California Employment Issues: Public Policy 233

Syllabus: Winter 2005

Date 11/29/04

Tuesdays, room 4371B PPB: 2-3:20 PM (Jan. 11 - Mar. 15)
Thursdays, room 2355 PPB:
3:00 - 4:00 PM (Jan. 6, 2005)
2:00 - 4:00 PM (Jan. 13 - Feb. 24)

Daniel J.B. Mitchell, Ho-su Wu Professor, Anderson Graduate School of Management and Dept. of Public Policy of the School of Public Affairs

Prof. Mitchell's Office Hours: Thursdays: 1:00 - 1:50 PM (6361 PPB)
Tuesdays: 3:30-5:00 PM (6361 PPB)
or by appointment

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Requirement for enrolling: Graduate status.

The unusual nature of Public Policy 233. For many years, actually going back before the creation of the School of Public Affairs, an undergraduate course on California Policy Issues - now denoted Public Policy 10B - has been offered. That course, originally created with the assistance of the UCLA Anderson Forecast (which focuses on California), covers a broad range of policy issues. It is currently co-taught by Prof. Mitchell and Michael Dukakis - former governor of Massachusetts and 1988 presidential candidate - on Thursday afternoons. However, the presentations in PP 10B are primarily made by guest speakers from various government agencies, nonprofits, and from academia.

Public Policy 233 was created to offer graduate students access to the guest speaker presentations in PP 10B (Thursdays) while having a separate seminar format - and some additional readings - on Tuesdays with Prof. Mitchell. It was last offered in 2001. When we did not offer it the following year, complaints were received concerning its unavailability. So we are again offering it in 2005.

Because the course is offered irregularly, it is difficult to predict enrollment. However, subject to adjustment based on what enrollment turns out to be, it is expected to have the following components.
1) **Format:** In the Tuesday seminars, Prof. Mitchell will present relevant material, and then students will present summaries of that week's readings on a rotating basis. Again, the exact format will depend on enrollment.

2) **Reports:** Students will prepare two written reports and present an oral version of one of them during weeks 9 and 10. One report will be based on one of the weekly topics (weeks 2-8). The other will be on the industry, education, or governance topics (weeks 9-10). **There is no final exam.**

3) **Important Report Schedule Information:** Please pick your week 2-8 topic by the Tuesday of week 2. An outline of that report should be given to Prof. Mitchell by the Tuesday of week 5. That report should be handed in on the Tuesday of week 8.

4) **Important Report Schedule Information:** Please pick your week 9-10 topic by the Tuesday of week 3. An outline of that report should be given to Prof. Mitchell by the Tuesday of week 8. That report should be handed in on the Tuesday of week 10.

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**Why does the course have the word "employment" in its title?** Most of the topics covered - really all of them - have significant labor market implications. For example, social unrest and crime (week 2) can discourage area development and therefore job opportunities. Thus, PP 233 can be used as part of an MPP concentration in labor and employment issues. However, students may have other interests - for example, you might be interested in crime policy directly. If so, your papers and presentations can be directed to your personal and career objectives.

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**Odd timing in winter 2005.** Because the winter quarter starts on a Thursday, the graduate seminar for each topic follows the Thursday topic. Prof. Mitchell will attempt to contact those who pre-enroll in PP 233 to request that they attend the Jan. 6 (Thursday) class to hear the presentation (only) of Dr. Joe Hurd at approximately 3 PM. The following Thursday, Prof. Mitchell will provide some other introductory material related to what PP 233 will cover and about the California scene. It would be better if the Tuesday seminar came before the first Thursday class but that is not possible so we will do our best to work around that problem.

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Below is the topic schedule for the quarter. Note that "week" means a Thursday and the following Tuesday through week 8. Weeks 9 and 10 consist of the Tuesday class meetings only.

**Topics and Units:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Week</th>
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Introduction .................................................. Jan. 6-11 ... 1
Social unrest .................................................. Jan. 13-18 ... 2
Environment and infrastructure ......................... Jan. 20-25 ... 3
Water supply, air quality, congestion
State and local fiscal situation .......................... Jan. 27-Feb. 3 ... 4
Special social problems: health care/income distribution  Feb. 3-8 ... 5
Immigration and international trade ...................... Feb. 10-15 ... 6
Urban and regional planning/economic development .... Feb. 17-22 ... 7
California Economic Policy .................................. Feb. 24-Mar. 1 ... 8
Key California Industries ................................... Mar. 8 ... 9
  • Agriculture
  • Entertainment
  • Housing & development
  • Tourism
  • High-tech electronics
  • Biotech
  • Apparel
  • Aerospace
Physical Capital, Human Capital, and Governance ... Mar. 15 ... 10
  • Electricity supply
  • K-12
  • Higher education
  • Governance

Possible report topics related to weeks 2-8 are listed below. While undergraduates in PP 10B must pick from the list below, graduate students in PP 233 may select other topics. Enrollment numbers will be important in final assignments. We will try to have each broad topical area represented in PP 233.

Unit 2: Social Unrest & Crime

  • Causes of the L.A. riots (1992)
  • Causes of the Watts riots (1965)
  • Anti-drug regulation in California including Proposition 36
  • Marijuana for medical use (including ballot initiative)
  • Criminal punishment policy (including 3 strikes including Prop 66 - 2004)
  • Effective policing and other alternatives to incarceration
  • Gun regulation in California
  • Homeland Security for California

Unit 3: Environment & Infrastructure

  • California water policy: History
  • California water policy: Contemporary
  • Regulating commuting & parking to reduce air pollution
  • Implementing a "bubble" policy to reduce air pollution (RECLAIM)
  • Pricing and HOV and/or as a traffic congestion remedy
  • Local public transit policy in California
  • Intercity rail service in California
  • California auto emission standards
• Private roads and tollways: Experience in Orange County

Unit 4: State & Local Fiscal Situation

• Proposition 13 (property taxes)
• Proposition 98 (earmarking state revenue for schools) and related initiatives
• Vehicle License Fee (car tax) controversy
• Prison construction/operation and its fiscal implications
• State budgetary policy in good times and bad times
• The Orange County bankruptcy
• The L.A. County's near bankruptcy in the 1990s
• Paying for infrastructure needs in California
• Indian gaming and state fiscal policy

Unit 5: Special Social Issues: health care/income distribution

• Controversies surrounding managed care/HMOs in California
• Coverage of persons without health insurance including ballot propositions such as Prop 72 (2004)
• Income inequality in California
• Welfare to work policy
• Maintenance of emergency rooms and other public health issues
• "Living Wage" policies (requirement of living wage on govt. contracts)
• Unionization of low-wage workers (e.g., janitors, hotel workers, home care providers, airport concession workers)
• Labor standards enforcement in California
• Workers’ compensation insurance reform

Unit 6: Immigration & International Trade

• History of immigration issue leading up to IRCA (1986)
• Post-IRCA immigration
• Proposition 187 (state policy on illegal immigration)
• The drivers license controversy
• NAFTA and California
• The 1994 GATT/WTO Agreement and California
• Electoral implications of changing state demographics
• The Census undercount issue and California
• Seaport or airport operation

Unit 7: Urban and Regional Planning/Economic Development

• Growth control and "urban sprawl"
• Redlining issue for mortgages
• Hazards: Fires, earthquakes, & landslides: insurance and zoning
• Rent control
• Homelessness, subsidized housing
• Empowerment zones and related tax subsidies
• The Playa Vista project as a case study in an urban development (including the original Dreamworks component)
• Conserving historical buildings

Unit 8: California Economic Policy

• Employment patterns in California (industry and area)
• The business climate in California
• California in two recessions: the early 1990s and the early 2000s

Instructions for writing team reports and making oral reports appear at the end of this syllabus. Please follow them carefully.

Required Acquisitions:

E-mail Account:

1) An e-mail account is required for this course.

Free material:

2) All reading materials other than those in California Policy Options 2005 and the Starr book (see below) are available online. Information on access to online materials will be provided in class.

3) Required books: (for purchase)

• Daniel J.B. Mitchell, ed., California Policy Options: 2005 (Los Angeles: UCLA School of Public Affairs). If you don’t find it at the ASUCLA bookstore under PP 233, try PP 10B.

• Kevin Starr, Coast of Dreams: California on the Edge, 1990–2003 (Alfred A. Knopf, 2004). Available at ASUCLA bookstore under PP 233. If you have any problem purchasing it there, commercial bookstores and online booksellers can easily supply copies. Starr (don’t confuse Kevin with Kenneth) is the preeminent historian of California. He has been publishing a multi-volume history that goes back to Spanish colonial times. However, the volumes published before this book took him only through the 1940s. Because the period of the 1990s and into the early 2000s (up through the gubernatorial recall) was so interesting and important, he jumped ahead in this volume.

ATTENDANCE: You should plan to attend all classes, both the Tuesday seminars and the Thursday guest speaker presentations.
ACADEMIC MISCONDUCT: Students are expected to hand in original work. For information on university standards, visit www.deanofstudents.ucla.edu. Click on "students" for information on plagiarism and related matters. Unfortunately, the undergraduate PP 10B has produced several instances of misconduct. I would like to think that such things could not happen in a graduate class. But I have also had some unfortunate experiences in other graduate classes. So please avoid doing anything that could lead to embarrassment. Thank you.

GRADING POLICY: Unlike other classes you may have taken, I do not use a mechanical formula for course grading, i.e., X% for this; Y% for that. Obviously, the written papers and oral presentations are going to be very important. Absences detract from the learning experience - including the learning experience of fellow students. Note that missing the Thursday guest speakers contradicts the purpose of the course, which - as noted above - was to create a vehicle so that graduate students could benefit from the speakers coming to PP 10B.

NOTE: SPEAKERS LISTED ARE CONFIRMED AS OF THE DATE LISTED ON THE FRONT PAGE OF THIS SYLLABUS. CHANGES MAY OCCUR. THESE WILL BE ANNOUNCED IN CLASS. A reading in italics is on line. Its file name is shown as <file name>. Information on obtaining on-line reading will be provided in class. Those readings without file names are in California Policy Options 2005 or in the Kevin Starr book.

Please note that "week" means a Thursday followed by a Tuesday.

Week 1: Introduction

Readings:


Guest speaker: Joe Hurd, Senior Economist at the UCLA Anderson Business Forecast (confirmed), about 3 PM.

Video: California (1954) – Film celebrating 50th anniversary of Bank of America (excerpt)
Week 2: Social unrest

Readings:

- Wellford Wilms, "From the Age of Dragnet to the Age of the Internet: Tracking Changes within the Los Angeles Police Department," *Calif. Policy Options* 2004. <wilms.pdf>

Possible video: L.A. Mob (excerpt)

Topics: Crime, drugs, police, riots

Guest Speakers:

- U.S. Attorney Deborah Yang (confirmed): 2 PM
- LAPD Police Chief William Bratton (confirmed): 3 PM
Week 3: Environment and Infrastructure

Note there are readings under "water supply" and under "air quality...".

**Water supply**

Reading:
- Kevin Starr, Coast of Dreams, pp. 504-515.

Note: The 1974 film "Chinatown" is a fictional version of the Owens Valley water story set in the 1930s rather than the actual pre-World War I era.

Videos: Thirst
Cadillac Desert (excerpt)

**Air quality, Traffic Congestion, Public Transit**

Note: The 1982 science fiction film "Blade Runner" with Harrison Ford depicts Los Angeles in the year 2019 as so polluted that it is dark all the time and a dirty rain falls continuously. Noxious clouds of gas and flame belch up from various buildings. On the other hand, Ford doesn’t seem to have much trouble getting around.

Readings:
- Kevin Starr, Coast of Dreams, pp. 545-558.

Possible Videos: Subway from Hell (60 Minutes excerpt)
Bus Riders Union

Guest speakers:

- Steve Soboroff, President, Playa Vista (confirmed): 2 PM
- Donald Shoup, Professor, Dept. of Urban Planning (confirmed): 3 PM
Week 4: State and local fiscal situation

Readings:


Guest Speakers:

- James Flanigan, business columnist, Los Angeles Times (confirmed): 2 PM
- James Kossler, President, Pasadena City College (confirmed): 3 PM
Week 5: Special Social Problems: health care/income distribution

Health Care:

Reading:
(Do not confuse with <mitchell-wed.pdf>.)

Income distribution

Reading:
• Kevin Starr, Coast of Dreams, pp. 395-415.

Guest speakers:
• Fontayne Holmes, Los Angeles City Librarian (head of library system) (confirmed): 2 PM
• Daniel Flaming, President, Economic Roundtable (confirmed): 3 PM
Week 6: Immigration and international trade

Note: There are two subtopics in this unit. Look carefully for the items under "immigration" and under "international trade."

**Immigration**

Readings:

- Kevin Starr, Coast of Dreams, pp. 141-177, 604-613.

Video: Hearst Movietone News, L.A.'s "bum blockade"
Ron Dellums' speech on Japanese relocation

**International Trade**

Reading:

Topics: Infrastructure related to trade (sea ports, airports) Export promotion by the state

- Jon D. Haveman, Foreign Tariff Reductions and California Exports, Public Policy Institute of California, June 2003, chapter 2 ("The Export and Trade Barrier Landscape"), pp. 5-17 <haveman.pdf>
- Kevin Starr, Coast of Dreams, pp. 284-301.

Guest Speakers:

- Terry Schell, Behavioral Scientist, Rand Corporation (confirmed): 2 PM
- Prof. Amy Zegart, Dept. of Public Policy (confirmed): 3 PM
Week 7: Urban and Regional Planning/Economic Development

Readings:

- Kevin Starr, *Coast of Dreams*, pp. 342-381.

Video: *March of Time, WW2, Homefront (The West Coast Question)*

Guest Speakers:

- Susan McCarthy, City Manager, Santa Monica (confirmed): 2 PM
- Jack Weiss, LA City Councilmember, District 5 (includes Westwood/UCLA) (confirmed): 3 PM
Week 8: California Economic Policy

Readings:

• Daniel J.B. Mitchell, "The Retirement of the Baby Boomers: Will They Get Their Ham and Eggs?," WorkingUSA, Fall 2000, pp. 112-132. <mitchell-ret.pdf>


• Kevin Starr, Coast of Dreams, pp. 247-283, 568-574.

Note: Video - The Great Depression (excerpt on the EPIC campaign) to be shown in class. Also, March of Time, Depression, Part 3 (excerpt - Townsend Plan).

Speakers: Daniel J.B. Mitchell on California and Macro Policy: 2 PM  
Michael Dukakis on California and Micro Policy: 3 PM
Week 9: Physical Capital, Human Capital, and Governance

Note 1: PP 233's weeks 9 and 10 topics are the reverse of PP 10B.

Note 2: Required readings are only those from the Starr, Coast of Dreams book. All other readings are background for students doing reports on those topics and are not required.

Electricity Supply:

Required Reading:
- Kevin Starr, Coast of Dreams, pp. 588-603.


- Why did we have a crisis in 2001?
- Will we have another crisis?
- California vs. federal electricity regulation
- Municipal utilities vs. private utilities

Human Capital:

Required Reading:
- Kevin Starr, Coast of Dreams, pp. 575-587.

K-12:


- Employer needs; transition from school to work
- Impact of social decay
- Student test scores
- Bilingual education
- LA school district labor and parent relations
- Magnet schools
- Charter schools
- Proposal to split up LA school district
- Voucher proposals
- State fiscal support for K-12
- Reduced class sizes

Over to next page for higher education
Higher education:

- Background Reading for student doing report on this topic: Cecilia Conrad, "Affirmative Action in University of California Admissions: An Economic Perspective" Calif. Policy Options: 1999. <conrad.pdf> (Note: Affirmative action at UC is primarily a matter of student admissions to public higher education since the employment side is mainly regulated by federal policy.)

- Externality of system
  - Technology transfer attracts business (?)
  - State labor supply attracts business (?)

- Middle-class subsidy?
- Master Plan revisited
- End of affirmative action
- Implications of echo of baby boom for enrollments at UC
- Tenth UC campus at Merced (Local impacts; state interests)

Governance: Is California’s System of Governance – Developed in the Progressive Era of the Early 20th Century – Capable of Handling the State’s Needs in the 21st Century?

Required reading:

Background Reading for student doing report on this topic:


- History of California Progressive Movement
- Use of the initiative and referendum
- Term limits
- Campaign contributions and expenditures
- Political parties vs. non-partisanship
Week 10: Key California Industries

Note: All readings listed below are background for students doing reports on those topics. No required readings for week 10.

Agriculture:

- Background Reading for student doing report on this topic: Nicolai V. Kuminoff et al, excerpt from The Measure of California Agriculture, 2000 (UC-Davis Agricultural Issues Center, 2000), pp. 7-30. <kuminoff.pdf>

- Size relative to overall state economy
- Water issues
- Environmental issues
- Farm labor issues including immigration
- Exports and imports including NAFTA
- Marketing issues
- Land-use policies

Entertainment:

- Background Reading for student doing report on this topic: Joyce Baron, "The Motion Picture Production Industry: Impact of 'Runaway Production' to Canada," UCLA Anderson Forecast for the Nation and California (Los Angeles: June 2000), pp. Calif. 2.1-Calif. 2.15. <baron.pdf>

Note: This paper was written by an MPP student as a degree requirement.

- Size relative to overall state economy
- Impact on state image
- Exports
- Competition from other non-state locations including foreign
- Unique industrial organization and compensation systems
- Labor relations problems

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Over for additional industries
Week 10: Key California Industries - continued

Housing & development:

• Background Reading for student doing report on this topic: John D. Landis, Raising the Roof: California Housing Development Projections and Constraints: 1997-2020 (Sacramento: California Dept. of Housing and Community Development, 2000), chapter 1. <landis.pdf>

• Relation to state demographic trends
• Who is in the housing construction business?
• Single-family vs. multiple unit housing
• NIMBYism (Not In My Back Yard)
• Relation to transportation
• Impact of environmental regulation
• Can there be low-cost housing in a high-price region?

Tourism:

• Background Reading for student doing report on this topic: California Division of Tourism, California Fast Facts 2003: Statewide and Regional Tourism Facts and Figures (Sacramento: 2003). <tourism.pdf>

• Is tourism an "industry"?
• Economic multiplier effects
• Role of state and local governments in promotion
• Impact of traumatic events (riots, earthquakes, 9/11) on tourism
• Hollywood movies/TV as an indirect promoter of tourism in California

High-tech electronics:

• Background Reading for student doing report on this topic: Junfu Zhang, High-Tech Start-Ups and Industry Dynamics in Silicon Valley, Public Policy Institute of California, July 2003, chapters 1 ("Introduction and Overview of the Study") and 2 ("Start-Up, Growth, and Mortality of Firms in Silicon Valley"), pp. 1-30. <zhang.pdf>

• Why did Silicon Valley form?
• What is special about California as a home for this industry?
• Use of skilled immigrant workers
• Connection with aerospace
• Relation to higher education system
• Export and import competition
• Dot-com boom and bust

Over for additional industries
Week 10: Key California Industries - continued

Bio-tech:

• Background Reading for student doing report on this topic: Gus A. Koehler, Bioindustry: A Description of California's Bioindustry and Summary of Public Issues Affecting Its Development (California Research Bureau, 1996), excerpts. <koehler.pdf>

• What is special about California as a home for biotech?
• Relation to higher education system
• Relation to health care system
• State vs. federal regulation and policy regarding controversial issues such as use of stem cells (including Prop 71 - 2004)

Apparel and Textiles:

• Background Reading for student doing report on this topic: Los Angeles County Economic Development Corp., The Los Angeles Area Apparel Industry Profile (Los Angeles: LAEDC, 2000). <apparel.pdf>

• Is this a "third world" industry?
• Relation to import competition and NAFTA
• Relation to immigration
• State labor standards enforcement

Aerospace


Note: The controversial film "Falling Down" features an unemployed aerospace worker (Michael Douglas) who rampages from downtown L.A. to Venice Beach. He begins by wrecking a Korean-owned grocery and encounters gangs, homeless, neo-Nazis, etc., on his way.

• Is this a dying industry in California?
• How did the industry and workforce adjust to the end of the Cold War?
• Defense vs. commercial aviation markets
• Industry consolidation (mergers)
Useful websites: Below is a list of websites students will find useful for researching California issues. Caution: The first thing that pops out of Google is not necessarily a reliable source of information.

Private research groups:


www.laedc.org (Los Angeles Economic Development Corp.). Reports on Los Angeles area concerns.

www.rand.org. (Rand Corp.). Although Rand reports often deal with international and national issues, there are also California-focused reports here.

www.cbp.org. (California Budget Project). Reports related to state budget issues, generally from a liberal perspective.

www.rippi.org. (Reason Public Policy Institute). Reports related to state budget and other policy issues, generally from a conservative or libertarian perspective.

www.milkeninstitute.org. (Milken Institute). Although the Milken Institute's reports and publications are often focused on international and national issues, there are some California-oriented materials available.

Sources of California Government Information:

www.calinst.org. (California Institute). Organization set up to inform the California delegation to Congress and the U.S. Senate about federal policies that have an effect on California.

• California State officials:

www.governor.ca.gov. (Governor's website). Speeches, press releases, etc. Statements on bills signed and vetoed.


www.ss.ca.gov. (Secretary of State's website). Information on ballot initiatives, election results.

• Other California state sources:


www.lao.ca.gov. (Legislative Analyst's Office). Provides non-partisan information to the Legislature on budget and other policies. Reports, publications.

www.dot.ca.gov. (Dept. of Transportation - Caltrans). Information about transportation issues.


www.insurance.ca.gov. (Dept. of Insurance). Information on workers' compensation insurance, other insurance issues in California.


www.senate.ca.gov. (California Senate). Information on bills and senators.

www.leginfo.ca.gov. (California Legislative Counsel's website). Information on legislation, legal codes (education code, labor code, etc.), California constitution.


www.film.ca.gov. (California Film Commission) Information related to the film/TV industry and efforts to maintain production in the state.


www.cgcc.ca.gov (California Gambling Control Commission) Regulates gambling at Indian and non-Indian locations.

University of California and UCLA information sources:
www.ucop.edu. (UC headquarters). Information on the UC system


www.sppsr.ucla.edu/its/. (UCLA Institute of Transportation Studies). Reports on transportation issues: freeways, traffic, public transit. NOTE: THE SCHOOL OF PUBLIC AFFAIRS IS SWITCHING TO WWW.SPA.UCLA.EDU. RELATED WEBSITES WILL BE CHANGING FROM THE FORMER SPPSR DESIGNATION. See also www.its.berkeley.edu for similar information from the UC-Berkeley Institute for Transportation Studies.

www.ucop.edu/ile. (UC Institute for Labor and Employment). Reports on labor market and labor relations trends.


Federal agencies that include California information:


Local Agencies and Jurisdictions:


http://www.mwdh2o.com/. (Metropolitan Water District of Southern California).


http://www.aqmd.gov/. (South Coast Air Quality Management District).

http://www.glacvcd.org/. (Greater Los Angeles County Vector Control District).

http://lacounty.info/. (Los Angeles County).

Books Relevant to California Issues:


- California, Governor's Commission on the Los Angeles Riots, *Violence in the City - An End or a Beginning?* December 2, 1965 ("McCone Commission" report).


• Patrick Lloyd Hatcher, Economic Earthquakes: Converting Defense Cuts to Economic Opportunities (Berkeley: Institute of Governmental Studies, University of California, 1994).


• Back issues of California Policy Choices, vols. 1-9. (A series published at one time – but now discontinued – by USC.)


• Deborah Reed, et al., The Distribution of Income in California (San Francisco: Public Policy Institute of California, 1996).


• California Franchise Tax Board, Economics and Statistical Research Bureau, Impact of the Flat Tax on California, December 1995.

• Steven B. Frates and Eric S. Norby, An Analysis of Los Angeles County Government for the Howard Jarvis Taxpayers Educational Foundation (The Rose Institute, Claremont McKenna College, May 1996).

• Michael A. Shires, The Future of Undergraduate Education in California (Santa Monica: Rand, 1996).

• Lloyd S. Dixon, Steven Garber, and Mary Vaiana, *California’s Ozone-Reduction Strategy for Light-Duty Vehicles: An Economic Assessment* (Santa Monica, Rand, 1996).


• Back issues of *California Policy Options*, vols. 1997-present


• The Ethnic Quilt: Population Diversity in Southern California (Northridge, Calif.: Center for Geographical Studies, California State University, Northridge, 1997).


• Irving Schiffman, *Alternative Techniques for Managing Growth* (Berkeley: IGS, 1999). This book is not exclusively about California but may be of use to projects dealing with urban planning issues.
• Kevin McCarthy, Steven Erie, Robert Reichardt, Meeting the Challenge of Charter Reform (Santa Monica: Rand, 1998).


• Deborah Reed, California’s Rising Income Inequality: Causes and Concerns (San Francisco: Public Policy Institute of California: 1999).

• Paul Lewis and Elisa Barbour, California Cities and the Local Sales Tax (San Francisco: Public Policy Institute of California: 1999).

• AnnaLee Saxenian, Silicon Valley’s New Immigrant Entrepreneurs (San Francisco: Public Policy Institute of California, 1999).

• Hans Johnson, Belinda Reyes, Laura Mameesh, Elisa Barbour, Taking the Oath: An Analysis of Naturalization in California and the United States (San Francisco: Public Policy Institute of California, 1999).


• Rob Geen et al, Income Support and Social Services for Low-Income People in California (Washington: Urban Institute, 1998)

• Philip Angelides, Smart Investments (Sacramento: California State Treasurer, 1999). Special edition of California’s debt affordability report.


• Lawrence D. Bobo et al, Prismatic Metropolis: Inequality in Los Angeles (Russell Sage, 2000).

• Margaret O’Brien-Strain and Thomas Macurdy, Increasing the Minimum Wage: California’s Winners and Losers (Public Policy Institute of Calif., 2000).

• Mark Baldassare et al, Risky Business: Providing Local Public Services in Los Angeles County (Public Policy Institute of Calif., 2000).
• Harry J. Holzer and Michael A. Stoll, Employers and Welfare Recipients: The Effects of Welfare Reform in the Workplace (Public Policy Institute of California, 2001).

• Jon D. Haveman, California’s Vested Interest in U.S. Trade Liberalization Initiatives (Public Policy Institute of California, 2001).


• Jeffrey Grogger and Stephen J. Trejo, Falling Behind or Moving Up? The Intergenerational Progress of Mexican Americans (Public Policy Institute of California, 2002).

• AnnaLee Saxenian, Local and Global Networks of Immigrant Professionals in Silicon Valley (Public Policy Institute of California: 2002).

• David Neumark, How Living Wage Laws Affect Low-Wage Workers and Low-Income Families (Public Policy Institute of California: 2002).


• Kevin Starr, Inventing the Dream: California Through the Progressive Era (Oxford University Press, 1985).


• Ross C. DeVol et al, Manufacturing Matters: California’s Performance and Prospects (Milken Institute, 2002).


• Howard J. Shatz and Luis Felipe López-Calva, The Emerging Integration of the California-Mexico Economies (Public Policy Institute of California, 2004).

• Jon D. Haveman, Foreign Tariff Reductions and California Exports (Public Policy Institute of California, 2003).

• Jon D. Haveman and David Hummels, California's Global Gateways: Trends and Issues (Public Policy Institute of California, 2004).

• Andrew M. Gill and Duane E. Leigh, Evaluating Academic Programs in California's Community Colleges (Public Policy Institute of California, 2004).


Some Hints for Report Writing and Oral Reports for this Course  
(and any others you may take!)

**Written Report Hints:**

1) Use an *outline style* with *actual* headings and subheadings:

   I. Introduction

   II. Title of Topic #1  
       i. Title of Subtopic 1a  
       ii. Title of Subtopic 1b  
       etc.

   X. Conclusions

2) Use the *introduction* to state what your main topic is and where you will be going.

3) Use the *conclusion* to sum up the report and make recommendations.

4) Give credit where credit is due via footnotes or references.

5) When presenting data tables or graphics, be sure to discuss them in the text. But do not just rehash the numbers. Explain what you are demonstrating with the data tables or graphics.

6) When using data (in tables or graphics), present them in a meaningful way. Is the most useful information the absolute value, the rate of change, or perhaps as a ratio to some other index?

7) **Number your pages** so that instructor comments can be made referring to locations in the paper.

8) Avoid paragraphs that go on and on and on and on. After 3 sentences, begin to ask yourself if a new thought is being introduced. If so, you probably should start a new paragraph. Avoid sentences that go on and on and on. After 3 lines, begin to ask yourself whether your sentence can be cut into two separate sentences.

9) Don’t be afraid to use your *spellcheck*. Be afraid not to use it!

10) Avoid starting sentence after sentence with the same word. The.... The.... The.... The....

*“Actual” means that you must have headings as indicated.*
11) **Avoid a folksy style** of writing. “I always loved this topic because...” Avoid little asides to the reader. “You probably are wondering why...”

**Oral Presentation Hints:**

1) **Be organized.** Have an outline of what you plan to say.

2) Set the **groundrules** early on. Do you want questions as you go? Or do you want to postpone questions until the end? Even if you choose the latter, you should be willing to take a clarifying question, e.g., what does a particular word or acronym mean?

3) **Do NOT read** a written paper out loud. Nothing is more boring except one thing: reading a paper off file cards.

4) Use **visual aids.** PowerPoint or overhead charts with bullet outlines are useful. But don’t put too much material on any one chart. Repeat: Don’t put too much material on any one chart. A page that looks like this one is not a useful overhead. An example of a useful PowerPoint or overhead bullet point slide appears after these guidelines.

5) Do not put typewriter-style data tables on a PowerPoint or overhead slide and expect anyone to be able to read it. If you need to have the audience look at a detailed table, distribute it as a paper handout. If you were to violate this rule, your audience members would be distracted from what you are saying as they tried to read your unreadable table.

6) Simple graphics – charts showing basic trends, pie charts – can be effective in making simple points and make good overheads or PowerPoint slides. But don’t make slides so busy and complex that the message cannot be readily seen. Use font sizes that can be seen on graphic labels.

7) At the end of the presentation, provide a brief **summary** of the key points you have made. What do you want the audience to remember?

8) In the question period after the formal presentation, if you don’t know the answer, just say so. You want to be responsive. But if you don’t know, you can’t respond usefully.
9) You don’t want to get into a side discussion with one member of the audience who is interested in a minor point. “We can discuss this after the class” is a good response when the discussion is veering away from the main issue.

10) **Practice** your report. Use a tape recorder. You may be surprised at what you hear and want to correct it. Listen to a radio or TV news station such as KFWB or KNX or CNN. Note that the announcers do not say “you know” in every sentence. (If we know, why tell us?) Note that radio announcers rarely say “uh”. **Note that radio announcers do not end every sentence in an upward intonation that turns what should be a declarative statement into a question.** If you make declarative statements into questions, the effect is not one of being inclusive. Instead, you give the audience the impression that you are unsure of what you are saying. James Earl Jones says “This is CNN!” He does not say “This is CNN?”.
A Useful PowerPoint or Overhead Slide:

Example

• Lettering is large so slide can be read by viewers

• Only a few points are shown

• Lessons from slide are clear to the audience
Example of a table that can be usefully presented as an overhead or PowerPoint slide:

## Unemployment Rates
### During the Boom: 1997-2000

<table>
<thead>
<tr>
<th>Year</th>
<th>U.S.</th>
<th>Calif.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1997</td>
<td>4.9%</td>
<td>6.3%</td>
</tr>
<tr>
<td>1998</td>
<td>4.5%</td>
<td>5.9%</td>
</tr>
<tr>
<td>1999</td>
<td>4.2%</td>
<td>5.2%</td>
</tr>
<tr>
<td>2000</td>
<td>4.0%</td>
<td>4.9%</td>
</tr>
</tbody>
</table>
Example of a useful graphic for an overhead or PowerPoint slide as an alternative to the table on the previous page:

California Unemployment Rate (Percent)