



# CALIFORNIANS FOR PRESERVATION ACTION NEWSLETTER

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## Preservation Education in Santa Cruz

Hundreds of elementary school students have been turned on to the excitement of discovering their community's heritage, thanks to a one-year pilot project in preservation education, funded for grades K-6 in Santa Cruz County by the National Trust for Historic Preservation.

Developing a wide range of curriculum materials that involved a variety of learning skills, the program included introductory material for the youngest grades, units tied to regional history for middle grades, and suggested outlines for individualized projects for upper grades.

### K-2: Introducing the Past

The goal at the youngest level was simply to create an awareness that life was very different in the early days of the community.

One popular resource developed by the project was a slide/tape unit based on a local landmark. Called "The Birthday House," it tells the story of an old house whose owners gave a big party to celebrate its 100th birthday.

Children were astonished to learn that a house could be so interesting! The presentation made them much more aware of architectural detail; raised questions about who built the house and who lived there; and helped them appreciate the work that goes into maintaining and restoring an older home.

Accompanying the slide unit was an inexpensive History Trunk, consisting of durable, safe, non-valuable antiques from the late 19th century; children had a chance to handle (and sometimes use) items such as a rug beater, carpenter's



plane, lace doilies and baby's dress, or sad iron.

The most appropriate field experience at this level was a brief walk through a nearby, older residential area, to develop students' awareness of variety in materials, color, design motifs, treatment of major architectural elements, and condition.

### 3-4: Local History Stressed

Curriculum and resources developed for the middle grades (3-4) were based on preserved historic sites that could be visited by classes and was geared to teachers who were teaching California History and would include a local element if appropriate resources were made available. The major thrust of the project was to develop and promote a series of "packages" based on sites that (1) reflected important elements of County history, and (2) illustrated various possibilities for preservation.

Looking around, we found both urban and rural examples; homes, businesses and industries were included; ownership included variations of both public and private; preservation ranged from stabilization to lavish restoration. In all cases, tours were provided by the owners or agency in charge, so limited staff time could be focused on development rather than implementation of the program.

Resource packages included a slide/tape review, map, discussion guide, library references, creative activities, and artifacts for classroom loan.

Student interest and understanding of these units was fantastic, often surprising teachers in its intensity. One teacher reported that after the class field trip to the former Cowell Ranch (once a major limestone industry, now UCSC campus), four of his students returned with their parents the next weekend and conducted the tour themselves!

### 5-6: Community Discovery

At this level the project focused on teachers with some initiative who wanted to develop in-depth, localized projects with a research emphasis.

These projects involved numerous small field trips: to observe and draw the structures, to search old photos in museum collections, to interview old timers, to study old maps at the county surveyor's, and to do library research using both recent and old sources.

The students were terribly flattered to be per-

## Preservation Education Continued

mitted the use of "grown up" materials and the chance to do "real" research. These projects were spectacularly motivating, even for the most lukewarm students. One teacher even had her most troublesome student ask permission to go to the library after school to do extra work! And many parents later commented how much they had learned from their children's non-stop dinner-time reports.

### County-wide Activities

Most of the project was devoted to developing and testing materials for individual classroom use. But some aspects of the program were more effectively carried out on a county-wide basis.

Many teachers, early in the year, lamented the abysmal lack of reference materials in individual school libraries related to regional history or historic architecture. Using donated materials, packets on this subject were assembled and distributed to all 45 schools along with a complete local bibliography and cover letter.

Summarizing the year's activities, a free teachers' workshop was offered to present the many approaches and local resources for increasing young people's awareness and appreciation of local heritage.

In conjunction with the workshop, a teacher's handbook was developed and printed with a small grant from the County Schools. One copy was given to each school for the teacher resource library, and other copies made available at cost to individual teachers.

(The handbook could offer some ideas to other communities that are interested in preservation education. Copies are available at \$4.00 from Historic Enrichment Project, 316 Walnut Avenue, Santa Cruz, CA 95060.)

### Program Legacy

Students in Santa Cruz schools are now being encouraged to think about questions such as: What are our community's historic resources? What makes them special? How can they be preserved? How can we support preservation?

The Historic Enrichment Project was a modest, one-year effort. Although it could well be continued and expanded, it did create an effective framework for an ongoing program in preservation education. Similar programs, either limited or long-term, could easily be established by educators, museums or historical societies in other communities. The immediate rewards are an educators dream and the long-term benefits well worth the effort.

This article was contributed by Cynthia Matthews, prime mover of this project, who will be on the program of our CPA workshop October 21.



San Francisco Stick (late 1870's-1890's)



Queen Anne (1883-1890's)

# Rehab Right

City of Oakland  
Planning Department



Neoclassic Rowhouse (1895-1915)

REHAB RIGHT produced by the City of Oakland Planning Department, provides the missing link in currently available home repair literature. Conventional home improvement books which offer detailed instructions are typically insensitive to architectural design and difficult to apply to older building styles. Restoration manuals, on the other hand, show architectural awareness, but their technical explanations are usually cursory. With the introduction of REHAB RIGHT, a thoroughly instructive and design sensitive manual is at last available to guide rehabilitation of pre-1945 houses.

REHAB RIGHT explains and illustrates every step of the rehabilitation process: from building permits to loan programs, from foundation settlement to electrical service, from handrail design to paint selection. Special attention is given to Oakland house styles, Oakland regulations, and Oakland resources, but the application to all California holds. In brief, the principles espoused are: retain or restore design integrity and do it with original materials whenever possible.

CPA is delighted with REHAB RIGHT and the distribution policy which encourages its use by common people who want to redeem vintage houses. Single copies are available free to Oakland residents from the Planning Department (City Hall - 6th Floor, 1421 Washington) and from numerous distribution points. Single copies are available free to California residents from the Office of Historic Preservation, P. O. Box 2390, Sacramento, 95811. Get a copy and use it.

### PLEASE NOTE

Two additional briefs on aspects of building preservation are available from the Technical Preservation Services Division, Office of Archeology and Historic Preservation (H.C.R.S.), U. S. Dept. of Interior, Washington, D.C. 20240. Brief #3 is Conserving Energy in Historic Buildings, while #4 is Roofing for Historic Buildings.

## Legislative Report

### THE CEQA EXEMPTION BATTLE

Prior Newsletters have detailed the adverse effects on the urban environment of a CEQA exemption: a housing project consistent with a "Specific Plan" could avoid an EIR. The CEQA exemption first appeared in an omnibus housing bill, AB 2979 (Roos), and, after major opposition, was defeated. The July Newsletter reported some of the unusual tactics employed in connection with AB 3717 (Lockyer), the CEQA exemption backed by the Administration. That measure was sent to interim study, which should have effectively killed it for this session.

Late in the legislative session, however, the CEQA exemption suddenly reappeared in a last minute amendment to a powerplant siting bill, SB 2003 (Holmdahl). Clever timing and heavy Administration lobbying prevented the opposition from being heard. A last ditch CPA telephone and lobbying campaign was effective in Assembly Ways and Means Committee: the Committee deleted the CEQA exemption from the bill.

The Governor's commitment to a CEQA exemption for the construction industry provoked his representative to inform legislators - contrary to fact - that CPA concerns had been worked out. The CEQA exemption was reinserted at the next Committee hearing. Again, the opposition was effectively denied a public hearing.

CPA brought this travesty to the attention of Speaker McCarthy, who promised to hold up SB 2003 until CPA's concerns were met. CPA and the Governor's Office negotiated amendments to protect the urban environment. CPA withdrew its opposition but expressed its concern that the measure would not meet the legitimate needs of housing or preservation.

The CEQA exemption in SB 2003 will probably not be used. Among the problems with the bill is the fact that few "Specific Plans" contain sufficient detail to qualify. As a meaningful alternative, CPA is developing a planning process for urban neighborhoods which emphasizes conservation and rehabilitation while providing for compatible in-fill housing. This proposal should be considered in an interim committee hearing.

### FINAL LEGISLATIVE ACTION

SB 1518 (Dunlap). Sacramento Historic Park. Awaiting the Governor's signature.

SB 1782 and SCA 61 (Garamendi). Tax exemption for rehabilitation work on qualified industrial or commercial property. SB 1782 died in Assembly Revenue and Taxation Committee. SCA 61 failed passage in the Senate.

SB 1817 (Garamendi). Exempted Native American structures of religious or cultural significance from all building codes. Died in the Assembly.

SB 2003 (Holmdahl). Originally a powerplant siting bill to which the Governor added a CEQA exemption for housing construction in built-up urban areas. CPA fought for and won amendments to protect the urban environment. Awaiting the Governor's signature.

AB 2703 (Levine). Imposed a 50% speculator tax on residential property. Failed passage in Assembly Revenue and Taxation Committee.

AB 2881 (Waters). Required public agencies to provide financial assistance to low and moderate income persons displaced by publicly financed rehabilitation. Financial assistance is required only when state or federal funds are available. Awaiting the Governor's signature.

AB 3207 (Agnos). Speculator tax on residential property. Failed passage in Assembly Revenue and Taxation Committee.

## Washington & Points East

Despite the mood of budget-cutting in both the Congress and White House, the Historic Preservation Fund will register a dramatic increase next year. Both the House and Senate have agreed to amounts considerably higher than the FY 1978 appropriation of \$45 million - which was also that requested by the President for '79. The House conferees, led by Interior Appropriations Subcommittee Chairman, Sid Yates (D-IL), will negotiate with the Senate Conferees, led by preservation advocate Patrick Leahy (D-VT).

The House agrees to \$60 million while the Senate stands at \$100 million, a difference that could cost state programs \$37 million in grant funds. The House is also insisting on restrictive language that would prohibit use of funds for "governmental" buildings and would require that 60% be for "neighborhood preservation in historic districts or for structures that will contribute to community restoration."

At the same time more Federal monies are assured, Heritage Conservation and Recreation Services (HCRS) administrative requirements for grants programs are being restructured to expedite spending and, thus, demonstrate the need for the higher funding levels to Congress. Western State Historic preservation offices are complaining bitterly that process is being sacrificed for product (greater expenditures) and that the new regulations could encourage fiscal irresponsibility. Further, preservation is losing ground to bureaucracy as the new regulations require much increased reporting to Washington at the expense of time spent servicing local preservation needs. Finally, HCRS appears to be saying that they have little faith in state offices' professional ability and are little interested in constructive comments from affected state offices.

Another alarming trend is HCRS' growing insistence on state programs that produce National Register nominations. A National Register focus

often works to the detriment of local survey. Preservation planning that deals with local needs builds momentum slowly through broad participation, carefully works toward comprehensive solutions, and then culminates in some National Register nominations. HCRS is putting the cart before the horse and, in the process, making good local planning which counts on state assistance very difficult; success, in Washington, is now to be quantified as dollars spent and nominations received. Sounds like Defense Department body count mentality has infiltrated Interior.

You should inform yourself immediately and relay your concerns to your congressional representative. It is misdirected priorities such as these that the Congressional Oversight Committee (see below) will study.

#### WASHINGTON BRIEFS

H.R. 6715 - The Technical Corrections Bill - clarifying recapture under the Tax Reform Act of 1976 and extending tax benefits to long-term lessees who restore historic properties may be resurrected by Congress after similar provisions were proposed as amendments to the Revenue Act of 1978.

H.R. 12900 which permits a \$35,000 loan guarantee for historic properties, an advance from the \$15,000 now permitted under HUD's Title I program, was favorably reported out of the House Banking Committee.

The Congressional Sub-committee on Oversight in Alaska Lands is now studying Interior's administration of the historic preservation program and National Trust use of its Federal allocation. Chaired by John Seiberling (D-Ohio), the sub-committee is investigating possible misplaced priorities and is expected to report in 8 weeks. More on this in our next issue.

#### THE GRAND CENTRAL CASE

You are probably aware that the U. S. Supreme Court handed down a crucial decision in the Penn Central Transportation Co. v. City of New York case. At last a preservation case captured the attention of the national media. In general the case upheld the constitutionality of preservation ordinances if the restriction is openly arrived at and reasonably related to the general welfare. Thus, the Court rejected the argument used to attack landmark ordinances: that landmark designation is a "taking" of private property and requires compensation. Restrictions in the New York City ordinance permitted landmark owners a "reasonable return" and "maximum latitude" consistent with preservation goals.

The Court's decision validates existing preservation ordinances and will encourage future expansion to include comprehensive preservation. For a legal analysis of the Grand Central case, we recommend the August 1978 edition of Preservation News.

## Broadway-Spring Street and New State Policy

Nomination of the Broadway and Spring Street districts to the National Register was finally approved by the Historic Resources Commission August 31 at a special meeting in Los Angeles. The combined districts include nearly 100 buildings, the old, virtually intact theatre district on Broadway and the one time Spring Street Financial Center.

The nominations, a product of a state funded survey, created an uproar in Los Angeles. Pressure from both the City and County was brought to bear on Natural History Museum staff to withdraw the nominations and on the State Commission to postpone any decision.

The Commission staff strongly recommended nomination of both Districts for the National Register as did the Los Angeles Conservancy, Keep Old Los Angeles, and Californians for Preservation Action. Four property owner groups in the Districts registered opposition with the Commission. The Central Redevelopment Agency assisted the Commission in explaining benefits of the District citations to property owners, but submitted a resolution opposing the Broadway Citation on the morning of the Commission's hearing, contending that too many buildings on Broadway were beyond rehabilitation and that the plan would inhibit "selective infill."

What this and other district nominations, such as that in Anaheim, have brought to us all is a curious new policy adopted by the State Historical Resources Commission in July. Sponsors of district nominations will be required to inform and educate affected agencies and jurisdictions, preservation groups ". . . and any other relevant business, civic or governmental organization" in order to acquaint them with the registration process and its effect on property owners; prior to submission of the nomination, a local meeting will be held and, if there is controversy, another local meeting will be scheduled by the State Commission to hear the nomination the day preceding regular hearings.

While we understand the State Commission's wish to spread understanding of the meaning of a National Register designation and are willing to assist nomination sponsors, an enormous burden is placed on sponsors. Local meetings before nomination submittal are an attempt to resolve conflict before it arises but it may take the form of a trial for conspiracy many sponsors would prefer to avoid. The end result of the policy may be to discourage district nominations except in the most placid of circumstances thus, in effect, limiting district nominations to areas whose future is secure.

The State Commission requires district sponsors to notify all interested parties of their intent to submit a nomination. Yet, to our knowledge, the Commission notified and consulted no preser-

vation group prior to the adoption of this policy. While we agree with the intent - education - we object to the possibly intimidating burden placed on sponsors; and we object to adoption of this policy with its possible negative impact on preservation in California without considering the opinions of California preservationists. CPA urges you to communicate your concerns, comments and opinions about this policy immediately to Kathryn Kaiser, Chairman, State Historical Resources Commission, P. O. Box 2390, Sacramento 95811.

#### PLEASE NOTE

The Conference of California Historical Societies' Annual Workshop, to be held November 3-5 at De Anza College in Cupertino, will include several sessions of interest to preservationists. Among the topics will be restoration as a community effort, as exemplified by Los Gatos. For details: California History Center, De Anza College, 21250 Stevens Creek Blvd., Cupertino 95014.

## Trinity Survey- Preservation in a Rural County

Trinity County received a state grant in March of this year to conduct a historic survey. Many citizens and community groups, including the Trinity County Historical Society (project sponsor), have been concerned about how best to preserve the historic character of the County, and feel that the survey will provide the documentation for that effort. The Planning Department intends to adopt the entire survey as the Historic Preservation Element of the County General Plan. The Historical Society expects, in addition to the possible publication of the survey, to submit a number of National Register nominations, including an enlarged Weaverville Historic District and the entire town of Helena, an intact mining town of the 1850's - 60's. The Architectural Review Committee for the Weaverville District will use the architectural studies of old homes to update its design review criteria. Finally, owners of historically significant homes have already begun to use survey research in restoration.

The county-wide survey, encompassing an area of more than 3,000 square miles, has been successful thus far because of the willingness and enthusiasm of Trinity County citizens, especially the old timers who share their knowledge of County history and participate in recording it. Methods used in a rural survey, of course, differ from those employed in an urban setting. The County has been divided into twelve geographical areas and the survey uses long-time residents of each area to coordinate the identification and documentation of resources. Sites are seen by foot, horse, or whatever means necessary. Forms used in other surveys are often not applicable because of the nature and large number of non-structural sites, such as thousands of mines. The question of "significance" has also been rethought to broaden the concept to encompass such multiple



Weaverville in the Twenties; the Old Fire House (with tower and square false front) center.

resources. Yet, in Trinity, just as in other surveys, people have enjoyed getting together to reminisce, look at old photos, and discuss history.

CPA has observed that growing community awareness of cultural resources, increased participation and informed leadership has produced immediate results. Survey personnel, gaining familiarity with state and federal law, preservation tools available, and agency responsibilities - the game and the players - have moved to salvage a misguided "restoration" project funded by the State. Weaverville's Old Fire Hall, one of five Chinese rammed earth buildings in the state, stands in disrepair at the center of the community's historic district, and at the heart of Old Weaverville Chinatown. Work to be performed would have essentially hidden the original structure from sight; networks originally opened by the survey contract permitted citizens to induce rethinking the "restoration" so that, now, the project will replace the front with redwood mill-run identical to the original, will stay with the original roof pitch and will display, not hide, the rammed earth walls. In addition, there is renewed interest in restoring all of Chinatown, a community of 2,500 now represented only by Moon and Dorothy Lee, owners of another rammed earth structure adjacent to the Fire Hall and across from the State Parks' restored Joss House. The ambitious future project for Weaverville Chinatown includes an effort to attract Chinese-Americans back to the community and has received encouragement from Secretary of State March Fong Eu.

CPA is much impressed with the Trinity Survey, the whole-hearted enthusiasm and participation of Trinity County citizens, the imaginative organization developed to deal with a project of this scope, the energy demonstrated and the promise of future preservation success. Once more, local efforts by local people - those who care most about their special cultural environment - prove most effective.

Californians for Preservation Action Newsletter was brought to you by Bev Bubar, Steade Craigo, Sharon Frank, Roberta Greenwood, Spencer Hathaway, Mary Helmich, Gene & Jane Itogawa, John and Betty Merritt, John Miller, Walter Robb, Steve Taber and Judith Waldhorn.

## Ocean View - West Berkeley

The National Trust has chosen as the theme of its annual conference in October, "The Resurgent City: Its Preservation Challenges and Potentials." This theme appropriately follows President Carter's "urban strategy" and his appointment of a new Commission on Neighborhoods earlier this year. Although the sum total effect of this changing focus on real city planning issues may not show itself for some time, there are urgent preservation crises that are already challenging this new government policy on a day-to-day basis. The fight to save the Ocean View neighborhood in the City of Berkeley is one of these current problems.

For eight years, the Ocean View Committee, a neighborhood association in the westernmost section of Berkeley, has been embroiled with Bay Area industrialists over a 6-block section slated for demolition to make way for West Berkeley Industrial Park. The neighbors have claimed that the housing in this section is valuable and should be preserved. Eight years later, what started out as a small band of angry citizens has grown into a movement that includes support from many different sectors throughout Berkeley and northern California. There have been political victories as well as set-backs for efforts to save Ocean View, but when Berkeley celebrated its centennial anniversary this April, Ocean View (West Berkeley) gained recognition as Berkeley's earliest settlement community.

Founded during the drought year of 1853 by two young ship captains, Jacobs and Bowen, Ocean View began as a stage stop on the main stage-coach route (now San Pablo Ave.) between Oakland and San Pablo, with another trail to the Bay where Jacobs anchored his sloop. Early Ocean View had four creeks that ran from the Contra Costa Hills to the Bay. This precious resource made Ocean View an attractive place for farms and certain businesses such as the Pioneer Starch & Grist Mill founded in 1855 and the Heywood & Jacobs Lumber Yard in 1857.

The College of California was relocated from Oakland to Berkeley in 1873. With it came a new state law banning liquor within two miles of campus. The result of this move was the clustering of saloons in West Berkeley and hence West Berkeley's reputation as the rough section of town. The presence of Catholics from southern Europe in West Berkeley also stigmatized this section. These people were accustomed to the use of spirits and wines in daily life.

The coming of the West Berkeley Station in 1876 and incorporation with the college town of Berkeley in 1878 drew many workers who settled in West Berkeley. From the house-building boom that took place from 1878 to 1893, we have just a few cherished Victorian remnants. The struggle to prevent the wasting of West Berkeley came to a head recently with two incidents. A



Typical working class Victorian in Ocean View.  
Photo by Curt Manning

proposal by CPA's own Hal Major of the Preservation Group to restore an essential commercial block was turned down by the City Council in favor of clearance and a new industrial project. And, on September 1, the State Historic Resources Commission approved the nomination of one of these structures - the West Berkeley Garden Saloon - to the National Register. This approval is a necessary first step toward recognition and protection of the larger historic district. It is expected a Federally required "Section 106" survey of the redevelopment project will further document the importance of West Berkeley as a thematic district, one that doesn't highlight high architecture but rather working class vernacular and contributions to the social history of the tough side of town.  
---Stephanie Manning.

## Survey Publications

The Office of Archeology and Historic Preservation has just published Guidelines for Local Surveys: A Basis for Preservation Planning (\$2.50 from Superintendent of Documents, Government Printing Office, Washington, D. C. 20402). CPA recommends this survey aid for some good advice on concept and conduct of survey and warns that there is a strong bias for consultant surveys with identification of National Register properties the primary intent. The manual provides a cogent digest of Federal preservation law and stresses the survey requirements that attend receipt and use of HCD Block Grant monies by every community.

Eugene, Oregon has issued the findings of the Whiteaker survey area in a fold-out to poster size, combination history, architectural, photo, map and graphic extravaganza which, as a survey publication, goes one step beyond Seattle's format. Get a copy from City of Eugene, City Hall, 777 Pearl St., Eugene, Ore. 97401

## Membership News

Californians for Preservation Action held its July workshop and meeting in San Buenaventura's 1912 Ventura County Courthouse turned City Hall. The site was indicative of the city's renewed awareness of the value of preservation in San Buenaventura's future.

Featured on the program were city, county and redevelopment administrators and involved archaeologists who talked about the political climate that led to the present sensitivity to archaeological resources. After some discussion of the various projects by other archaeologists, Roberta Greenwood of Greenwood Associates related her participation in the Mission Plaza project as a cooperative venture with a creative administrator working through the law. The end result was to turn a cultural resource into an asset instead of a liability. But, she warned, successful use of the law is rare.

Roberta Greenwood concluded her remarks by imploring preservationists to be insistent. "One of our national professional journals summarized recently that public agencies which, for reasons of politics, economics, disinterest, ignorance, indifference, or whatever else, wish to evade or minimize their cultural resource responsibilities, do so at little risk. I am not quite that disheartened, or I wouldn't be here. I do see some signs pointing towards rising concern and better enforcement. The State Attorney General recently filed against the City of Santa Cruz and obtained a restraining order when the city did not impose adequate conditions on a private developer, and the City of Los Angeles has recently been slowed down in its relentless attack on the historical resources of the Pueblo and Plaza - as some in this group are well aware. The remedy is not solely in more law, but certainly in better knowledge of the existing laws and guidelines related to specific projects, and how to define, invoke, and apply them. The beneficiaries are all of us who care, both individuals and groups such as CPA, and all of those who will follow after us. And ultimately, the price is constant vigilance."

### ELECTION RESULTS

Steve Taber (San Francisco), Peggy Lang (Berkeley) and Dianne Seeger (Fresno) join CPA's Board of Directors as a result of June elections. To retiring Board members - Judy Orias, Roger Scharmer and Hal Major - our gratitude for your hard work in two important first years for CPA.

Officers selected by the Board at our Ventura meeting are: President-Steve Taber; Vice President-Bill Burkhart; Secretary-Dianne Seeger; Treasurer-Richard Reed.

Special thanks to past president Mardi Gualtieri who gave CPA her all this last year and, now, can return to easier tasks as Mayor of the town of Los Gatos.

### CPA Board of Directors - Use Them!

San Diego: Richard Reed (714) 270-7497  
Los Angeles: Beverly Bubar (213) 549-2920  
Bill Burkhart (213) 381-3351  
Fresno: Dianne Seeger (209) 222-9288  
Los Gatos: Mardi Gualtieri (408) 354-1943  
Berkeley: Peggy Lang (415) 841-3360  
San Francisco: Steve Taber (415) 922-4286  
Judith Waldhorn (415) 647-7470  
Sacramento: John Merritt (916) 456-9479

### WASHINGTON FRIENDS

In just three years, Preservation Action has established an enviable record of successful lobbying efforts, using position papers, vigilance, and action. However, the real secret of success is the increasing number of people who are becoming involved with their own Congressmen - through letters, calls and visits. As issues get tougher, and dollars get tighter, we are going to need increased involvement from preservationists in every Congressional District.

To encourage and facilitate grass-roots lobbying, Preservation Action is publishing LOBBYING HANDBOOK, a no-nonsense handbook for all preservationists - whether by vocation or avocation. The size is right: it will fit into a coat pocket or purse. The format is informative and lively, sharing with the reader the "Do's and Don'ts" of being heard individually - and collectively. A brief look at the contents includes:

When to lobby - OR a guide to the Federal legislative process. Whom to lobby - Your Congressman? - OR the one on the right committee? How to write an effective letter. Lobbying by telephone. Which committees are most important to preservation? Glossary of Washington political jargon - OR how to lobby with confidence.

The LOBBYING HANDBOOK can be obtained by sending \$2.00 to Preservation Action, 2101 L Street, NW, Suite 906, Washington, D. C. 20037.

Californians for Preservation Action enters its fourth year of commitment to the preservation of our vital cultural environment; Join us with your heart and checkbook. Write:

CALIFORNIANS FOR PRESERVATION ACTION  
Post Office Box 2169, Sacramento 95810

over 62 membership \$ 7.50  
 student membership 7.50  
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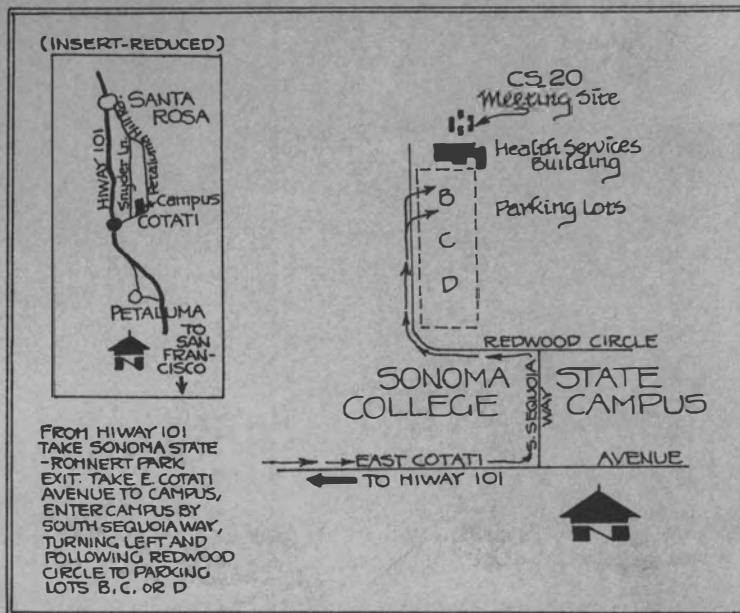
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## CPA Meeting- Saturday, October 21 Sonoma State

CPA WORKSHOP TO FEATURE PRESERVATION EDUCATION  
Education about historic preservation will be the featured topic at the next quarterly CPA workshop Saturday, October 21, 1978. The workshop is being co-sponsored by the Historic Preservation Program at Sonoma State College and will be held on the campus at Rohnert Park.

Teaching elementary school children will be discussed by Cynthia Matthews, whose Santa Cruz preservation education program is described elsewhere in this issue of the CPA newsletter. Kent Seavey from Pacific Grove will show a film and discuss "Kids Need Roots", a report used by teachers throughout the state. Peter Mellini, Director of the Sonoma State Historic Preservation program, and a group of his students will explore issues in the undergraduate curriculum. General public education has been accomplished superbly by the Foundation for San Francisco's Architectural Heritage, Inc., through its lecture series, reports and newsletter. Heritage's Assistant Director, Linda Jo Fitz, will explain methods of educating both the public and politicians.

The workshop will be from 9am until noon in CS-20 (see map). Workshop admission is \$1 for



members of CPA or Sonoma State students and \$2 for the general public. A catered lunch will be served for \$3.50 per person, and morning and afternoon coffee and refreshments will be available for 65¢. To make lunch reservations, please call or write Judith Waldhorn, S.F. History Room, Main Library, San Francisco 94102, (415) 558-3949.



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