce display with new shelving, signage and architectural consultation on how to best use the limited space. This summer, the MidCity Market in the 900 block of Geary is also undergoing changes, most noticeably in an impressive U-shaped refrigeration unit the store helped pay for itself, along with consultation on store design, product placement and improved signage.

### JOBS AT THE MARKET

At Amigo's, the Coalition also helped coordinate with the EatSF program to enable its clients, typically those at risk of chronic diseases, to use its produce vouchers, becoming one of just four stores in the Tenderloin to accept them.

The Market, adjacent to the soon-to-open opulent Dirty Water bar, is the site of what the mayor's office touts as its top success in providing jobs for San Franciscans — those here before the tech boom, that is.

A dozen D6 residents from OEWD training programs were among the 43 hired at The Market early this year. Six were from ZIP code 94102 — the TL — and six from 94103, western SoMa. Trierweiler says 18 of The Market's em-

ployees are from those two ZIPs.

The jobs pay San Francisco's minimum wage, except for one or two line cook or lead line cook spots, where the pay ranges from \$15-\$17 per hour, according to OEWD data.

That might be enough for them to afford The Market's grass-fed ground beef at \$5.99 a pound or one of its pound-size mangoes at \$1.49 each — they cost 30¢ more at Daldas — but maybe not the organic tomatoes that run up to \$5.49 per pound.

The Market, whose owners plan to open two more such stores in the city next year, is of a scale and location to be the neighborhood's longed-for supermarket. But it's not.

The city's meager subsidy of the Tenderloin corner stores' transformation to healthier fare is in keeping with other City Hall policy on the TL/tech interface.

Twitter and related businesses moving into mid-Market got a tax break worth tens of millions. If the bottom line is your target, Mayor Lee and Supervisor Kim hit a bull's-eye and the Tenderloin way of life is simply collateral damage.

Their giveaway lured a consumer base affluent enough to finally be able to support a neighborhood supermarket.

But The Market is a seven-digit resource, out of reach for most of those who live North of the Slot. Their corner stores, like Daldas, will phase in healthier fare one market at a time under the city's investment of \$15,000 per store. ■

## Her generous service to TL comes to end

BY MARJORIE BEGGS

**DINA HILLIARD** is ending her work in the Tenderloin after 16 years of neighborhood service — first as a teacher, then as TL Community Benefit District executive director from 2006 to mid-2014, and, for the last year, as executive director of Safe Passage.

She helped found Safe Passage in 2008 and nurtured the all-volunteer organization until it finally got funding for staff in 2014.

At the end of August, Illinois native Hilliard heads back to a Chicago suburb with her husband and toddler daughter. Her successor hasn't been named.

"The richness and depth of my time here with you all will make this transition very difficult for me," Hilliard wrote colleagues in a July email announcing her departure. "You've taught me a great



CHRISTINA FINK

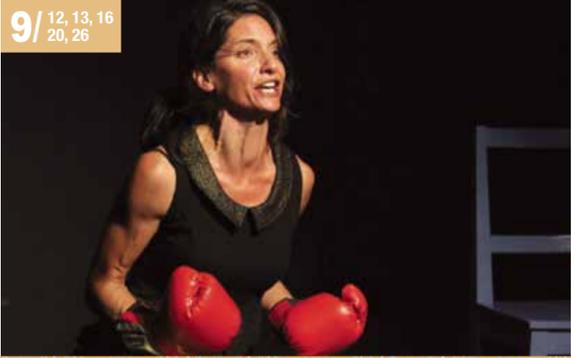
**Dina Hilliard** shares a spot with Yammer employee Ryan Triggs, volunteering for the day as a corner captain.

deal about compassion, tenacity, collaboration, love and celebration. I am so thankful for the work we've done together."

Good luck, Dina. ■

# What to expect from this year's

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# S.F. Fringe Festival

## That's not the answer — that's the perennial question

By JOHN BURKS

**D**ON'T ASK CHRISTINA Augello, artistic director and San Francisco Fringe Festival co-founder, to predict the highlights of this year's 15-day extravaganza, which opens Sept. 11. She'd only be guessing, same as she has since the festival's inception 24 years ago.

The fun part for Christina is studying the synopses of the 35 productions to be staged to discern which will be the biggest treat. For her, she'll want to catch that performance first.

"There's always one that tickles my imagination. Always one in particular that I'm really looking forward to."

Which raises two questions: 1) How can it be that the Fringe Festival's head honcho has no more idea what to expect than the author of this story? And, 2) When she finally DOES decide which shows look most promising, is she ever disappointed?

"Not yet! I haven't been disappointed yet," she laughs. "I'm pretty good at reading the tea leaves.... And, you know, once the show gets rolling, it lives up to expectation ... or maybe expectations shift as it rolls on, and it's a great surprise. Either way."

How can it be that Fringe's artistic director has no idea what to expect? It's because shows are selected by drawing them out of a hat without regard to content. This year, about 120 indie theater

companies applied and 35 got lucky.

It's not strictly a random draw. Christina and crew first separate applications into four overlapping batches: dramas, entertainments, local and not local. Wouldn't want an overload of either dramatic arts or magicians & clowns — both genres totally fringe-worthy. And since SFFF's mission is to present works from near and faraway, they do their best to present a geographical spread.

Of the 35 theater groups in this year's Fringe Festival, 11 hail from San Francisco, seven from Oakland, nine from elsewhere in California, five from far-flung American cities plus one from Canada.

### OUT OF A HAT COMES ...

Winners are drawn from four hats, and a suitable balance is achieved. At no point are value judgments raised concerning the merits of each production. This is a "non-juried" selection process — a practice followed by nearly all fringe festivals in the world, starting from the very first 68 years ago.

Fringe was born in 1947, in Edinburgh, Scotland. Today, the Edinburgh Festival Fringe bills itself as "the largest arts festival in the world," a claim hard to dispute, considering that last year's featured 49,497 performances of 3,193 shows in 299 venues over three weeks.

Edinburgh's beginnings were far humbler. '47 saw the founding of what

was called The Edinburgh International Festival, "created to celebrate and enrich European cultural life" in the wake of World War II. When eight theater companies showed up uninvited, international festival directors regretfully could find no room for them to participate.

Undaunted, the "uninviteds" cobbled together improvised venues nearby; "on the festival fringe," there to strut their stuff — and strike a spark that burns bright unto this day. These original fringe directors drew enthusiastic crowds, and "fringe" became an ongoing side-festival year after year. In 1958, the fringers declared themselves The Edinburgh Festival Fringe Society, which carries on even now.

The Edinburgh fest's constitution codified the ethos that drew those uninvited players to Scotland in '47. The society would "take no part in vetting the festival's programme." Nonjuried made official. EFFS would welcome all comers, exercising no control over what was presented. "To this day," EFFS declares, "that policy remains at the core of our festival and we're proud to include in our programme anyone with a story to tell and a venue willing to host them." That's the spirit of S.F. Fringe as well.

### FRINGE BEGAT FRINGE BEGAT ...

Eventually, Fringe spanned the planet. The North American granddaddy is Edmonton's, founded 1982. Fringe would premiere in the U.S. in 1991 with the Orlando Fringe Festival; EXIT Theatre's S.F. Fringe the following year.

Now there are fringe performances also in Adelaide, Boston, Budapest, Cal-

gary, Cape Town, Chicago and Cincinnati. Not to mention Dublin, Glasgow, Halifax, Hollywood, Indianapolis, London, Melbourne, Minneapolis, Montreal, New Orleans, Orlando, Ottawa, Perth, Prague, San Diego, Singapore, Sydney, St. Louis, Tel Aviv, Toronto, Vancouver, Victoria, Washington, D.C., Winnipeg, and elsewhere.

### WE ALL KNOW WHAT WE LIKE

A common complaint, one that Augello has heard through the years, is that people who want to attend are afraid they'll make a bad choice and choose shows they won't enjoy.

Augello mentions a local theater critic who has made a career of avoiding the Fringe Festival because of this "iffy" perception. Which she finds ridiculous. "I mean, we all know what we like. You like clowns, we've got clowns. Serious introspection, we've got that. Magicians, yes. Musical shows. You name it."

"So you decide which genre appeals to you and take it from there. All you need to do is consult the capsule descriptions on our Website."

OK, let's. A quick sampler of this season's more evocative titles: "Date Night at Pet Emergency," "Wretch Like Me (or how I was saved from being saved)," "Fluffy, a Gorilla," "From Como to Homo," "The Rita Hayworth of This Generation," "hush."

Digging deeper into nuggets from the synopses: "Perpetual Wednesday": Two magicians, Walter and Bruce, find themselves locked in a police interrogation room. They've been accused of murder. But they can't quite agree on

**"We all know what we like. You like clowns, we've got clowns. Serious introspection, we've got that. Magicians, yes. Musical shows. You name it. So you decide which genre appeals to you and take it from there."**



Christina Augello  
ARTISTIC DIRECTOR, SAN FRANCISCO FRINGE FESTIVAL

whether they committed it or not ...

"The Sieve of All Parts": A wild anatomical ride for both audience and performer, as solo artist Mandy Greenlee unveils a world of characters emerging from her heart, ovaries, pancreas and other organs. Exposing the personalities that live inside ...

"The Ineffable Experience of Impossible Achievements": Awarded a 2014 "Best of S.F. Fringe Festival," Sebastian Boswell II returns with a new show, featuring mind reading, strange physical feats and tales culled from his lifetime of travel to the far corners of the world, training with mystics ...

"Nice Is Not What We Do (tales of death & family)": Step right up for dueling eulogies! Members of a far-flung family swoop into town for their father's funeral, and Kathleen's sister says to her, "Say something nice." But Kathleen has a problem. She was Dad's sparring partner ...

Read 'em and take your choice, or choices. Augello admits there's an inevitable hit-and-miss aspect to the process, same as when you choose a movie to attend or a book to read. They're not all

created equal, but she doesn't get many complaints.

"Our audiences tend to be adventurous, given the nature of fringe," Christina says. "They're here to experience something new, here for discovery. And it's cheap. Our tickets go for \$12, even cheaper if you go for a package deal. So, if you didn't like this show, try another."

Shows run 60 to 90 minutes, and Christina recommends catching two or three the same day/evening. An afternoon performance, early dinner, a couple more evening shows — a double- or triple-header plenty to chew on and still get home at a reasonable hour.

### SORT OF LIKE BEING ROADIES

Fringe is just one of Augello's responsibilities. She's been EXIT Theatre's artistic director since founding the company with Managing Director Richard Livingston in 1983. Fourteen years ago she created DivaFest, an offshoot to support female theater artists. An accomplished actress herself, she's performed in numerous fringe festivals, in DivaFest productions and more.

But never once has she performed at the festival she founded. Not for lack

of opportunity, nor false pride, but because she thrives on nurturing theater and theater people. She wouldn't dream of doing anything that might interfere with that responsibility, one she sees as central to both EXIT's and the Fringe's mission.

"We're here to support the players and the writers," says Augello. She commands a staff, augmented by 60 volunteers, who deal with everything from publicity and housing to ticket sales, tech demands, helping out-of-town artists navigate the Tenderloin — everything it takes to put on the shows, aside from writing, directing and acting.

It's not unlike the services roadies perform for rock bands. Schlepping tons of instruments and gear, stringing guitars, setting up drumkits, plugging cords into amps, doing soundchecks, icing the libations and laying out the snacks, so when it's time to wait for the people, the musicians can concentrate on just that, without distraction.

Likewise S.F. Fringe. "We try to create a setting where all the companies have to do is perform — well, that, and they need to be able to set up their shows in 15 minutes and take them down in 15 minutes. That's mandatory so we can keep a tight schedule."

S.F. Fringe gives all proceeds to the performers: 100% of the box office. The organization offsets this by pursuing arts grants and donations, plus income from EXIT Theatre productions.

"It's all about the Fringe performers, not about us," says Christina with quiet pride, imploring this writer not to quote her too profusely in this article. "All about the performers."

San Francisco Fringe Festival will offer 150 performances by 35 indie theater

Photos of a smattering of Fringe performances with the dates they're on stage. Clockwise from top left:

**Schnachtner vs. Schnachtner** Abby Schnachtner picks apart her brains during a Vegas-style, on-stage fight. **The Interview** In a one-act tragicomedy, Melrose and Bug discover the meaningless nature of holding a job. **Zurich Plays** Dadaists present a surrealist spectacle of post-World War I Dada history, a West Coast premiere. **Perpetual Wednesday** Two magicians locked in an interrogation room and accused of murder ponder whether they committed the crime or not. **In Denial: A One-Woman Show** Clown Velma Patterson dreams of becoming a Broadway superstar and superhero. **The Ineffable Experience of Impossible Achievements** 2014 Best of SF Fringe winner Sebastian Boswell III baffles the audience with mind reading, odd physical feats and more.

**Date Night at Pet Emergency** After their dog ODs, solo performer Lisa Rotbman bickers with her husband about money and other comubial concerns. **Wretch Like Me (or how I was saved from being saved)** David Templeton's solo show about his teenage years as a fundamentalist Christian.

ater companies during its September 11-26 run at the EXIT Theatre, 156 Eddy St. For details, check out sffringe.org. ■

John Burks, former chairman of the Journalism Department at S.F. State University, is president of the Board of Directors of the nonprofit Study Center, which publishes Central City Extra.



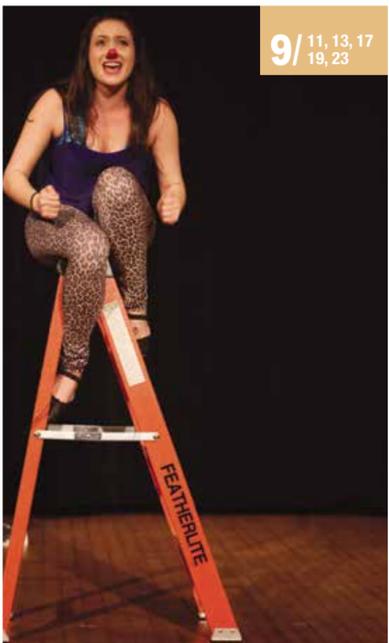
9/13, 18, 20, 24



9/11, 19, 20, 25



9/12, 17, 19, 26



9/11, 13, 17, 19, 23



9/12, 15, 19, 20, 24



San Francisco

# Free Workshops for SOMA Small Business Employees & Owners

While the SF Bay Area is world-renowned for its leading technology companies, Small Businesses have been left behind. **Urban Solutions** is introducing a new program for Small Business owners and their employees to bridge this Tech Divide.

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For questions, give us a call and ask for Damon!

### Additional Dates:

- August 20
- September 17
- October 22\*
- November 19
- January 21
- February 18
- March 17
- April 21

### \*(4th Thursday)

3rd Thursday of each month

4:00-7:00pm

4:00-4:15

Registration and administrative

4:15-6:30

Content

6:30-7:00

Networking with Tech Companies and each other

Visit our website or go to

<http://bit.ly/1HFbkXQ> for more Information.

### August Goal Setting+

- Wix
- Hack the Hood

### September Communications & Marketing

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- Ooma
- EventBrite

### October Pay Processing & Inventory

- Square
- Bento

### November Small Business in the Cloud

- Google for Small Business
- Office 360
- Drop Box
- Evernote

### January Accounting

- Xero
- QuickBook

### February Building Customers

- Yelp
- Salesforce
- Air BNB

### March Access to Capital

- Kiva
- Indie Go Go
- Urban Solutions

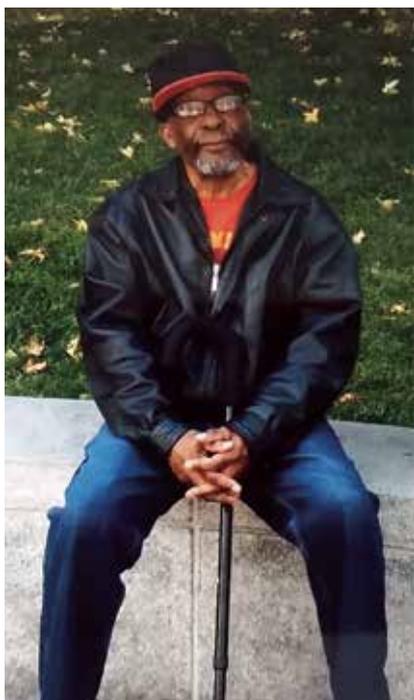
### April Closing Ceremony

- Urban Solutions

### Our Sponsors:



SoMA Stabilization Fund



COURTESY CANON KIP

**HERMAN DUNBAR**  
**Well-remembered**

The gathering was small, the sense of loss large at the memorial service July 2 for Canon Kip resident Herman Dunbar, who died in his room five days before. He was 70.

"We're gonna miss him a lot," a social worker said, fighting tears. She described Mr. Dunbar as "a very sweet, nice guy," and recalled him laughing and joking at morning coffee. He was just "a very nice person," she said. "He looked great on Friday," just hours before passing.

"I was holding his hand as he took his last breath," neighbor Sandra Bacon told The Extra afterward as she scrolled through her iPad, calling up photos of

the man she'd taken trips and gone to ballgames with, watched TV, sang together and teased each other as they passed the time. "Oh, we had some good old days," she said.

"Death," another friend said, "comes like a thief in the night. You don't even expect him, he just shows up on your bed. Either that or it shows up with bright lights. Next day, bam! I hope I go like that."

"He called me the guardian angel, and I called him Lucifer," Bacon said. "We used to just go back and forth. We were opposite. He liked different music. I'd put on gospel and he'd put on the blues. And he was a scholar, so intelligent, always teaching me. I loved it. Last night I accidentally phoned him."

She told the gathering how she'd long tried to get him to church, and was grateful that he'd finally accompanied her two weeks before his death. Another Cannon Kip resident interrupted saying he'd never seen them argue.

"Oh quit playing, we argued every day!" Bacon said.

"It was always fun to say hi to Herman because he was so crazy. I don't mean crazy, I just mean funny," said a woman who arrived late and left early.

"I couldn't stop crying when I heard," said a man who called Mr. Dunbar his oldest friend. "I been knowing him since I was 21. I'm 68 now. You do the math. He used to read all day," and was "very intelligent."

Mr. Dunbar died 50 years to the day after he'd enlisted in the Air Force, Bacon pointed out, as she passed his military ID card around the room, along with her iPad showing a video of Mr. Dunbar in his room and stills of him in the Warriors T-shirt she'd bought him.

Mr. Dunbar had served in Vietnam, Bacon said, arriving at Travis Air Force

Base from Arkansas to begin a four-year enlistment. "After he got out, he never wanted to go back," Bacon said.

"I was going to have him cremated," she said, "but I can't find it in my heart to do that." She was planning another memorial service.

"We're not really ever finished," Rev. Kathryn Benton said, concluding the service by reading, "On Joy and Sorrow," from Kahlil Gibran's "The Prophet." It described how those emotions are intertwined. The depth of one's grief is proportional to the joy that preceded it, she said, and joy runs as high as the sorrow was low.

Bacon lingered as the gathering dispersed and softly broke into song, singing snippets of "This Little Heart of Mine" and "He Touched Me." ■

— Mark Hedin

**THOMAS "TOMMY" GALIATA**  
**A good neighbor**

Remembrances came fast and heartfelt at the July 7 memorial for Thomas Galiata: "a good friend," "such a joker," "always willing to talk," "my coffee buddy."

Nineteen people filled the room at Bishop Swing Community House to celebrate the life of Mr. Galiata who had moved from the streets to the brand-new South of Market supportive housing facility soon after it opened six years ago. He died in hospice June 16 at age 59.

"This is an important gathering," Travis Hamilton, support services manager, told the mourners, about half residents and half staff. "It's our opportunity to say our personal goodbyes to Tommy."

Rev. Kathryn Benton, co-minister of the Church for the Fellowship of All Peoples, on Larkin near Broadway, officiated, opening with a prayer based on a Quaker hymn — "Drop thy still dews of quietness, till all our strivings cease..." — then invited people to share their memories.

"Tommy was my neighbor," said Yolanda Kennedy, who moved into Community House around the same time as Mr. Galiata, "and he came every morning to see me when he was well. He'd check to see if my garbage needed emptying or if I needed anything else."

When his health failed and he was in and out of the hospital, he'd share the results of his medical tests with her, a sign of his trust and friendship, Kennedy said.



COURTESY BISHOP SWING COMMUNITY HOUSE

"And in the end, when he was so sick, I'd bring him smoothies. He was a good friend to me, and I'll miss him."

"Stella" — preferring the anonymity of her middle name, she said — prefaced her remembrances by expressing dismay about how few people attend memorials at Bishop Swing Community House: "I'm quite upset about this. We should all come to honor people like Tommy."

Stella admitted that she liked to give friends special names: "I called Tommy 'The Weasel,' but affectionately, and he'd answer to that, like when I'd ask him to help me with something. I call myself 'Big Mouth.' So Weasel," she ended, crying, "this is the last goodbye from Big Mouth."

Louis Caminici, who's lived here for five years, said he'd seen Mr. Galiata just a week before he died. "He looked fine and was friendly, like always. He always had a smile and was willing to stop and talk — and he was a paisan, too, like me."

Caminici picked up a guitar, moved to the front of the room and, with three others, led the mourners in "Amazing Grace." He was joined by Ralph Reyes, a three-year resident, Stella, here six years, and intern case manager Ted Atwood, also on guitar. For five months, Atwood has been leading weekly Music in Therapy sessions for residents, a popular activity that draws up to eight people.

"I can still sense Tommy's spirit here," said Rev. Benton when the song was done. "I can hear it — he's still alive in our hearts." ■

— Marjorie Beggs



**HOUSING APPLICATIONS ARE BEING ACCEPTED FOR THE KNOX AND BAYANIHAN HOUSE**




**The Knox**      **Bayanihan House**

Please go to 241 6th Street, San Francisco, CA for applications

**The TODCO Single Room Occupancy (SRO) Housing Waiting List is open** for the Knox and the Bayanihan House. If your name is currently on any TODCO Housing Waiting List and you would like information on your current status, please call the TODCO Marketing Office at 415-957-0227 on Fridays' only.

Building	Size & Amenities	Max/Min Household Income Limits	Rent as of Feb. 1, 2015
<b>The Knox SRO</b> located at 241- 6th St. & Tehama is accepting applications and has an <b>OPEN WAITLIST</b>	<b>SRO – 1 Person or Couple</b> Room size: 10 ½ x 18 (Semi-Private) bathroom 7 x 7 Unit amenities: sink, microwave, refrigerator, 2-burner stove, closet, single bed Building amenities: small gym, library, private lounge, roof top garden, community kitchen, laundry facility, 24 hour staff & surveillance	1 person	Move-in deposit \$687
		2 person	Monthly rent \$687 plus utilities
<b>Hotel Isabel</b> located at 1095 Mission <b>CLOSED WAITLIST</b>	<b>SRO – 1 Person</b> Shared bathroom Unit amenities: sink, microwave, refrigerator, 2- burner stove, closet and single bed	1 person	30% OF INCOME
		No minimum income	Requires a Certificate of Homelessness
<b>Bayanihan House</b> (Non-assisted units) located at 88 – 6th St. & Mission. <b>OPEN WAITLIST</b>	<b>SRO – 1 Person or Couple</b> Room single: 10½ x 12, shared bathroom Double occupancy: 12x12, shared bathroom Unit amenities: sink, microwave, refrigerator, 2-burner stove, closet, single bed Building amenities: community kitchen, 24 hour staff & surveillance, laundry facility	1 person	As of Jan. 1, 2015 Move-in deposit \$590
		Couple	Monthly rent \$590
		Minimum income of \$889.40/month	Utilities included

TDD: (415) 345-4470



**Tenderloin turns to technology**

▶ CONTINUED FROM PAGE 2

derloin Tech Lab program manager for three years, now Zendesk community program manager. The data will be crucial in creating future versions of Link-SF, Trotter said.

Of Link-SF's 2,700 visitors a month, nearly 25% are from outside San Francisco, according to Trotter. More than 350 are repeats. Last January's biennial count pegged the city's homeless population at 6,686.

St. Anthony's is finding that the cost to maintain Link-SF and conduct scheduled updates on its own is still within the agency's means. Julie Berlin, the Lab's manager, handles the site's upgrades and corrections, often brought to her attention by site users and St. Anthony staff, as well as the service providers themselves. She credits Zendesk with building an "extremely user-friendly database update platform."

"I am able to do it now. Zendesk is a remarkable, constant partner. I know I can call on them, if problems arise," Berlin said. According to Trotter, Zendesk engineers who developed Link-SF meet weekly and they'll step in, if technical glitches pop up that St. Anthony's can't handle.

HAP tries to update its resource manual every two years, according to

Julie Rosenthal, director of services at the S.F. Bar's Justice & Diversity Center, which oversees HAP. When major overhaul of Link-SF is needed, St. Anthony's will have to return to the Zendesk experts to build a bigger, faster and more complete site and to make access to the information available for a new wave of hand-helds and computers.

"We've shown what's possible to achieve, what can happen when people work together," Robillard said. "When the next generation of new equipment comes into wider use, we'll be inviting our tech neighbors to help us again."

Aside from the mechanical aspects of equipment and the need for compatible portals and platforms, Berlin notes the larger question lies in how society recognizes and uses tech-based responses to poverty.

"I go to community meetings and I tout Link-SF," Berlin said. "It is the default opening Website on all the Lab's computers and prominently mentioned in our Lab brochures. Case managers and service providers need to be aware of how the site can help people and how it can market their services. In the future, as we all get more tech-savvy, site navigation will be more sophisticated and open referral networks and individual portals will be answering people's needs." ■

# COMMUNITY CALENDAR



IRENE SEGURA

**Andre Theierry** plays zydeco at *Mint Plaza*, Aug. 20, *People in Plazas*.

## SPECIAL EVENTS

**Board of Appeals** hearing to discuss replacing 101 Hyde St. post office with market-rate housing, Aug. 12, 5 p.m., City Hall, Room 416.

**Friday Night Market**, U.N. Plaza every fourth Friday through October (Aug. 28, Sept. 25, Oct. 23), 5-9 p.m., features live music or DJ, food trucks, full bar sponsored by Lefty O'Douls, local artists and craftspeople selling their work. Info: [fridaynightmarketsf.org](http://fridaynightmarketsf.org).

**Intro to Urban Bicycling**, Aug. 26, 6-7:15 p.m., 631 O'Farrell (The Hamilton). S.F. Bicycle Coalition free workshop: city road rules, route planning and more, followed by a bike repair program and safety check at Yellow Bike Project. Register: [sfbike.org/education](http://sfbike.org/education).

## ARTS EVENTS

**People in Plazas**, free music through October. Civic

Center Plaza, Wednesdays, noon-1 p.m.: Aug. 5, Saddle Cats (Western swing); Aug. 12, Hiwatters (surf); Aug. 19, Futuro Picante (Mission youth salsa band); Aug. 26, Sony Holland (jazz vocals). Mint Plaza, Thursdays, 12:30-1:30 p.m.: Aug. 6, Steven Espaniola (Hawaiian); Aug. 13, Skunkweed Junction (country); Aug. 20, Andre Thierry (zydeco); Aug. 27, City Opera SF (opera). Info: [peopleinplazas.org](http://peopleinplazas.org).

**Saturday Write Fever**, Aug. 8 and every 2nd Saturday, 8:30 p.m., Exit Cafe, 156 Eddy St.. Free. Audience members perform monologues created in 30 minutes by writers on pre-selected topic. No experience needed to write or perform. Info: [theexit.org](http://theexit.org).

**Making a Scene: 50 Years of Alternative Spaces**, through Aug. 20, SOMArts, 934 Brannan St. NEA-supported retrospective exhibition of dozens of Bay Area artist-run, independent, alternative spaces and social justice trailblazers who used the spaces, such as Galería de la Raza, Bay Area Video Coalition, Queer Cultural Center, African American Art & Culture Complex. Info: [somarts.org/makingascene](http://somarts.org/makingascene).

## REGULAR SCHEDULE HOUSING

**Tenant Associations Coalition of San Francisco**, 1st Wednesday of each month, noon, 201 Turk St., Community Room. Contact Michael Nulty, 339-8327. Resident unity, leadership training.

## HEALTH AND MENTAL HEALTH

**CBHS Client Council**, 3rd Tuesday of month, 3-5 p.m., 1380 Howard, Room 515. Consumer advisers from self-help groups and mental health consumer advocates. Public welcome. Info: 255-3695. Call ahead as meeting location may change.

**Healthcare Action Team**, 2nd Wednesday of month, 1010 Mission St., Bayanihan Community Center, 11 a.m.-12:30 p.m. Focus on increasing supportive home services, expanded eligibility for home care, improved discharge planning. Light lunch. Call James Chionsini, 703-0188 x304.

**Hoarding and Cluttering Support Groups**, weekly

meetings at various times, conducted by Mental Health Association of San Francisco, 870 Market St., Suite 928. Info: 421-2926 or [mentalhealthsf.org/group-search](http://mentalhealthsf.org/group-search).

**Legal clinic**, 4th Thursday of the month, 507 Polk St., 10 a.m.-noon. Legal help for people with psychiatric or developmental disabilities who need help with an SSA work review, sponsored by People with Disabilities Foundation. Sliding-scale fee. By appointment only: 931-3070. Info: [pwdf.org](http://pwdf.org).

**Mental Health Board**, 3rd Wednesday of the month, 6:30-8:30 p.m., City Hall, room 278. CBHS advisory committee, open to the public. Call: 255-3474.

**Tenderloin Healthy Corner Store Coalition**, 4th Thursday of the month, 3 p.m., Kelly Cullen Community Building, 220 Golden Gate Ave., 2nd floor auditorium or 5th floor gym. Public meetings to discuss legislation that encourages corner stores to sell fresh food and reduce tobacco and alcohol sales. Info: Jessica Estrada, [jessica.healthytetail@gmail.com](mailto:jessica.healthytetail@gmail.com), 581-2483.

## SAFETY

**SoMa Police Community Relations Forum**, 4th Monday of each month, 6-7:30 p.m. Location varies. To receive monthly email info: 538-8100 x202.

**Tenderloin Police Station Community Meeting**, last Tuesday of month, 6 p.m., police station Community Room, 301 Eddy St. Call Susa Black, 345-7300.

## NEIGHBORHOOD IMPROVEMENT

**Alliance for a Better District 6**, 2nd Tuesday of each month, 6 p.m., 230 Eddy St. Contact Michael Nulty, 820-1560 or [sf\\_district6@yahoo.com](mailto:sf_district6@yahoo.com), a districtwide improvement association.

**Central Market Community Benefit District**, board meets 2nd Tuesday of month, Hotel Whitcomb, 1231 Market St., 3 p.m. Info: 882-3088, <http://central-market.org>.

**Friends of Boeddeker Park**, 3rd Thursday of the month, 3:30 p.m., park Clubhouse, Eddy and Jones. Info: Betty Traynor, 931-1126.

**Gene Friend Recreation Center Advisory Board**, 3rd Thursday of month, 5 p.m. Works to protect SoMa resources for all residents. Gene Friend Rec Center, 270 Sixth St. Info: Tim Figueras, 554-9532.

**Tenderloin Community Benefit District**. Full board meets 3rd Monday at 5 p.m., 55 Taylor St. Info: 292-4812.

**Safe Haven Project**, 4th Tuesday of each month, 3 p.m., 519 Ellis St. (Senator Hotel). Contact: 563-3205, x115, or [centralcitysafehaven@gmail.com](mailto:centralcitysafehaven@gmail.com).

**SoMa Community Stabilization Fund Advisory Committee**, 3rd Thursday of month, 5:30 p.m., 1 South Van Ness, 2nd floor. Info: Claudine del Rosario, 701-5580.

**Tenderloin Futures Collaborative**, 3rd Wednesday of the month, 11 a.m.-noon, Tenderloin Police Community Room, 301 Eddy. Presentations on issues of interest to neighborhood residents, nonprofits and businesses. Info: 820-1412.

## SENIORS AND DISABLED

**Mayor's Disability Council**, 3rd Friday of month, 1-3 p.m., City Hall, room 400. Call: 554-6789. Open to the public.

**Senior & Disability Action** (formerly Planning for Elders/Senior Action Network), general meeting, 2nd Thursday of month, 9 a.m.-noon, Universal Unitarian Church, 1187 Franklin St. SDA Housing Collaborative meeting, 3rd Wednesday, 1 p.m. HealthCare Action Team meeting, 2nd Wednesday, 1010 Mission St., (Bayanihan Community Center). For info about SDA's Survival School, University and computer class schedules: 546-1333, [www.sdaction.org](http://www.sdaction.org).

## DISTRICT 6 SUPERVISOR

**Jane Kim**, member, Land Use Committee, School District, Transportation Authority; chair, Transbay Joint Powers Authority Board of Directors; vice-chair Transportation Authority Plans & Programs Committee  
Legislative aides: Sunny Angulo, Ivy Lee and April Veneracion

[Jane.Kim@sfgov.org](mailto:Jane.Kim@sfgov.org) 554-7970

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### Contact us:

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Fax: 552-8109

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**1663 Mission Street, Suite 310**

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<b>CRN</b>	<b>Jour 19: Contemporary News Media</b>		
76160	T R	9:40 - 10:55 AM	HC 205
76881	W	6:30 - 9:20 PM	Mission / Rm 217
			Graham
<b>76162</b>	<b>Jour 21: News Writing and Reporting</b>		
	M W F	10:10 - 11:00 AM	HC 203
			Gonzales
<b>72111</b>	<b>Jour 22: Feature Writing</b>		
	R	6:30 - 9:20 PM	Mission / Rm 217
			Rochmis
<b>76415</b>	<b>Jour 23: Electronic Copy Editing</b>		
	W	6:30 - 9:20 PM	Mission / Rm 218
			Rochmis
<b>76882</b>	<b>Jour 24: Newspaper Laboratory</b>		
	M W F	12:10 - 1:00 PM	BNGL 615
			Gonzales
<b>74606</b>	<b>Jour 26: Fundamentals of Public Relations</b>		
	T R	11:10 - 12:25 PM	HC 205
			Graham
<b>75930</b>	<b>Jour 29: Magazine Editing &amp; Production</b>		
	T	6:30 - 8:20 PM	Mission / Rm 217
			Lifland
<b>72312</b>	<b>Jour 31: Internship Experience</b>		
		Hours Arranged	BNGL 615
			Gonzales
<b>76416</b>	<b>Jour 35: Internet Journalism</b>		
	T	6:30 - 9:20 PM	Mission / Rm 218
			Rochmis
<b>75932</b>	<b>Jour 36: Advanced Reporting</b>		
	M	6:30 - 9:20 PM	Mission / Rm 217
			Gonzales

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