

Kilima Films
presents



California Redemption

a

Joshua Benjamin Meisler
film

Wow!

SHOPPING AROUND FOR A BIG IDEA, AN AD AGENCY PUSHES A SUPERCART

Myer Marcus, 68, Food Chain Head, Market Innovator

Myer B. Marcus, chairman of the board of Food Fair Stores and an innovator in food merchandising, died yesterday at the Albert Einstein Medical Center in Philadelphia, Pa. He was 68 and lived in Bala-Cynwyd, Pa.

He was vice president and director of the National Association of Food Chains and the president and director of the International Association of Food Chains.

Mr. Marcus was said to be the creator of the shopping cart and the first proponent of the white spot for listing prices of supermarket merchandise.

Mr. Harris was born in Harrisburg, Pa., and attended schools there. He graduated from Harrisburg Technical High School in 1925.

He joined Food Fair in 1929 and worked in a variety of positions before designing the company's first supermarket in 1933. In 1935 he became vice president of the company's Operations Division.

Mr. Marcus was named vice chairman of the board in 1966 and became chairman in 1972.

He is survived by his wife, the former Mildred Wolf; three sons, Stuart, Lee, and Scott, and a daughter, Mrs. Joan Berger.



I was in conversation with a man wearing an ugly shirt.

"I've got a twin-engine jet with a Harley Davidson on board. I can go anywhere in the world. Where should I go? Don't say Yerp. I hate Yerp."

"Know where his money comes from?" someone said to me later. "He's a multimillionaire. His father invented the supermarket shopping cart."

"It's like inventing the spoon," I said. "Or the can-opener."

-Paul Theroux
"The Happy Isles of Oceania"

AN IDEA THAT MOVES: ADS ON SHOPPING CARTS

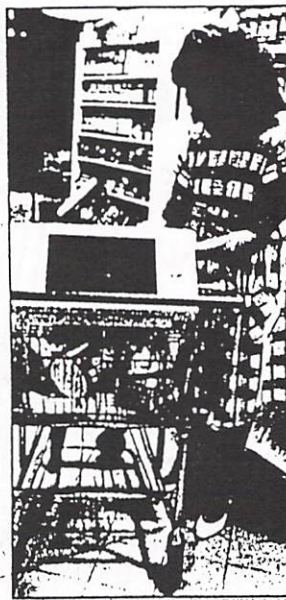
Hard-Sell Shopping Carts

First the empty envelope flap, then the tennis champion's shirt sleeve. Where will ads turn up next? Get ready: now the lowly shopping cart is about to become a promotional vehicle.

The medium for the message is a high-tech gadget called VideOcart (photo), a screen that attaches to the handles of a grocery cart. Advertisers pay for the service—fees start at a hefty \$100,000. Information Resources Inc., the Chicago-based maker of the rolling billboards, provides screens free to supermarkets. Here's how it works: as shoppers pass by a product, a sensor on

the shelf triggers the VideOcart. Up pops an ad for, say, El Caffeino coffee.

The screens won't just carry ads. VideOcarts will provide shoppers with store maps, recipes, games, weather forecasts and sports scores. They'll even let shoppers know when their numbers come up at the deli counter. This September shoppers in Atlanta, Chicago and Los Angeles will try out VideOcarts. While IRI says it has already signed up 18 major advertisers, others are balking. General Foods, says a spokesman, is "interested, but not interested enough to pay for their research."



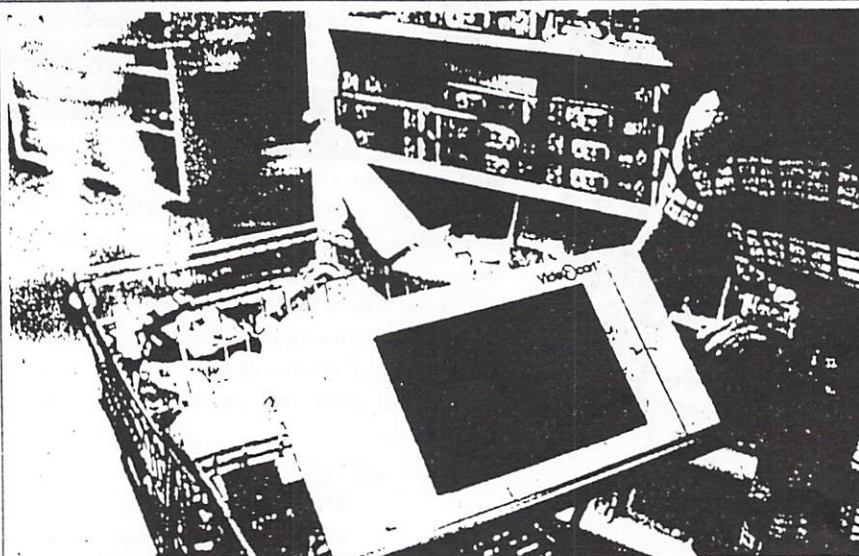
MICHAEL L. ABRAMSON—WOODFIN CAMP

Marketing

ADVERTISING

COMING TO A SHOPPING CART NEAR YOU: TV COMMERCIALS

But IRI's high-tech approach to in-store ads is also high-risk



IRI'S VIDEOCART: MANY NEW TECHNOLOGIES ARE VYING FOR POINT-OF-SALE ATTENTION

"California Redemption"

A short experimental documentary on the shopping cart recycler as worker, transporter, and environmentalist in the City of San Francisco:

To most people, the faces of shopping cart recyclers are silent; they are only a flash of an image, often a mistaken image. Many think "homeless", without knowing whether the person actually does have a home. Some recyclers are homeless and some are not. Some recyclers have other jobs and some do not. Some recyclers are on welfare and some are not. Some are men and some are women. Portrayed by the local media and neighborhood associations as "poachers", "shadowy figures" and "can pirates", shopping cart recyclers are a culturally diverse hard-working group of people, who happen to be continuously cleaning the streets of San Francisco. The importance of the film's message is heightened by the fact that the three recycling centers portrayed in this film are under an immediate threat of extinction, due, in part, to this very ignorance.

Background

- The shopping cart is a familiar object, however, it is not something that most stop to ponder. One never consciously uses the same shopping cart twice. They all seem to blend together in the common psyche.
- The shopping cart's sphere is traditionally limited to the grounds of a supermarket. It roams the aisles of the stores gaining weight, and then weaves its way through the parking lot to empty its load into a car. The shopping cart was invented for this purpose by an East Coast supermarket mogul named Meyer Marcus, my grandmother's brother-in-law. As the local neighborhood stores have given way to the tyranny of the megastores, shopping carts have flourished. They come in both plastic and metal, large and small, and in various colors. At the moment of selection and purchase, the shopping cart is what the modern consumer clutches, a familiar aid in this time of decision, a tool for buying goods and spending money. The shopping cart is the symbol of the American consumer society.
- On the periphery of all this is the non-traditional function and location of the shopping carts: recycling in the street. Due to their proximity to the street, a few shopping carts jump out of the store to parking lot loop, and are made to survive on the street. Shopping cart recyclers roam the streets, day and night, collect cans and bottles in their carts and redeem them for cash at various recycling centers throughout the city of San Francisco. They collect them wherever they can find them, on the street, in garbage cans, behind homes, outside of and in conjunction with bars and restaurants.

- The street shopping cart shifts from being the vehicle for consumers to being a multi-tiered utilitarian vehicle for those who live and/or work in the street. It replaces the home and the car and performs dual roles as storage container and transporter. Because it is in the hands of lower income people in the streets, the shopping cart is symbolically equated with general unemployment, poverty, and homelessness. The community seems not to be aware of the real purpose of the majority of shopping carts that exist in the streets. For those who have fallen through the cracks, it provides a means to survive in this society's capitalistic extreme.
- Americans throw away more things that they buy in stores than any other people in the world. Most of what they throw away is the packaging containing these items. The packaging, designed for storage and advertisement, becomes useless once the item has been consumed. Packagings are sent out to pasture in landfills and other garbage sites, forgotten, useless, and polluting. A few packagings, however, are often recycled and reused. This is because they have been deemed to have monetary value. Of all containers and packagings, only aluminum cans, steel beverage cans, glass bottles which formerly contained gaseous beverages such as beer or Coca-Cola (but not beverages like Snapple), and plastic 2-liter bottles are worth between 2 and 5 cents an item. The relatively tiny value of these empty containers has not mobilized the vast majority of the community to return them for their redemption value.
- The shopping cart recycler does see the value of these containers. Her entrepreneurial drive is remarkable. No job application, no dress code, no education is required. The shopping cart recycler is a self-sufficient, independent worker, working outside the traditional workplace.

"California Redemption" was shot between December 1994 and April 1995 on Agfa film using Bolex and Eclair NPR cameras. The sound was recorded on Nagra IV and Sony TCD-5 recorders.

What is sought is an understanding of shopping cart recyclers as a group, filled with much diversity of thought, spirit, and culture and at the same time revealing that this group consists of hundreds of unique individuals.

Joshua Benjamin Meisler

Biography:

28 years old. Born and raised in Kenya, East Africa. Background in journalism and still photography.

Filmography:

*"California Redemption"
-documentary, 16mm, color, 1995, (16 minutes).*

*San
Francisco*

MEDIA

BIAS

SF Weekly

August 18-22, 1995, FREE

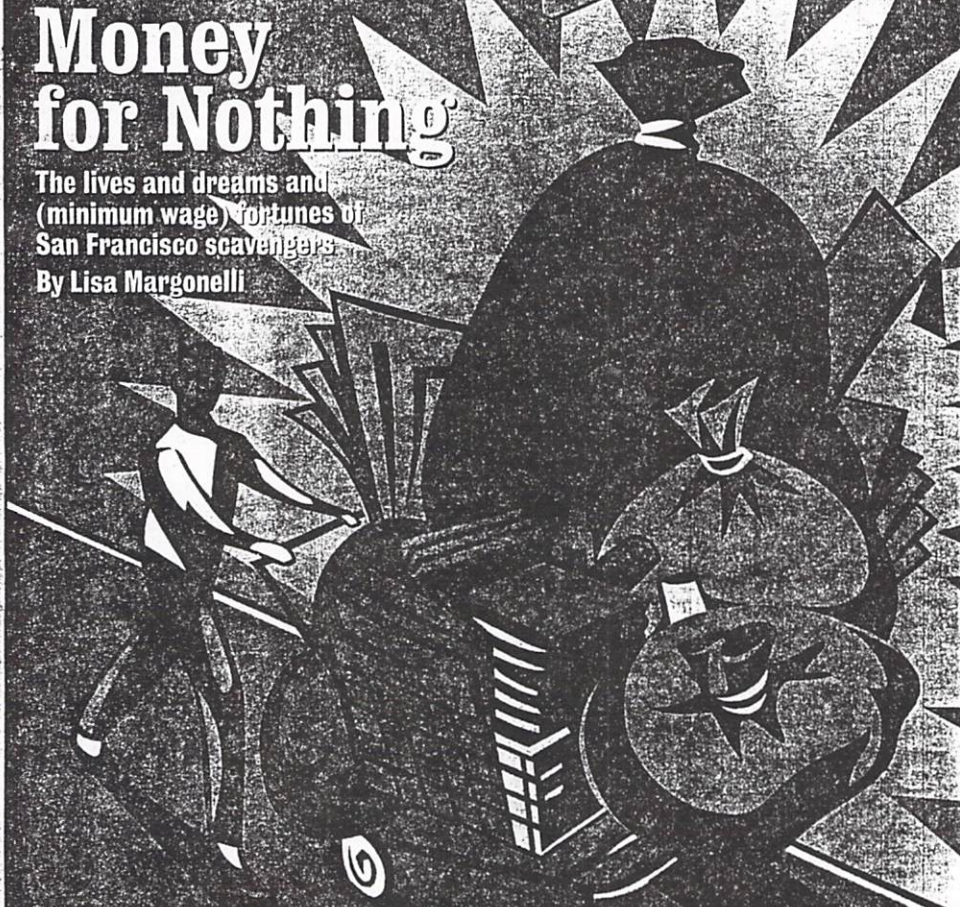
**Slap Shots rips
the Jerry Garcia
R.I.P. trip**

Volume 14, Number 27

Money for Nothing

The lives and dreams and
(minimum wage) fortunes of
San Francisco scavengers

By Lisa Margonelli



Film: *The Usual Suspects* bends crime-drama rules



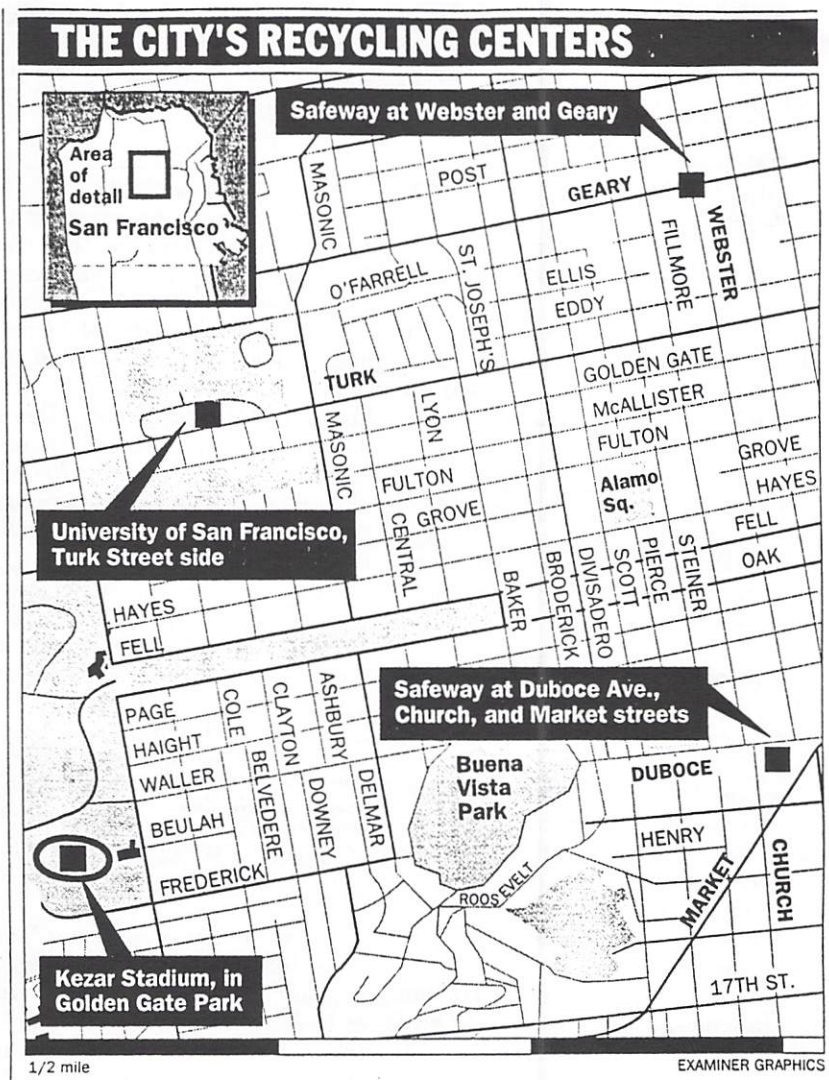
**Music: What in
Tarnation drives Paula
Frazer's Southern
Gothic charm**

**Bay View:
Genentech to
breast-cancer
victims: Drop dead**

**Cheap Thrills:
Fun for free
or next to
nothing**

Recyclable aluminum cans and paper that have real cash value have historically subsidized the recycling of valueless tin cans, which means that the wholesale pilfering of the good stuff indicates that the city programs end up recycling little more than ... trash.

Cart wars



S.F. recycling centers at issue

Supervisors' panel to hear complaints about can pirates

By Gerald D. Adams
EXAMINER URBAN PLANNING WRITER

Shadowy figures wheeling supermarket carts steal up San Francisco's nighttime streets. After glancing cautiously about, they quickly scoop up cans and bottles from blue plastic recycling bins, then continue on their way.

When they bring their haul to recycling centers later, the scavengers collect 2 1/2 cents for each bottle and can. A good night might bring in \$10 or \$15.

Such recycling poachers — who grab materials left out for city-approved contractors — have become major figures in a dispute over several neighborhood recycling centers to which they often sell their bottles and cans.

The centers will be the subject of a Board of Supervisors committee hearing at 1 p.m. Tuesday at the War Memorial Veterans Building.

"Our neighborhoods are being inundated by bands of people who rummage through our garbage," said Brian Christianson, president of the Duboce Triangle Neighborhood Association.

Bins emptied by truckload

Christianson is also disturbed that some of the pirates are going big-time, arriving in trucks that remove the entire contents of the recycling bins, he added.

Sponsors of the nonprofit recycling centers have accused critics of being motivated by anti-homeless attitudes, a charge that Christianson denied.

Neighbors' complaints are not the only factors pushing some of the centers toward closing, however.

The Safeway store at 2020 Market St., near the Duboce Triangle, wants to expand and would dislocate the recycling center in its parking lot to make room for more cars.

Another center, at the Richmond Environmental Action Cen-

ter on the University of San Francisco campus, has been given until late December to move because the college is eyeing its site for housing.

Two other threatened centers are those at Safeway's Geary Boulevard and Webster Street market and the Haight-Ashbury Neighborhood Council center at Kezar Stadium in Golden Gate Park.

The latter, which has been criticized as too messy and noisy a use for a park, last week avoided immediate eviction when it received a one-year extension of its lease from the Recreation and Park Commission.

The City's two main garbage contractors, Sunset Scavenger and Golden Gate Disposal, are responsible for hauling recyclables left on city curbsides.

Rebates for city households

The companies are expected to rake in about \$6 million this year from the sale of newspapers, cans and bottles picked up from official blue recycling bins. About \$3.4 million of that amount is slated for rebates to about 250,000 city households, according to David Assmann, public outreach coordinator of the San Francisco Recycling Program. Assmann estimated that individual rebates will amount to \$13.60 per household.

Some activists fear that recycling pirates are cutting into the garbage haulers' take, thus threatening the future of The City's recycling system.

"Consumers prefer curbside pickups as opposed to the mini-industry of scavengers," said Christianson of the Duboce Triangle group. Scavengers, he said, "are cannibalizing" the official operation.

Nevertheless, Supervisor Terence Hallinan is putting forward a resolution that would require some of the scavengers' chief outlets — the four recycling centers facing closure — to remain open as "a much needed service."

Keeping all existing services is essential, Hallinan aide Ross Mirkarimi said, if The City is to conform to state law, which requires cities to be recycling half their waste by the year 2000. This year's estimate is 36 percent.

CALENDAR

GOVERNMENT EFFICIENCY & LABOR COMMITTEE BOARD OF SUPERVISORS CITY AND COUNTY OF SAN FRANCISCO

REGULAR MEETING

TUESDAY, MAY 23, 1995, 1:00 P.M.

VETERANS BUILDING
401 VAN NESS AVENUE, ROOM 410

MEMBERS: Supervisors Terence Hallinan, Tom Ammiano, Mabel Teng

CLERK: Gail Johnson

GOVERNMENT EFFICIENCY & LABOR CALENDAR

Page 4

7. File 57-95-2. [Neighborhood Recycling Centers] Resolution urging the retention of San Francisco's neighborhood recycling centers at their existing locations and calling upon the office of the Chief Administrative Officer and its Solid Waste Program, and Recreation and Park Commission to assist in the preservation of community recycling centers, and urging any entity promoting the displacement of said recycling centers to do everything in their power to retain a much needed service amid a dense urban environment. (Supervisors Hallinan, Bierman, Ammiano)
(Consideration continued from 5/9/95)

City pressures Safeway over recycling center



PHOTO BY JEANINE BROWN

All Parks at the Recycling Center at Church and Market streets.

Supervisor's involvement could be conflict of interest

BY MICHAEL MARTIN

A political battle is brewing over the future of the recycling center at Safeway's Church Street store, complete with accusations of cronyism and influence peddling.

As the city's Planning Department considers whether or not to grant the center a use permit, Brian Christianson, president of Duboce Triangle Neigh-

borhood Association, said San Francisco Supervisor Sue Bierman's involvement with the issue amounts to a conflict of interest.

"The more I look into this issue the darker it has become," Christianson said. "Bierman has the mother of the guy who runs the place working on her staff as legislative aide."

Last month, the Board of Supervisors unanimously approved a resolution urging Safeway not to evict the center.

"Bierman has aggressively lobbied Supervisor Terence Hallinan and others to get that vote through," Christianson said. At the very least, she should have

see **RECYCLING** page

Recycling center

from page 1

recused herself from voting on the issue, he added.

Bierman did not return the Western Edition's calls.

Prior to the resolution, Safeway management wanted to get rid of the center. Debra Lambert, Safeway's public relations director, said the facility would interfere with the planned expansion of the store. She also noted a problem with people loitering around the center.

The supermarket provides space for the center, which is operated by officials of the Haight Ashbury Neighborhood Council, in order to meet the state requirement for retailers who have large beverage sales.

June Gutfleisch, the mother of Ed Dunn, who manages the recycling center, did acknowledge she works for Bierman but said the conflict of interest charges are unfounded.

"The resolution was introduced and carried by Hallinan, and I don't think my staff position accounts for Supervisor Bierman's enthusiasm for the recycling center," Gutfleisch said. "She has been a supporter of the recycling program since its inception, when she was the group's treasurer."

Dunn also runs the other three recycling centers in the city for a cooperative called the San Francisco Community Recyclers. One is adjacent to Kezar stadium, another is at the University of San Francisco and the third is at Safeway's Webster Street store in the Western Addition.

According to Dunn, Safeway and others underestimated how important the centers are to residents and cited the strong support of the

supervisors and several grass-root groups as proof of that sentiment.

Furthermore, he said the combination of the state's bottle bill — which gives money to people who return drink containers — and having local drop-off locations for recyclables works to make the city cleaner.

For example, the amount of bottles and cans redeemed at the center near Kezar doubled following Pearl Jam's concert in Golden Gate Park June 24. In other words, thanks to a contingent of enterprising individuals, the park was cleaned of bottles and cans for free.

Money issues

Another troubling issue in the debate involves the money the centers receive from the city, Christianson said.

The centers, which pay no rent or taxes and are not required to have a business license, received \$90,000 from the city last year in the form of grants for educational programs — in past years the amount was as high as \$250,000.

This is in addition to the money they get for reselling recyclables and the approximately \$4,000 per month the centers receive from the state's bottle bill.

"The educational programs amount to a pamphlet that you have to ask for at the centers," Christianson said. "The centers even have enough money leftover at the end of the year to make donations to groups of their choice."

He said the issue is an example of government at its worse.

"In exchange for a neighborhood group's support, politicians make sure that city money will continue to flow to them," Christianson said.

Dunn said his group does make "small" donations to elected officials, but it also donates money to several charities, including AIDS groups and soup kitchens.

"My feeling is that the opposition to the centers falls into one of two categories," Dunn said. "It's either about igno-

rance or it's about mean-spiritedness."

Almost lost amid the political dispute are the complaints that led to the contention.

Problems include noise from breaking bottles and the regular occurrence of scavengers picking through residents' trash looking for items to redeem at the centers, Christianson said.

"One woman called me recently to tell me that a scavenger took the credit card statements out of the blue recycling bin in front of her house," he said.

At a meeting last month, the Duboce Triangle Neighborhood Association drew up a list of conditions it wants the city's Planning Department to put on the center.

The list included limiting the hours of operation to 10 a.m. to 3 p.m., Monday through Saturday, ceasing the breaking of glass and refusing to buy stolen recyclables from the shopping cart contingent that rummages the blue bins.

Christianson is not optimistic the Planning Commission will be strict with the center's management though.

He said because Bierman is a former planning commissioner, she still has influence over the agency.

Furthermore, he said while Safeway management would like to see the centers evicted, they can't object too strongly because soon they will be seeking the Planning Commission's approval for the expansion of their Church Street store.

Lambert of Safeway said the two issues are not linked. She also said that company officials are working on a contract spelling out limitations it wants placed on the recycling centers.

The contract would incorporate several of the residents' concerns in addition to constructing a sound wall, putting up fences and doors, and installing a portable toilet.

16mm, color, sound
Running Time: 16 minutes

available on VHS



California Redemption



Distribution:

Joshua Meisler

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a
Joshua Benjamin Meisler
film



My passion for this film is fueled almost every night by the familiar sound of a shopping cart briskly moving down the street outside my apartment window. Shopping cart recyclers are misunderstood and sometimes resented by the general public. Most people are simply not aware of the value and strong work ethic that these men and women possess. The image of a person attached to a shopping cart in the street is blanketed in the community's mind under the general term of homelessness. "California Redemption" attempts to transform this perception from an ignorance to a real understanding of these unique individuals.

California Redemption Transcript

Al Parks (song)

You can do what you wanna do -- baby.
You can go where you wanna go -- yeah.
You can say what you want to say.
Just learn how to recycle today.

Bennie Sowell

Your sleep is like a coffee break. It's hard work. It's a lot of hours. It's a lot of walking but a little pay, but it's got its other benefits. I love the old San Francisco. This new one I...I ain't got caught up with it yet it.

Harold Jason Sunbear

This town used to be so friendly. You know it used to be nice. People used to stick together and help each other out. Now you gotta be kidding. Can't even sleep. Take off your shoes, they take it. Leave your blankets out, they take that. Park your cart out in front of the store they take it. I caught the guy down here that stole my stuff...I do it

every day though. When somebody steals my cart, I go out look for another one and start in again, you know...Don't stop us what we're doing, 'cause it's, it's a hustle but it's work.

Recycling Center Exchange
(recycler, Al Parks, Shawn Malone)

Twelve pounds of clear.

Yeah!

Brown up.

I carried this all myself.

I hope you got two pounds of cans in here.

I don't know. I don't think so. I didn't do too big on cans. I couldn't believe it.

We have sixteen.

Yeah!

P.E.T.

Al Parks

I was unemployed. I was out of work and I found out about recycling from my brother Maurice Johns and he decided to let me know how to go about picking up the recycles, the recyclables that were refundable, you know, to get money for to, you know, survive and eat, have

something, you know, in my pocket, you know, keep the jinx off of me. And I started picking up cans on the streets of San Francisco and I think I can pretty much say that I started picking up every can that I can find, you know. I would not, if I see a can, I would pick it up, I wouldn't just pass it by, you know, 'cause that's two cent, and every two cans is five cent and then you go into your poundage. And I felt that I wanted to, um, you know, to get into, like my own hustle, my own pattern and be able to make more, the more you pick up, the more money you receive, you know.

Neil

I, I haven't lost none of my strength. I get better and better at it, I think, thinking and moving, yup.

Bennie Sowell

You don't have time to say well, well so and so why did you try to hit me with the car, wuwuwuwa. If you do like that, you losing time, you know what I'm saying, just go on, go on down the road ...always moving, yup, always moving...

you know if we don't pick up a lot of glass on that street, we saves a lot of flat tires, we saves a lot of tires...you know just about how much glass to get and how many cans to get, to get the amount of money in your mind that you want, when you do it for so long.

Thomas Lang

But they treat you like a dog, you know what I mean, plus the military too, they treat you like a dog here, you know, just like they did when we came back from Vietnam. The only people that gave us a parade was the people in Texas...It's self-pride on top of, uh, being, uh, independent. Also, uh, not relying on people for a goddamn thing...This gives me something to do everyday, you know what I mean, rather than sitting on my ass in a corner drinking wine or something else, I can walk around and, you know, do something constructive...They find out you got some money on you and they catch you sleeping, you wake up the next day, you don't have nothing.

Nadine

We work very good together most of the time...They have to make their paycheck too, 'cause they're not gonna get any money if I do everything, right. So share some of the profit...If we don't have enough room in our cart and somebody else comes around with a car or an extra cart they will take some off, but usually they used to come up, trying to knock the cart over, which meant we lost money when these bottles break...I was standing over here with all these bottles and stuff, and everything, and just couldn't get 'em there to cash them up just 'cause I couldn't take them all...I might see a new purse, a new pair of socks, a new shirt, a new pair of pants, that's gonna pay for that.

Brian

See yesterday is about seven weeks since I've been hurt. So now, see, I got my shoe on. Hey, shoot the shoe, man.

Thomas Lang

Those shopping carts are built better than these cars are.

Billy Ray

Now I mostly find my cart abandoned some place and it be abandoned and I'll, you know, just get it and just walk around with it, you know. And then all of a sudden they gonna act like I'm a thief, and I'm not.

Al Parks

A tool for one to have, to use, instead of, you know, carrying it in his arms, or whatever, to bring, you know, his recyclables in...I have done, I call it, a Cadillac-style which is two buggies put together...if we can come up with a creative idea for us, if it would not interfere with the company or whoever, you know, has a business. But as far as a homeless person, or whatever that might need it, you know, I say go back to the originality of a go-cart... (chuckle)...

Billy Ray

We have to always push around these carts, take 'em up hills, four and five

hundred pounds, just to make, you know, a few bucks, and try to survive.

Larry Ketcherside

My neighbors are, are notorious partyers, and, and I look at their trash when it goes out, and it's just bottles, bottles, bottles, bottles.

Pat

When I ran up on this restaurant about three years ago, they were throwing their recycling, like away, had been throwing it away, um, it was like, they used to throw garbage and cans and bottles all together, and I used to have to sort through all the garbage just to get to the bottles and cans. It was terrible and then I started coming every day and I say, hey, made a routine out of this thing, saying, we ought to start separating the cans and the bot...from the garbage, we ought to start separating this. So they start separating this stuff from the garbage, then it made it easier for me. And, uh, after they start separating it from the garbage, I had a little competition. Some people wanting to come in and get

it, you know, 'cause oh wow I don't have to dig through this garbage now, but I, I asked the restaurant first, could I get this.

Arreighton Cole

I love it, you know, keep a little change in your pocket, you know, for to get you some food, you know.

Bennie Sowell

It may take all the little money that you work for them twenty four hours for. But you know what it is, is you eating what you want to eat, not something someone's giving you to eat.

Thomas Lang

I eat better out of the garbage can than I do in one of these places. I say, look here, all beef wieners, all I do is wash 'em off, these are all beef wieners (just thrown out?). Yup. So I got my dinner for the night.

Andrew

I like it. Gives me something to do during the day, besides just sitting around the house looking crazy at television doing nothing...There's a lot of money involved in it, plus, it helps the planet. That's the main thing, right?

Bennie Sowell

Why you got so much competition now, you got to go a little further out now, see.

Harold Jason Sunbear

Matrix, shit. Bullshit, I call it.

Woody

But Matrix, take it and stick it up your butt...if there's anything out here in Golden Gate Park, there's a lot of homeless people. If there's anybody out here that needs help, don't be afraid to talk to a homeless person, 'cause we're the only ones out here and I say, we'll help you before the police even will.

Ann

The recycling, it keeps my husband and I going in between paychecks and he works darn hard for his money.

Woody

Why you get cut by a bottle, okay, and if you don't really take care of it right away, your hand swells up.

Helen

It's helped keep my kids alive. It helped me out 'cause it's the only thing I can survive on. But it helps me day by day. But I'm not only doing that. But it helps the environment.

Woody

Snapple bottles, wine bottles, vodka bottles, they don't take all them.

Al Parks

It's California Redemption only.

Neil

What's, uh, thirteen times seventeen, I said, well, ten times seventeen, one seventy, three times seventeen, fifty-one, add 'em together, you got two twenty-one...Yeah, I've averaged over one hundred miles a week, I guess, for over twelve years, fifty-five to sixty thousand miles I've walked.

Bennie Sowell

You know, what San Francisco do for me, I like to always try to put something back in it.

Al Parks

And I feel that we have to, um, show an example toward other people, in that doing this is like not an easy task, you know, to, um, put up with different type of material that are recyclables. It has to be sorted and presorted. And then the ones that don't know what recycling's all about, we give them, you know, pamphlets, so that when they go home, they can understand what they should bring and what they should not bring. But it helps the environment and there's

a change that's gonna come together for about, you know, the future, for what it is about people throwing away so much that is a waste by-product. But it also can be used, you know, to keep, you know, this city together. And I notice that there's more cans and more, you know, bottles out there that are just, you know, full of debris, and in people's yards and when a recycler goes by, picking it out of their yard, he's helping that household right there, keeping their yard clean. So when they bring it here, it comes from all over, you know. And I feel that everybody's helping put forth a helping hand to keep, you know, San Francisco clean.

Al Parks (song)

When you see a young man walking down the street. Now do you ask that man, do he have a place to sleep. But he has the right just to be his own man. What you gotta try to do, is try to listen, try to understand.

<u>Cinematography</u>	<u>Asante Sana (Thank You)</u>
Joshua Benjamin Meisler	Al Parks
<u>Sound</u>	Bennie Sowell
Loke Hill-Higgins	Harold Jason Sunbear
<u>Additional Camera</u>	Larry Clark
Patrick Ruane	Thomas Lang
Xandra Castleton	Nadine
<u>Additional Sound</u>	Will Robinson
Edward Schindler	Brian
Jay Capela	Billy Ray
<u>Camera Assistants</u>	Larry Ketcherside
Walter Hyuk-Soo Son	Pat
Loke Hill-Higgins	Arreighton Cole
Eric Vincent Tao	Andrew
Richard Walsh	Woody
Amy Armstrong	Mario
Edward Schindler	Bill Nichols
Wellington Bowler	Ann
<u>Production Assistant</u>	Maurice Dransfield
Hussein Saffouri	Helen
<u>Assistant Editor</u>	Alberto
Loke Hill-Higgins	Alison Raleigh
<u>Titles</u>	Neil
Rock Ross	Brian McMahon
<u>Negative Cutting</u>	Tam
Lexi Leban	Bob Lewis
<u>Sound Mix</u>	Pete
Dan Olmsted	Charlie Lamar
<u>Post-Production Facilities</u>	D.O.G.
Film Arts Foundation	Sophie
Monaco Labs	Warren Haack
<u>Associate Producers</u>	Jerry
Gloria Gale Greenwood Brooke	Shawn Malone
David E. Brooke	David
<u>Executive Producer</u>	Scott
Stanley Meisler	Diamond Dave
<u>Original Music</u>	Roy
Al Parks	Pat Ferrero
Golden Gate Park musicians	Alan
<u>Edited & Directed by</u>	Steve
Joshua Benjamin Meisler	Kevin Drew
	Vicki Anderson
Andy Fuk	Monkeyfoot
San Francisco Community	Paul Wright
Recyclers	Steven
Haight-Ashbury Neighborhood	SFSU Cinema Department
Council	Food Not Bombs
Richmond Environmental Action	The Original Gang of Fourteen

"California Redemption" Budget

Category Description	Actual	Budget	Diff
OUTFLOWS			
Pre-Production			
Pre-Photocopy	17.21	17.00	
Pre-Supplies	389.02	389.00	
Total Pre-Production	406.23	406.00	
Production			
16mm Process-Wk	1,159.87	1,159.00	
16mm Raw Stock	713.07	713.00	
Audio Cassettes	34.67	34.00	
Camera Equip	0.00	1.00	
Crew	0.00	1.00	
Prod-Food	127.73	127.00	
Prod-Fuel	15.87	15.00	
Prod-Postage	14.00	14.00	
Prod-Telephone	0.75	1.00	
ProdExpendables	39.55	40.00	
Sound Equip	0.00	1.00	
Total Production	2,105.51	2,106.00	
Production (Post)			
16mm Mag Film	331.52	331.00	
1st AnswerPrint	621.98	622.00	
908 Tape	44.46	44.00	
BetaSP Transfer	230.25	230.00	
Edge Coding	136.48	136.00	
Equip Rental	260.00	260.00	
NegativeCutting	619.75	620.00	
Post-Food	59.67	59.00	
Post-Fuel	18.29	18.00	
PostExpendables	387.00	387.00	
Screening	10.00	10.00	
Sound Mix	0.00	1.00	
Titles	189.06	189.00	
Total Production (Post)	2,908.46	2,907.00	
V/P: Distribution			
3M Photogard	0.00	75.00	75.00
AddAnswerPrints	0.00	330.00	330.00
Festival Fees	10.00	200.00	190.00
Postage\Ship(D)	15.91	125.00	109.09
Publicity!	1.12	150.00	148.88
SecFrance X-fer	0.00	85.00	85.00
Still Photos	5.00	75.00	70.00
VHS Duplication	257.00	257.00	0.00
Total V/P: Distribution	289.03	1,297.00	1,007.97
TOTAL OUTFLOWS	5,709.23	6,716.00	1,006.77



for Sarah Ann

Kilima Films

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