

## The Invisible Landscape

By Linda Ackerman and Leslie Wolf



Above: The Angler's Lodge is one of several New Deal projects that can be found in Golden Gate Park.

### *The New Deal Lives On!*

"It's everywhere," says historical geographer Dr. Gray Brechin. "Exploring it is like excavating a lost civilization that our parents built and forgot to tell us about." As he explains, "The word 'living' reflects that most of the public works of the 1930's remain in daily use today by countless people who take them for granted."

A journalist and television producer, Dr. Brechin is the author of *Imperial San Francisco: Urban Power, Earthly Ruin*. He is currently a visiting scholar in the U.C. Berkeley Department of Geography and founder and project scholar of [The Living New Deal](#). The project aims to remedy our near total amnesia about the contributions this grand and controversial political and social experiment in America's recent past made and

continues to make to our lives, and to catalog its tangible or extinct remains.

### *What Was the New Deal?*

The New Deal was the collective name for dozens of programs, created by the Roosevelt administration between 1933 and 1939, to bring immediate economic relief to masses of Americans suffering from the effects of the Great Depression. The term comes from Roosevelt's acceptance speech as the Democratic nominee for president in July 1932, when he pledged a "new deal for the American people," far too many of whom had been left floundering by Herbert Hoover's ineffective policies in the aftermath of the 1929 crash.

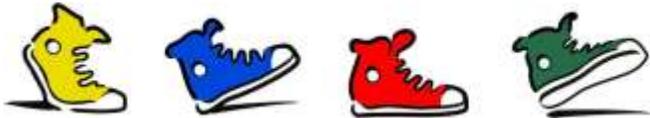
In a radical departure from America's long-standing political and philosophical embrace of laissez-faire capitalism, Roosevelt insisted that a regulatory role for government was necessary to balancing conflicting economic interests. He summarized the New Deal as a "use of the authority of government as an organized form of self-help for all classes and groups and sections of our country." New Deal reforms extended not only to industry and finance, but also to agriculture, labor relations, clean water, electrification, conservation, housing, and much more.

Many of the ways in which Roosevelt and the New Deal increased the scope of government authority and activities are the subject of political fights that continue today: the Social Security Act to provide old-age and widows' benefits, unemployment compensation, and disability insurance; the Securities Exchange Commission to regulate stock market practices; the National

*(Continued on Page 5)*

## Bonus Walks

Did you know City Guides scheduled 30 bonus walks in the month of June? It's incredible how our bonus walks—meaning, any tour dates which are only publicized on our website and are not in the printed brochures—are growing!



### What is so great about bonus walks?

Bonus walks offer a flexible way to add tours because they can be offered at any day or time a guide is available. It allows guides to improve the quality of their tours as they give them more frequently. As more and more guides embrace these walks, I want to take this opportunity to outline our procedures below.

### Adding a bonus walk takes 4 easy steps!

#### Step 1: Identify a tour date:

Ideally, bonus tours should be added to help support other tours taking place in the neighborhood. (e.g. Chinatown @ 10:00am; Bonus walk: Gold Rush City @ 1:00pm). This way, our walkers can make the most out of their day. **So, to pick a date to add a bonus walk, make sure your tour area and time do not conflict with a regular scheduled walk.** It is important to take a look at the current CG schedule to make sure no other City Guides tour is taking place at the same time and neighborhood as the walk you want to add.

**Once you have selected a date that will work, follow the steps below:**

#### Step 2: Email your Tour Coordinator

Guides requesting a tour should email their Tour Coordinator with a request for a bonus walk. This request should include: tour name, day and time of the proposed walk. It is important for our Tour

Coordinators to know what's going on with their tours.

#### Step 3: Email the Office and Ted Evans

Once the date has been approved by the Tour Coordinator, the TC *or* the guide should email the SFCG office and master scheduler at [tours@sfcityguides.org](mailto:tours@sfcityguides.org) and cc Ted Evans, master scheduler at [meomni@comcast.net](mailto:meomni@comcast.net).

In this email, please include:

- Name of tour
- Time of tour
- Date of tour
- Guide Leading Walk

The office will process your request within 3 business days. Once the bonus walk has been posted, you will be notified through email that the tour is now online. Ted Evans, the master scheduler will assign the guide to the walk.

#### Step 4: Review your scheduled walk online

Please review your bonus walk on [SF City Guides](#) to ensure all name(s), date(s), and time(s) are correct. This information will be displayed on your tour page.

#### Additional Information

The assigned guide will receive a tour reminder notice from the office 3 days prior to the tour date. Please submit a sign-in sheet with bonus walks. The bonus walk will be recorded in City Guides tour statistics information. This request for a tour should be sent no later than one week prior to your requested tour date.

To those who have yet to take an opportunity to try out a web walk, I encourage you to participate! If you have questions about any of the information above, please reach out to me by phone at [415-557-4266](tel:415-557-4266) or send me an email at [libby@sfcityguides.org](mailto:libby@sfcityguides.org).

Sincerely,

Libby Zazzera  
Program Manager

## From the Director

### Bonus Tours are a big hit!

As the summer continues to build new guides continue to move forward on their newly assigned tours. Tour Coordinators and Mentors have been working closely with them since early May and some are already giving tours! We urge all our guides in training to get on the schedule and start giving tours as soon as they are ready. One of the best tools for doing that has come with the creation of Bonus Tours. Inside this issue (Page 2) your City Guide's Program Manager Libby Zazzera walks us through the simple process for adding a Bonus Tour. These have really taken off and provide new guides and veterans an opportunity to add a tour to build experience and training or just move our mission forward.

### Mobile/Responsive Website

Kanopi Studios continues to work closely with the office and tech committee so we can meet all our deadlines so we are right on schedule. Things are going well as discovery and information architecture phases are in high gear with wire frames coming together well. I have been very happy with the current vendor's level of attention and organization so we continue to meet our deadlines and their keeping things on track. A huge thank you to Lisa Ryers and Joe Humphreys of the Tech Committee for continuing to add their feedback and support.

Enjoy the weather and thank you all for being amazing volunteers!



Michael D. Cushing  
Executive Director

## Kudos

*I have taken my 13th or 14th tour today (over the last 3 months) and I can't stop myself from letting your group know how amazing I think this program is! I have told all of my friends from out of town that if they can't find a tour they think sounds interesting, they should just stay home!*

*A sincere thank you to all of the volunteer guides, the paid staff, and to the sponsors who keep this program going. I wish this type of program were available in more cities across the US. You are giving the Ranger program at the National Parks a run for its money (and winning!).*

*Thanks again.*

**Sheila K**  
**San Francisco/Phoenix resident**

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### Chinatown – Stephen Jacobson

*My family really enjoyed our tour of Chinatown. Guide Stephen Jacobson did an excellent job bringing the history of Chinatown to life. We're now inspired to do our own research regarding the lives of the people, what they endured, and how they have helped to make San Francisco truly unique.*

*We look forward to taking more San Francisco City Guides tours.*

*Five stars for Stephen Jacobson!*

**Winnie T**

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### Rising Steel—Ed O'Neil

*I think today was the 9th City Guides tour I have taken (Rising Steel on July 12<sup>th</sup> with Ed O'Neil) in the past 3 or 4 years. While all of the guides have been first-rate, Ed O'Neil was simply great. Three of my friends were with me and they share this opinion. Please thank Ed for us.*

**Robert S**

# City Guides Celebrated San Francisco's Queer History During Pride Month

By Eric Jost

On June 9<sup>th</sup>, nearly a year after San Francisco and the country celebrated marriage equality, the Continuing Education Committee invited City Guides to the [GLBT History Museum](#) to reflect on the Bay Area's gay, lesbian, bisexual, and transgender (GLBT) past.

Over thirty City Guides enjoyed hors d'oeuvres and wine as they explored the small museum located at 18<sup>th</sup> and Castro. Opened in 2010, the space run by the GLBT Historical Society commemorates San Francisco's unique role in shaping the GLBT community and vice versa. The permanent collection showcases ephemera and artifacts from GLBT spaces and community events from over 100 years of history. Special space is also dedicated to honor the first openly gay politician, Harvey Milk.



In addition to the thought provoking permanent collection, the Museum features new and rotating special exhibitions.

City Guides had the opportunity to enjoy feminist poster artwork from the late 20<sup>th</sup> Century and stories about queer dancers who lost their lives to HIV/AIDS (the latter is open through early August).

Following the cocktail reception, Guides gathered in the main exhibition space to hear a discussion from the evening's featured speaker, Gerard Koskovich. A founding member of the GLBT Historical Society, Koskovich is also a respected GLBT historian who has advised both local and

national agencies on how to best honor queer spaces.

This evening, Koskovich presented on the Bay Area's lost and endangered queer spaces. The illustrated talk highlighted once thriving gay bars, stretching from Pacifica to San Francisco and how demographics have shifted over the course of decades. For example, during the first half of the 1900s, many gay bars and nightclubs were localized around the YMCA on the long-ignored Embarcadero. But as police raids increased and the City looked toward redeveloping the area, many of these establishments closed and the community migrated to other spots throughout the City.

Koskovich also discussed how recent regulatory and legislative changes have endangered notable GLBT community hubs, most notably the Castro, SOMA, and Polk Street. However, he did not close on such a somber note, but instead highlighted the efforts the City (and the country) have taken to honor, recognize, and protect spaces that have served the GLBT community for decades. One only needs to go to the Tenderloin to see the plaque commemorating the riots at Compton Cafeteria in 1966 to see just one small example of how we can remember our oft forgotten past.

Following the discussion, curious City Guides got to enjoy one-on-one time with Koskovich as he happily answered questions and discussed how they can research and incorporate GLBT stories into their tours. I can personally speak to the secrets one can uncover by spending just a little time at the Museum and GLBT Historical Archives.

As always, the Continuing Education Committee would like to thank everyone who was able to attend the talk. I also want to thank Libby, Michael, and our volunteer committee members for all the support they lent to make sure this event was a success. I encourage everyone to visit the GLBT History Museum as soon as they can.

## **The New Deal**

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Labor Relations Board to assist in the organization of labor; and the Fair Labor Standards Act, which banned “oppressive” child labor and set maximum work hours and minimum wages (44 hours/week, at no less than 25 cents an hour)—although it applied to only about 25 percent of the working population.

### ***The Living New Deal Project Begins***

Dr. Brechin says he “fell down the rabbit hole into the New Deal” almost inadvertently while looking for an antidote to writing about the environment, which he found depressing. He began researching the WPA (Works Progress Administration; stand by for a slew of acronyms) in 2005, and hasn’t looked back since. The inspiration for his pivot may have been the Berkeley Rose Garden, created by the WPA and the CWA (Civil Works Administration). He recalled going there as a student and marveling that the government would spend money “just to create a beautiful thing.” The original goal of the Living New Deal Project was to produce an interpretive inventory and map of New Deal public works in California. By 2010, with help from volunteer and graduate student labor, it had catalogued 1000 sites in California (the total for California now stands at 1799). That proved to be a watershed year for the organization and the scope of its ambitions. The project team grew and the goal of identifying New Deal projects was extended to cover all 50 states and territories. The revamped project website has a New Deal project map, searchable alphabetically, by state and city of location, by category (art, education, public buildings, utilities and infrastructure, and so on), by the government agency that administered the project, and by artist.

### ***The Philosophy of the New Deal***

The New Deal was not only about putting people to work to address the severe social and economic problems caused by the Depression, which at its peak in 1932 saw 25% of the population unemployed and many more earning less than a

living wage. It was also about public service and giving Americans a sense of civic engagement. Franklin and Eleanor Roosevelt both believed strongly in public service and the role government should play in creating a healthy society and a healthy people. Much of the New Deal’s social idealism came out of the late 19<sup>th</sup> and early 20<sup>th</sup> century settlement house movement, and its focus on providing education and social services to the poor. Eleanor Roosevelt herself worked in a settlement house on New York City’s Lower East Side before her marriage. With this as background, it was a given that the New Deal would be involved in building thousands of schools around the country, in the belief that all Americans deserved a good, free public education. The New Deal also advanced public health by making it accessible, building hospitals and clinics that enabled many children to receive pediatric and dental care for the first time in their lives. Water treatment and sewage projects contributed to public health by making clean drinking water available. Less well-known programs distributed food and clothing, and taught adult literacy.

The Roosevelt administration created the New Deal—and its alphabet soup of agencies and projects—through a combination of legislation and executive orders. The core legislation was the National Industrial Recovery Act of 1933, which in turn enacted the PWA (Public Works Administration) and the NRA (National Recovery Administration). This was intended to stimulate the economy and alleviate unemployment. The Agricultural Adjustment Act of 1933 was passed to limit agricultural production and stabilize commodity prices. Financial reform came under the Emergency Banking Relief Act, Glass-Steagall Banking Act, the establishment of the FDIC (Federal Deposit Insurance Corporation), all in 1933, and the establishment of the SEC (Securities Exchange Commission) in 1933 and 1934.

Public works programs multiplied almost exponentially. To name just a few: the CCC (Civilian Conservation Corps); CWA (Civil Works Administration); TVA (Tennessee Valley

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Authority—for rural electrification); REA (Rural Electrification Authority), and the FERA (Federal Emergency Relief Administration, providing money to the states for work programs and direct subsidies for the indigent). The list goes on and on. [The Living New Deal](#) website has a complete roster.

The minds behind the New Deal also believed the arts were important to a healthy society. The WPA (which evolved from the CWA) employed artists, writers and historians through five major projects: the Federal Art Project (FAP); the Federal Music Project (FMP); the Federal Writers Project (FWP); the Federal Theater Project (FTP); and the Historical Records Survey (HRS). A great deal of the legacy of these projects survives in San Francisco, for example, in the famous Coit Tower, Beach Chalet and Rincon Center murals, as well as the Maritime Museum and its mosaics.

### ***California and the New Deal***

Dr. Brechin says the New Deal radically modernized California by creating the infrastructure that began the state's transformation from a mostly rural and backward place to the powerhouse that it is today. Paved roads, constructed by the WPA and the CCC, enabled farmers to get their crops to market quickly and efficiently. The Central Valley Water Project made farming in the San Joaquin Valley possible (while the Friant Dam destroyed the San Joaquin River and its salmon).

Many California airports were either built or improved under the New Deal, primarily by the WPA and the CWA. These include what are now major airports in San Francisco, Los Angeles, San Jose and Oakland, along with others in Sacramento, Fresno, Chico, Long Beach, Ontario, Santa Monica, Merced and many more. Some, like Hamilton Airfield in Novato and McClellan AFB in McClellan, were built in preparation for war, which by 1939 seemed imminent. In San Francisco, the WPA and PWA transformed the

city's first airport, Mills Field, "by grading, draining, paving and lighting, installing water, gas, electricity, telephone and sewers; building walks, curbs, pavements, [and] new buildings." Filling the bay for the construction of what are still the airport's runways was part of this project.

On the conservation side of the New Deal there was the CCC, Roosevelt's full-employment project for down-and-out young men. By 1935 there were more than 30,000 CCC workers in California alone. The California Historical Society sums up their accomplishments:

Men built bridges, roads, trails, utilities, campgrounds, restrooms, visitor centers, staff housing, and larger projects, such as museums and amphitheaters. [They] built structures in the National Parks which were designed in a "Park Rustic" style, using native stone and timber with few details. They emphasized fine craftsmanship without ostentation, and above all blended their work with the natural environment. The CCC also transformed the American attitude toward park planning and construction, bringing new energy, enthusiasm, and labor to state and municipal park projects across the nation. A testament to the quality of their work is that 900 of the 1,500 CCC-built structures are still in use today.

### ***Did It Work?***

The New Deal was far from perfect. There were plenty of critics who thought it was disorganized and wasted money, along with demagogues on the left and right who believed it was destroying America. Nor were there any Roosevelt fans on the Supreme Court, which struck down major pieces of New Deal legislation, including the National Industrial Recovery Act, the Agricultural Adjustment Act, the Frazier-Lemke Farm Bankruptcy Act, and the Bituminous Coal Conservation Act. Revised federal legislation

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carried forward most of the New Deal's programs and goals in spite of the Court (by 1942 all but two justices were Roosevelt appointees, in any case).

The New Deal succeeded in leading the country out of the Depression, with economic recovery well underway before the U.S. entered World War II.

### *We Could Use a "New New Deal" Today*

Looking back over that turbulent period in our history, it's impossible not to notice that the New Deal was in every way a starkly different government response to a national crisis than the one that followed 9/11. Then the government promoted civic awareness to a shocked and frightened population by reminding us to shop, with a proliferation posters, banners and shopping bags proclaiming "America: Open for Business," as if we only needed to consume our way back to our previously serene existence.

Taking in the social, political and economic landscape in the US today, along with our countrywide homelessness crisis, the crumbling infrastructure and the national parks we allegedly can't afford to maintain, the Living New Deal Project reminds us what government is capable of when it chooses to act for the benefit of the many, rather than the few. What a difference it can make when citizens are inclined to trust their government and the notion of civic progress, rather than to see government as the cause of all their problems.

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## New Deal Projects Around the Bay

The New Deal left its mark in the Bay Area, where the project has identified 300 sites. Among them are 11 in Golden Gate Park, including the murals and artworks in the Beach Chalet; the

horse stables, the horseshoe courts at Fulton and Stanyan streets, landscaping in the Strybing Arboretum (now San Francisco Botanical Garden); the Angler's Lodge and casting pools; and the Model Yacht Club at Spreckels Lake. For more projects in the Bay Area, visit [The Living New Deal](#) website.



Aquatic Park



Berkeley Rose Garden



Cow Palace

*All photos courtesy of Gray Brechin.*

# A Man On a Mission

By Linda Ackerman and Leslie Wolf



*Mothers Building, courtesy of Richard Rothman*

City Guide Richard Rothman is a man on a mission to save San Francisco’s WPA murals. “These are the people’s art,” he explains. “They illuminated the life of the working class and gave work to working-class artists.”

Richard began giving tours of Coit Tower in the 70’s under the auspices of San Francisco Heritage. Since then he has worked for Coit Tower’s ongoing professional-level restoration and maintenance. He considers the tower’s murals to be great works of art with significant cultural importance to San Francisco.

His love of WPA murals shines when he talks about his latest project: to save the murals in the Mothers Building at the San Francisco Zoo. Philanthropists Herbert and Mortimer Fleishhacker donated funding for the 1925 Mothers Building in honor of their late mother, to serve as a respite for mothers and small children visiting the zoo. San Francisco architect George W. Kelham designed the colonnaded structure.

Flanking the entrance of the Mothers Building are two large mosaics by sisters Helen, Margaret, and Ester Bruton. One depicts St. Francis; the other represents a mother and her son surrounded by peaceful animals. Extraordinary murals inside

Depicting Noah’s Ark were created between 1933 and 1938 by Bay Area artists Helen Forbes and Dorothy Puccinelli. Because of water damage and general deterioration, these murals haven’t been seen since the building closed in 2002.

The mix of city agencies with authority over the Mothers Building is complicated: the SF Zoological Society leases the land from the San Francisco Recreation and Parks Department, but the San Francisco Art Commission is responsible for the murals. These City departments support the effort to restore the building and the murals, but first must find approximately \$5 million to undertake the project. Richard has found an important champion in Mark Buell, President of the SF Recreation and Park Commission.

In order to restore the murals to their original state, Richard and the Art Commission are looking for photos of the artworks before they sustained water damage.

In addition to his work on behalf of the Mothers Building, Richard is involved in the effort to restore WPA murals in the former Alemany Emergency and Health Center, located in the Excelsior District. The building contains two murals on the theme of community and health care, created in 1934 by local artist Bernard Zakheim. The Alemany Health Center recently obtained landmark status; the next step is to obtain funds to repair the murals and remove asbestos.

Rounding out his efforts to preserve San Francisco’s WPA art heritage, Richard is engaged in a project to conserve Victor Arnautoff’s murals on the life and times of George Washington, located at George Washington High School in the Richmond District.

To learn more about the murals, join Richard’s “Friends of the Mothers Building” [Facebook page](#).

# Puzzle Monster

By Barbara Cannella

## August Puzzle “Name Links”

The following are words formed by the end of someone’s first name and the beginning of his or her last name. Given that word and a clue to the person’s identity, can you say who the person is?

Example: WORD: HAS      CLUE: Her work hangs around the DeYoung.  
ANSWER: RutH ASawa

1.      OLD    She cut quite a figure in 1960’s North Beach.
2.      ROSE          He was on a mission to settle Alta California.
3.      DEATH    She wrote scandalous books of Old California.
4.      LANDS    He established a well-respected college.
5.      NAB          She was the first female resident of North Beach.
6.      ASH          He has a San Francisco street and valley named after him.
7.      NOVA        He was Commander of the Presidio of San Francisco.
8.      GEM          He was a 20<sup>th</sup> century mayor.
- 9      LISP          He was a noted architect.
10.    RAD          She was a radical dancer.
11.    COB          He lobbied for outdoor tables for his North Beach Café.

12.    STAY    Cottage Row was built for him.
13.    ASP      She has a place in Union Square.

## July Puzzle Answers “Sister Cities”

1.      Caracas, Venezuela
2.      Seoul, Korea
3.      Manila, Philippines
4.      Cork, Ireland
5.      Haifa, Israel
6.      Shanghai, China
7.      Assisi, Italy
8.      Sydney, Australia
9.      Osaka, Japan
10.    Taipei, Republic of China
11.    Abidjan, Ivory Coast

**Bravo to Fred Silverman for solving the July puzzle!**

**Please send your answers to:**  
[guidelines@sfcityguides.org](mailto:guidelines@sfcityguides.org)

# GOOD LUCK!

## City Guides at the Giants



Photo by Lisa Harrington

Do you have your seat at the next City Guides Giants Game?

Join your fellow guides and your SF Giants for a night at the ballgame! Tickets are available at a discounted price of \$15 per seat. City Guides volunteers and staff will be seated in the same section. Act now to reserve your seat today!

**Monday, September 12**  
**SF Giants vs. San Diego Padres**  
**Seats: Lower Box 128**

Contact Libby Zazzera at [libby@sfcityguides.org](mailto:libby@sfcityguides.org) to get your ticket.

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## Free Tour of the Ballpark

See the ballpark that started the growth around China Basin. Enjoy the breathtaking views and classic design of the major league stadium. See the dugout, visitors' clubhouse, press box, and many other features of this iconic sports venue.

Tours of the ballpark are available for active City Guides only, and space is limited. Most tours are for weekends when the team is not in town.

Please send inquiries to Mae Schoenig ([mmaels@earthlink.net](mailto:mmaels@earthlink.net)).

## Special Event for Guides

### Cypress Lawn Cemetery



**Date: Saturday, August 6**  
**Time: 1:30-3:30 pm**

Come visit Cypress Lawn, one of Colma's most illustrious cemeteries. Buried here include vaunted San Francisco figures such as members of the Hearst family, Lillie Coit Hitchcock, and even some Hells Angels. See the cemetery's enormous range of architecture styles, which includes those from the Victorian, Art Nouveau, and Egyptian revival eras. Our guide will be Terry Hamburg, head of the cemetery's Heritage Foundation.

Refreshments will be served at the end of the tour.



Please RSVP to Tam ([tbtran@yahoo.com](mailto:tbtran@yahoo.com)) who will provide you with information about meeting location and parking. Limit: 20 people. Please also note if you would be willing to drive another guide or if you need a ride.

Bring your City Guides Passport!

# EVENTS

## LECTURE

### **20<sup>TH</sup> Century Restaurant Culture in SF: A Feast of Diversity, from Alioto's to Sam Wo's and more**

**Thursday, Aug 18, 6 pm  
Swedish American Hall  
2174 Market St., SF**

**Erica J. Peters**, author of *San Francisco: A Food Biography* and local food historian, will present a history of the city's raucous restaurants, floorboard-squeaking saloons, and food culture in the 20th Century.

Registration/tickets: [SF Heritage](#)

Information: [SF Heritage](#)

(415) 441-3000 x22

Email: [tje@sfheritage.org](mailto:tje@sfheritage.org)



*Swedish American Hall  
Photo: David Chatenay via Flickr*

## LECTURE

### **East End Arts & Crafts**

**Thursday, Aug 25, 6:30 pm  
The Alameda Museum  
2324 Alameda Ave., Alameda**

Alameda author and historian **Woody Minor** will focus on Craftsman houses as they developed in Alameda's East End after the 1906 earthquake, from the bungalows of Robert C. Hillen to residences by Delaney & Randlett, including designs by architects like A.W. Smith and T.D. Newsom. The talk will also delve into the area's history, from Indian mounds and Gold Rush cottages to vanished Victorian mansions.

Admission: \$10, free for members

[The Alameda Museum](#)

Information: (510) 521-1233

Email: [info@alamedamuseum.org](mailto:info@alamedamuseum.org)



*River rock and wood shingles help define this Craftsman-style home on Alameda's East End.  
Photo: alamedainfo.com*

## BOARD REPORT

City Guides has enjoyed some remarkable growth in the past few years, serving more than 55,000 walkers last year. There are dozens of new Guides on our roster, and we've added several new and exciting tours to the schedule. We want to spread the word about what we offer both visitors and our local community and bring even more walkers to our tours.

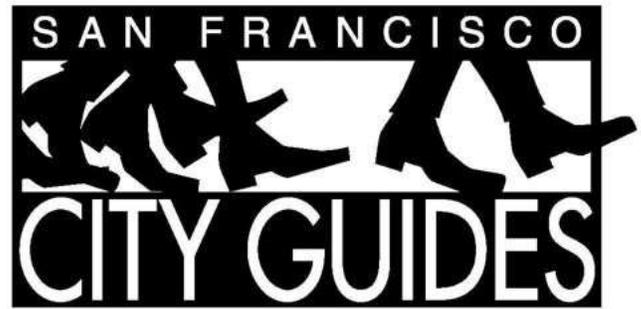
That's the main reason we plan to revive the marketing committee, which has been relatively quiet for a couple of years. We are actively seeking Guides who would like to use their skills to help us connect with new walkers as well as create a bridge with local companies who are new to the City and whose employees might be interested in our walks.

As part of that effort, we want to increase our smart use of social media. The vast majority of our walkers interact with us online and a large and growing number do so using mobile devices. That also means they can easily share their experiences with their social networks or review us on sites like [Yelp](#) or [Trip Advisor](#). So we're especially looking for Guides who can help us be smart about how we do social.

*Every Guide can help us out!* First, you can follow us on Twitter (our handle is [@SFCityGuides](#)) and "Like" our [Facebook page](#) (search for San Francisco City Guides - Free Walking Tours). You also can encourage your walkers to post the pictures they take on walks to Instagram or any other social media with the hashtag #SFCityGuides.

If you're interested in being part of the Marketing Committee or have more questions about using social media, please contact me at [rjconnor@morcopy.com](mailto:rjconnor@morcopy.com).

Rory O'Connor, Management Board



San Francisco City Guides is a program of the San Francisco Public Library, a San Francisco Parks Alliance partner, and supported by Grants for the Arts of the San Francisco Hotel Tax Fund.

### San Francisco City Guides

San Francisco Public Library  
100 Larkin Street  
San Francisco, CA 94102  
415.557.4266  
Email: [tours@sfcityguides.org](mailto:tours@sfcityguides.org)

### Management Board

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### Guidelines

Lisa Harrington, Editor  
Barbara Cannella, Puzzles & Editorial Assistance  
Bethel Watt: Events Calendar  
Email: [guidelines@sfcityguides.org](mailto:guidelines@sfcityguides.org)

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### Board Meetings

All guides are welcome to attend the monthly meetings of the Management Board, which are held in the Main Library. RSVP to the City Guides office for date, time and location: 415.557.4266 or [tours@sfcityguides.org](mailto:tours@sfcityguides.org).

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