

STEVENSON, PEGGY (CALIFORNIA BIOGRAPHY PILE A)

EPESSY CALIFORNIA RICCIONARIA PINE STEVENSON

The Local Candidate for City Council

Mayor Tom Bradley has strongly endorsed Peggy. The Mayor knows this district needs an energetic Council Leader, with the local knowledge necessary to get things done.









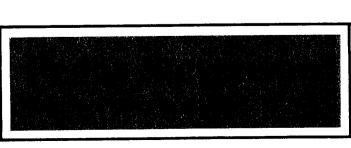
Police Chief Gates says "Peggy Stevenson is the best friend of law enforcement on the Council. Anyone concerned about fighting crime here will support her."

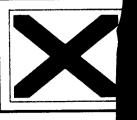


L.A. Fire Chief John Gerard says "Peggy heads the most important Committee on Fire Protecton Services, so I know her work well. Peggy is the Best! Period!"









Peggy Stevenson continues to deliver, time and again, on Senior Citizen housing and Senior Citizen Centers. She delivers with new recreational centers. Peggy delivers with rent controls, consumer protection, transportation and new local police stations. She delivers with better fire protection and paramedic services. And Peggy Stevenson









has done more for Hollywood revitalization than any other Member of the Council in the history of Los Angeles. So, why are the radical Santa Monica based "Economic Democracy Campaign" and the other outsiders trying to take away our local Member of the City Council? Well, it obviously is not for the good of the people!



Michael Woo-

An outsider's threat to our neighborhood

FACT: Michael Woo has confessed that he recently moved into our community.

FACT: Michael Woo has three main supporters:

1. The radical Santa Monica based "Economic Democracy Campaign" organization. Their Chairman said recently in an L.A. Times interview that his radical organization will "really go to town" to "significantly" help Woo.

2. Woo's former employer in Sacramento, who has put money and manpower into the Woo effort.

3. Woo's father, a wealthy Chinatown banker and absentee landlord. The senior Mr. Woo has put tens of thousands of dollars into the Woo campaign war chest.

FACT: Michael Woo knows nothing, and could care even less, about our community. He has been a candidate for political office virtually from the day he moved here. Clearly Michael Woo serves other political masters.

FACT: Because of the small voter turnout, the biggest spending political campaign in the history of our District, and the support of the radical "Economic Democracy Campaign", Michael Woo almost grabbed our Council seat with the ballots of just 17% of the registered voters here.

If you want to stop this threat to our neighborhood, you must vote on Tuesday, June 2nd.



Peggy with her son at their home of 28 years. Peggy was raised right here in this very neighborhood and Council District. Her parents immigrated here from Greece. She has lived here all her life, she went to school here, worked here, married here, was widowed here, and has raised her son here. Peggy is truly one of us. No one could know this community better.

PARTIAL LIST OF THOSE URGING YOU TO HELP KEEP OUR LOCAL COUNCILWOMAN, PEGGY STEVENSON.

Mayor Tom Bradley
Supervisor Ed Edelman
Assemblyman Mike Roos
Assemblyman Herschel Rosenthal
Assemblyman Art Torres
Police Chief Daryl Gates
Police Commander Joe Gunn (Ret.)
Fire Chief John Gerard
L.A. Police Protective League

City Attorney Burt Pines
United Firefighters of Los Angeles
Assemblyman Richard Alatorre
Councilman Joel Wachs
Councilman John Ferraro
Senior Citizens' Leader Elsa Carrow
Steve Schulte
Councilman Zev Yaroslovsky
(Partial List)





PROTECT OUR
NEIGHBORHOOD
FROM THE OUTSIDERS

VOTE TUESDAY
JUNE 2ND



3 races, 3 surprises as Stevenson, Finn and Flores win

By Susan Schmidt
Herald Examiner staff writer

All three City Council races ended in surprises last night: a landslide for 13th District Council-woman Peggy Stevenson, a win for underdog Howard Finn in the 1st District, and a squeaker for Joan Milke Flores, the heavy favorite in the 15th District.

Stevenson, the incumbent, won a stunning victory against a strong challenge from Michael Woo, a 29-year-old legislative aide.

Stevenson, 56, a six-year council veteran, came back after a close shave in the primary to soundly defeat the well-organized and well-financed Woo campaign.

"We ran a campaign this time we ran a real campaign and that was successful," said an ebullient Stevenson last night. "I think I'm a stronger person for this."

Stevenson said she did not regret the tone of her campaign mail, which was criticized for having racial overtones: "It was a truthful campaign, it was hard-hitting."

In conceding, Woo said last night, "Many people come to Hollywood with dreams. With this campaign, a dream has been born and the dream lives on.

"We showed that people care about crime ... inadequate housing ... transportation and ... deteriorating neighborhoods.

"I intend to continue the role I established in this campaign — as a strong voice, a catalyst for change, a unifying force ..."

Stevenson attributed her win in part to the high voter turnout in her district, about 10 percent above the 30 percent turnout in the rest of the city.

Woo's strong showing in the primary — he got 41 percent of the vote to Stevenson's 44 percent — had stunned the councilwoman.

She hired the well-known Butcher-Forde Consulting firm to take over her runoff campaign, and came out swinging. Her campaign launched an aggressive mail campaign attacking Woo's age, his recent move to the district and his base of support.

Her repeated references to Woo as an "outsider" supported by a "small minority from outside the district," and to his father as a

L.A. CITY 6 3/8/ COUNCIL A, 8

"wealthy Chinatown banker" trying to "buy" a council seat for his son, brought strong criticism.

"One of the theories in a campaign is that you go ahead and attack and you live through the backlash," said one City Hall political observer. "Her hanging tough was the ideal thing to do."

Woo tried to hit Stevenson's record on crime and the revitalization of Hollywood, and while his campaign appeared to generate more enthusiasm and grass-roots support than any other race, it was not enough.



Peggy Stevenson, left, gets a hug from an unidentified supporte

NEWS FOCUS Los Anseles Herald Stanger Chinatown, more than 800 persons **Stevenson-Woo City Council**

campaign a study in styles [22]9] Last-minute drive vs. grass-roots challenge

By Susan Schmidt



President John Ferraro and state Herald Examiner staff writer Assemblyman Mike Roos, was closed to the press, and Stevenson's bout 100 loyalists gathered last night at a pricampaign directors refused to disvate fund-raiser to help close how many contributors at-

incumbent Peggy Stevenson keep her 13th District seat

on the City Council.

The \$500-a-plate party sponsored

tended. Estimates on the size of the crowd came from sources at the restaurant, Lawry's California Cen-STEVEHISON, PEGGY

by Mayor Tom Bradley, Council

challenge.

nent. Michael Woo.

The difference in last night's

fund-raisers reflects the level of

activity in each of the two cam-

paigns. Woo appears to have relied

on building up a strong grass-roots

constituency, as evidenced by his

surprisingly strong showing in the

April primary. Stevenson, mean-

while, apparently is hoping an

In contrast to the scores of Woo volunteers who have canvassing precincts for weeks, Stevenson's

campaigners only recently began

walkinrecincts, and include paid \$200 each to help her oppo-

paid hrs hired to flesh out a cadre olunteers. With June 2 election just a week at half away. Stevenson, for therst time, has begun

stepping to meet the voters. Steven campaign staffers, who hacoffed at the threat posed by in the primary, now have aded the posture of an underdoad all but acknowledge

win a wefrom Tuesday.

that theyill have to stretch to

Stevensoong has been a vocal

aggressive, last-minute effort aided After alse shave in the April by a professional campaign man-14 primarection — in which her ager can beat back her opponent's 44 percentthe vote barely edged Woo's 41 reent — Stevenson admitted shad taken her challenger too htly.

and senior citizens. Until recently, Stevenson had maintained there were no issues in the race. Now she says the only issue is Michael Woo himself - his background, his age, his support. At 29, Woo is an energetic

Council, and sees the large gay

population in her district as a solid

base of support. She also is count-

ing on support she has received in

the past from hillside homeowners

campaigner who has spent months appearing before community groups and walking a district that stretches from Hollywood to Highland Park.

His campaign has been aimed at drawing a broad base of support

from residents unhappy with the

defender only rights on the City News Focus/A-12, Col. 1

(California Diography File A)

Woo, a Chinese-American, would be the first Asian-American to serve on the City Council, if

Council District. Woo moved from Sacramento in December to enter the council race. He has tried to paint Stevenson as lazy and ineffective, but his strategy has been to steer clear of outright attacks on his opponent. "I don't want people to think that I'm a young punk beating up on a poor elected. He is on leave from his job widow," says Woo.

with state Senate President Pro

Tem David Roberti, a Democrat

who represents much of the 13th

Butcher-Forde Consulting, the firm hired to manage Stevenson's post-primary campaign, has taken an increasingly aggressive approach in directing the final leg of her campaign. She hired the Or-

ange County firm that ran the

successful campaign for Proposi-

tion 13 to replace the small, largelyvolunteer staff that ran her primary campaign. In addition to help in fund raising, the mayor and members of

the City Council have come to Stevenson's aid in indirect ways.

This week, for example, the council approved spending \$300,000 in

Although the she got less than

half the funds she had requested,

her success in getting any plan

through the council in this period

of tight budget deliberations was

seen as likely to add steam to her

funds initially budgeted for new garbage trucks on an anti-gang plan proposed by Stevenson.

Butcher-Forde's tactics in the waning days of the campaign — which they say have taken on a racist tone — could garner support from voters who resent the influx of

immigrants into the district in

campaign.

The Woo camp nevertheless is warily optimistic, although they fear last-minute attacks and a strong mail campaign could help Stevenson pick up more support.

definitely making a lot of subtle, In particular, they fear that

recent years.

indirect racist implications," said An editorial in the B'nai B'rith Messinger vesterday entitled "Bigotry Unmasked" attacked Stevenson's literature for its "play upon Mr. Woo's ethnicity."

"I think that her mailers are

Woo said that during the past

Continued on next page

to do with it," Pryor said. Stevenson and Prvor said they believe the financial support Woo

has received from his father is a

legitimate campaign issue. The elder Woo contributed \$30,-

primary campaign, and Woo said

he expects his father to contribute

equally for the runoff election.

000 of the \$175,000 Woo spent in the

The mailer concludes with an appeal that says: "We can't just let a small minority from outside our community force Michael Woo

Prvor said Woo's recent move to

the district and the support he has

received from Chinatown, CED and

down our throats."

in Los Feliz makes him an "absentee landlord." has made no significant financial

paign for Economic Democracy. and from his father, "a wealthy Chinatown banker and absentee CED has supplied Woo with

Woo's father, Wilbur Woo, is

executive vicepresident of the

Cathay Bank of Los Angeles. Pryor

said that because the senior Woo

can voters if they wanted the

candidate supported by the Mexican American Political Association and the Asian Democratic Caucus. "or Councilwoman Peggy Steven-

in the primary that asked Republi-

knew nothing about any telephone survey and did not think her "They've already raised the issue

mailers had racist overtones.

town banker," who has bankrolled

election.

Continued from previous page

week his campaign office has been

contacted by about 30 voters who

were called by the Stevenson cam-

paign. The voters complained that

questions and comments to them

made by Stevenson workers about

Meltzer said many of the callers

objected to the characterization of

Woo's father as a "wealthy China-

Woo campaign coordinator Lynn

Woo were racist in nature.

in the primary," said Pryor. "It what they say we are doing."

would be lunacy on our part to do

The Stevenson campaign was criticized for sending out mailers

questions, but to point up Woo's "ultraliberal" support. One recent mailer tells voters that Woo's support domes from the

were not meant to raise racial

Stevenson said this week she

his "outsider" son to buy the

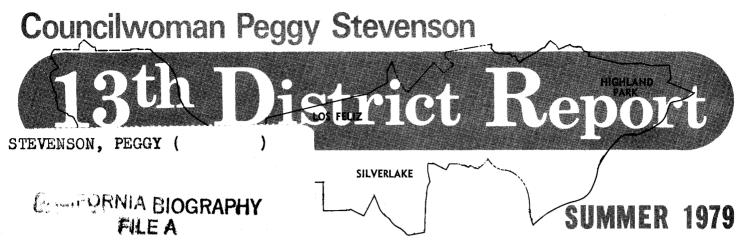
Stevenson said those mailers

about 25 campaign workers, but

contribution.

landlord."

"radical" Santa Monica-based Cam-



Home Program Progresses

Councilwoman Peggy Stevenson obtained funding under the Housing and Community Development Act for the rehabilitation of single and multiple dwelling units in the Northeast area of the 13th District. The program is known as the Homeowners Opportunity Maintenance Effort (HOME).

The HOME program provides low interest loans at 6 and in some cases 3 percent for the refurbishment of housing. Over 120 homes have been completed and 200 more are in the rehabilitation process now. Loans of approximately \$1,-140,000 have been made to private homeowners.

Additional funds have been allocated for public improvements in this area including work on streets, gutters, sidewalks, and tree planting.

Opportunities of participation in this program are still available. Further information can be obtained from the HOME office at 5025 York Boulevard or by calling 254-9291.

The HOME program in the Northeast has proven to be the most successful in Los Angeles. Consequently, it has been expanded to the Hollywood area to benefit even more 13th District residents. For information on this newly added area call 464-4912 or visit the HOME office at 6043 Hollywood Boulevard.



COUNCILWOMAN PEGGY STEVENSON and Council President John Ferraro help Mickey Mouse celebrate his 50th birthday at a special City Hall ceremony recognizing the joy he has brought to children of all ages over the years.

Highland Park Revitalization

Revitalization plans for Highland Park moved forward in April with the appointment of Ralph Schloming as Director of the program.

Mr. Schloming comes to Highland Park with extensive experience in urban planning, grantsmanship, business and education. He will serve as coordinator for the main improvement projects proposed for the area. Working with local merchants, community residents and government agencies, he will provide assistance and expertise as revitalization plans are implemented.

These plans include seeking funding sources for improvement

projects, attempting to attract new businesses to the area, conducting a study on the economic feasibility of developing a shopping mall in Highland Park and identifying pressing needs in the community which should be addressed by residents and government:

Members of the Board of Directors of the Highland Park Revitalization Committee are Jesse W. Ivers, Chairman, Robert W. Roberts, Cesar F. Ruiz, Bruce Garvey, Neil Miller, Lonee T. Suter, Fran Padilla, Millard Mier, and Joseph Lazaroni, Secretary. Local offices for the Committee are scheduled to open shortly.



HOLLYWOOD GROWS

The past year has been exciting for Hollywood. Along with 75th anniversary celebrations there have been substantial improvements to the area and many more plans initiated to contribute to revitalization efforts. Following is a sample of recent and future accomplishments made possible by hard work and cooperation between residents, business people and government.

- * The Hollywood Senior Citizen Multipurpose Center has opened and is meeting a wide variety of needs for the elderly of the community. They will be moving to larger and better facilities within the year.
- * A \$186 million hotel-exhibition center has been proposed for Hollywood and is in the planning stage, and the Holiday Inn is preparing to add 300 additional rooms as well as convention facilities to its Highland Avenue location with an investment of \$30 million.
- * Children's Hospital has completed its \$9 million George C. Page Building and is now constructing the "Ronald McDonald House," a home away from home for the families of seriously ill children under treatment at the hospital.
- New construction of additional residential units is underway in many locations such as Grace Avenue, Franklin Avenue, and Winona Boulevard.
- * Business expansion is taking place throughout the community.
 ABC is constructing additional

facilities on Prospect Avenue at a cost of \$7 million. A&M Records has undergone a multimillion dollar expansion adjacent to its offices on La Brea Avenue. Renovations are underway at the former Columbia Studios located at Sunset and Gower Street where movie and TV production will increase. Metromedia is investing \$2 million in a renovation and expansion project at its Sunset Boulevard headquarters.

* Mann Theatres has constructed two additional theatres at a cost of \$3 million to enhance their world famous landmark, the Chinese Theatre. Another landmark, the Hollywood Palace, is being converted to an entertainment complex containing a discoteque, recording studios and a restaurant. The Center Theatre

Park Donated to Hollywood

On January 10, 1979 the 13th District's newest park was dedicated in Hollywood. Located at the southeast corner of Franklin and Sycamore Avenues, Hollywood-Franklin Park will provide a pleasant oasis of green for neighborhood residents to use and enjoy.

Development of the park was made possible through the donation of land by Dorothy and Benjamin Smith, long-time Los Angeles residents who wished to make this lasting contribution to the community. It will be maintained by the City's Department of Recreation and Parks.

Councilwoman Stevenson was particularly pleased to officially open the new park as it represents another asset to the Hollywood community and demonstrates the happy result of combining both private and public resources to provide needed services to the area.

Group has acquired the Aquarius Theatre and is now presenting live performances at the renovated building.

Acquisitions and work in these and other important Hollywood businesses represent millions of dollars, jobs and tourists coming into the community. Construction projects are visible all around the Hollywood area and they signify a committment to the positive growth taking place in our community.



COUNCILWOMAN PEGGY STEVENSON NAMED KNX NEWSRADIO WOMAN OF THE YEAR. She and Man of the Year Howard Jarvis were congratulated by Mr. George Nicholaw. Vice President and General Manager of KNX Radio who presented the awards.

HOLLYWOOD SIGN REBUILT

On November 11, 1978, commemorating the 75th anniversary of the formation of Hollywood, our new Hollywood Sign was officially unveiled. The replacement of this world-famous landmark was made possible by the donations of Andy Williams, Alice Cooper, KTLA owner Gene Autry, Hugh Hefner, Terence Donnelly of Meredith Newspapers, motion picture producer Giovanni Mazza, auto Blue Book publisher Les Kelley, and Dennis Lidtke of The Palace.

The original sign, built in 1923, had been deteriorating for years and had been refurbished a number of times. The situation became critical last year, however, as several letters crumbled and serious damage was evident.

The Hollywood Chamber of Commerce, cooperating with Councilwoman Stevenson's office, spearheaded a determined effort to rally community support and "Save the Sign." Its importance as a symbol of Hollywood's special mystique and identity was recognized and



BENNY GOODMAN, THE KING OF SWING, played for the City Council after receiving a resolution from Councilwoman Stevenson honoring his tremendous influence and contribution to the music world.

the successful result can now be seen high on the hills overlooking our City.

The new sign is a visible reminder that Hollywood is not only a unique home town but an internationally known center of glamor and

dreams as well. It also demonstrates what can be accomplished when private interests are willing to give of themselves and work together with government in a successful effort to achieve their goals.

EXPLOSIVE SITE HALTED

Late in 1978 Union Oil Company asked the City for a permit to construct a petroleum loading and storage facility in the Taylor Train Yard located in the northeast section of the 13th District. The train yard adjoins the residential communities of Glassell Park and Atwater. This proposal represented a substantial threat to the health and safety of neighborhood residents.

Citing the extreme danger of storing highly volatile materials in the midst of a residential neighborhood, Councilwoman Stevenson protested this potential hazard and was supported by community residents.

As a result of determined opposition from both citizens and City Hall, Union Oil abandoned their plans to construct the facility. Mrs. Stevenson gave credit to the efforts of the neighborhood association in Atwater, Elysian Valley, Glassell Park, Silver Lake, Mt. Washington, Cypress Park, and Montecito Heights. The decisive actions of these groups contributed in large part to the successful solution of a significant community problem.



COUNCILWOMAN PEGGY STEVENSON PRESENTS A CHECK to Mr. and Mrs. Yasumasa Hirayama and their children as part of the HOME Program now available to area residents. (See story, page one)



CONSTRUCTION ON HIGHLAND PARK PLAZA on Figueroa Street and Avenue 54 begins in August 1979. This neighborhood shopping mall is adjacent to the Highland Park Revitalization area and will be added to market and specialty shops for residents.

Elysian Valley Rec Center Opens

On December 1, 1978 the new Elysian Valley Recreation Center was formally dedicated. Built with \$750,000 of Public Works Title I funds obtained through the efforts of Councilwoman Peggy Stevenson, this facility represents a great asset to the community.

The new center fulfills a longstanding desire of area residents for improved recreation facilities and accommodations for community meetings. Located at 1811 Ripple Street, the facility includes an auditorium seating 600 and full commercial kitchen equipment. The sports field has lighting for night use and showers have been provided for sports participants. The building has 10,000 square feet of space for a variety of community meetings and activities.

Planning for this project spanned a number of years and the dedication of the center marked successful completion of a community asset which both residents and government worked hard to build.

Emergency Shelter Sought

Where can you go if your apartment building is shut down because the City has determined it is unsafe?

This situation recently arose in Hollywood and it quickly became clear that dispossessed tenants had no where to turn for housing. Individuals and families in these circumstances may find themselves literally out on the street, on short notice, with few resources.

Noting that the City has no adequate system to deal with dispossessed tenants, Councilwoman Stevenson initiated discussions in City Hall to seek a solution to the problem. As a result, Los Angeles has submitted a grant application for federal funding to set up an emergency housing referral system. If the grant is approved the City will begin providing referrals to tenants who find themselves in need of short term shelter.

COUNCILWOMAN PEGGY STEVENSON Room 317, City Hall Los Angeles, Calif. 90012

Bulk Rate
U. S. POSTAGE
PAID

Los Angeles, Calif. Permit 12932

MISS BETTYE H. ELLISON 1447 1/2 WESTERLY TER LOS ANGELES, CA. 90026

Peggy Stevenson

MEMBER OF THE CITY COUNCIL

Dear Friend:

Our community faces a real threat from outside political forces. It is, therefore, especially urgent that you vote in the June 2nd City Election this year.

That is why I have enclosed an Application for a Ballot by mail, if you want or need to vote by mail.

You see, in the Primary Election last month, very few people voted. As a result an outsider nearly grabbed our Council seat with the votes of just 17% of the registered voters!

Michael Woo moved into our community recently for the sole purpose of trying to take away our City Council seat.

Woo's support comes from three places:

- 1. His former political employer in Sacramento.
- 2. His father who is a <u>wealthy Chinatown banker</u> and <u>absentee</u> landlord. The senior Mr. Woo has poured tens of thousands of dollars into the political campaign war chest of his young son.
- 3. From the radical "Economic Democracy Campaign" organization. The group's Chairman said in a L.A. Times interview that his organization will "really go to town" to "significantly" help Woo.

Obviously Michael Woo knows nothing about our community, and could care even less. He serves different political masters.

My parents immigrated to this neighborhood from Greece. I was educated, married, widowed and have raised my son here. I have lived and worked here during my entire career. I really

want to stop these powerful outside political forces from taking over our community!

Don't you?

If so, fill out and mail your Ballot Application today to vote by mail.

You may, of course, choose to go to the polls and vote. If so, be sure to remember to vote. We just can't let a small minority from outside our community force Michael Woo down our throats!

Teverson
Member of the City Council

P.S. Mail your Ballot Application today. The Clerk must receive it no later than May 28. If you miss the deadline, be sure to go to the polls and vote.

P.P.S. Enclosed is a useful sticker. Place it on your telephone.



City Council of the City of Cas Angeles City Hall

goote

CHAIRMAN
GOVERNMENTAL EFFICIENCY COMMITTEE

VICE CHAIRMAN
PUBLIC WORKS COMMITTEE

MEMBER

POLICE, FIRE AND CIVIL DEFENSE COMMITTEE

TELEPHONE 485-3353

MULICIPAL REFERENCE LIDRARY

BIOGRAPHY

96T 7 1975

5") CITY HALL EAST LOS ANGELES, CALIF. 90012

Councilwoman Peggy Constance Stevenson is a lifelong resident of Hollywood. After graduating from Fairfax High School, Mrs. Stevenson enrolled at the University of California at Los Angeles (UCLA) where she received a Bachelor of Arts degree with a Major in Political Science.

Upon graduation, Councilwoman Stevenson became the Assistant Radio Director of a well-known advertising agency. While involved in her career she met her husband, the late Councilman Robert J. Stevenson. Their son, Bruce, is a pre-law student at Loyola University. She is a member of St. Sophia Greek Orthodox Cathedral.

Councilwoman Peggy Stevenson has always been active in community affairs. During her late husband's 12 years of public service, she worked closely with him on city problems. She helped to reorganize and lead the Nichols Canyon Homeowner's Association, where she has been a resident since 1953. She is the chairwoman of the annual fundraiser for underprivileged children at the Masquer's Club. Mrs. Stevenson is also involved in many community organizations, including the Retired Senior Volunteer Program (RSVP), which she and her late husband helped to found. Councilwoman Stevenson has received honors from homeowners, humane, homophile, senior citizens, the Los Angeles Police Department and an Honorary Doctorate of Humane Letters from Columbia College. Mrs. Stevenson is also a member of the California Elected Women's Association for Education and Research, the Democratic Women's Forum and the Los Angeles All City Employees Association (ACEA).

Mrs. Stevenson was elected on May 27, 1975 to the 13th District seat of the Los Angeles City Council. She chairs the Council's Governmental Efficiency Committee, is vice chairwoman of the Public Works Committee and is a member of the Police, Fire and Civil Defense Committee. She also serves on the Council's Rules Committee and the Housing and Community Redevelopment Committee.

Mrs. Stevenson represents the communities of Highland Park, Hollywood, Hollywood Hills, Los Feliz, Silverlake, Atwater, Glassell Park, Cypress Park, Elysian Valley, Mt. Washington and parts of Echo Park and Eagle Rock.