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Box 93, Folder 5, White House Conference on Aging, October-December 1980.

OVERVIEW OF THE WORK OF THE TECHNICAL COMMITTEES



MAJOR ISSUE AREAS

TO BE ADDRESSED BY THE TECHNICAL COMMITTEES

- A. ECONOMIC SECURITY
 - 1. Retirement Income
- B. PHYSICAL AND MENTAL HEALTH
 - 2. Health Services
 - 3. Health Maintenance and Health Promotion
 - 4. Social and Health Aspects of Long Term Care
- C. SOCIAL WELL-BEING
 - 5. Family, Social Services and Other Support Systems
 - 6. The Physical and Social Environment and Quality of Life
- D. OLDER AMERICANS AS A GROWING NATIONAL RESOURCE
 - 7. Older Americans as a Growing National Resource
 - 8. Employment
- E. CREATING AN AGE INTEGRATED SOCIETY
 - 9. Creating an Age Integrated Society - - - Implications for Societal Institutions

ILLUSTRATIVE AREAS:

 - 10. Creating an Age Integrated Society - - - Implications for the Economy
 - 11. Creating an Age Integrated Society - - - Implications for the Educational Systems
 - 12. Creating an Age Integrated Society - - - Implications for Spiritual Well-Being
 - 13. Creating an Age Integrated Society - - - Implications for the Family
 - 14. Creating an Age Integrated Society - - - Implications for the Media
 - 15. Creating an Age Integrated Society - - - Implications for Governmental Structures
- F. RESEARCH
 - 16. Research in Aging

NOTE:

- 1. A Technical Committee has been established for each sub-head under the main headings.
- 2. The Executive Director plans to commission the preparation of a paper on social, economic and demographic trends which will be available to all Technical Committees.

October 22, 1980

The Technical Committee on Retirement Income held its second meeting on October 9. The discussion at the meeting followed the first part of the Committee's workplan which was submitted earlier. The issues discussed and the decisions made at the meeting are shown in the attached Action Minutes.

Future meetings are scheduled for December 10 and 11 and January 28 and 29. Dr. Yung Ping-Chen, one of the Committee's consultants was directed to prepare a draft of the first part of the Committee report for review by the members at the December 10 - 11 meeting. The Committee also plans to complete its discussion of the issues at the December meeting.

It is anticipated that the Committee Consultants will complete the draft of the Committee report by the early part of January so that the Committee members will be able to review and comment on it before the January 28 - 29 meeting.

Attachment



October 9, 1980

Members Present

Mr. Bert Seidman
 Mr. Robert Ball
 Mr. Jacob Clayman
 Ms. Louise Kamikawa
 Mr. Andrew Ruddock
 Mr. Matthew Lind for Mr. Morrison Beach
 Ms. Thelma Zwerdling
 Mr. Victor E. Hruska

Consultants

Dr. Yung Ping-Chen
 Mr. Merton Bernstein
 Mr. Wayne Finegar

WHCOA Staff

Mr. Bob Mullen

The Committee approved the minutes of the July 29 meeting. Mr. Lind discussed the status of the Technical Committee on Economics and how it relates to the Committee.

Discussion Items

The Committee discussed the following items as they relate to the report.

- o Earnings as a source of income to the aged.
- o Social security coverage - particularly with regard to women and other people who tend to be in and out of the work force and consequently qualify for low social security benefits
- o Private pensions - the ability of the Private Pension Guarantee Corporation to meet its obligations should one or more large corporations become bankrupt; the problems of funding private pensions; the effect of IRA and Keough plans on retirement income; and the effect of inflation on pension income.
- o Imputed and in-kind income - whether home ownership should be considered as income to the retired and, if so, how it should be computed; whether in-kind income such as Medicare, Medicaid, food stamps, or housing subsidies should be included in income.
- o Economic and demographic factors - effect of recession on private pension plans and changing employment patterns; industries with declining employment and their effect on private pension plans; effect of change in dependency rates on social security and private pensions; need to distinguish between demographic factors actually known and those that are speculative.
- o Development of benefit adequacy standards - poverty level, Bureau of Labor Statistics (BLS) indices, how BLS budgets are made, relationship of replacement rates and pre-retirement income; whether measure should be based on lifetime coverage or recent earnings.

Decision Items

- o Historical description should be concise and factual
- o The Committee should recommend a minimum standard which is above the poverty level, but less than the BLS intermediate standard.
- o The minimum standard should be the smallest amount of annual income at which an aged person is not in poverty.
- o Replacement rates should be sufficient for an aged retiree to continue his current standard of living after retirement.

- o Replacement rates should be based on several years, say 3 to 5 years, of recent highest earnings.
- o Social security should meet the needs of the average full-time earner and of lower-paid workers.
- o For above average income workers, income from private pension plans, savings, etc. should be considered in determining adequate replacement rate.
- o The report should contain a discussion to the effect that, ideally, benefits after retirement should be kept up-to-date with wages, but that this is expensive and would be difficult to achieve.
- o The Department of Labor should be instructed to develop a cost of living index which accurately measures changes in the cost of living for aged people.
- o The Conference should oppose any attempt to arbitrarily reduce or limit cost of living increases for social security or government pensions for budget purposes.

The Committee adjourned at 5:30 PM and set its next meeting date for December 10 and 11, 1980.



Technical Committee on Health Services

OVERVIEW

The Technical Committee on Health Services has met twice. After the last meeting on October 14, 1980, the following plan was developed:

At this time, the membership of the committee is as follows:

Members

Dr. John C. Beck, Chairperson
Mr. Emanuel Borenstein
Dr. Craig Burrell
Dr. Ewald Busse
Ms. Anna Brown
Mr. Lucille Etheridge
Dr. Carl Eisdorfer
Dr. Arthur Helfand
Mr. William Fullerton
Dr. Nathan Smukler
Dr. Virginia Stone
Dr. Larry Wright
Dr. Eric Pfeiffer
Mr. Joseph Becker
Mr. David See
Dr. Michael DeBakey
Dr. Seymour Farber
Dr. Robert Griffiths

Consultants

Dr. Gene Cohen
Dr. Robert Kane
Professor Ann Somers
Dr. Paul Haber

Staff

Constance Grant Zich, MSN, Sc.D.
Roberto Anson

The committee members have developed the following structure in order to carry out their tasks.

Five subcommittees consisting of the following members have been designated with the following tasks:

I. Subcommittee on Health Care Needs of the Elderly consisting of Dr. Eric Pfeiffer and Ann Somers. This subcommittee will develop two sections for the report:

A. The Health Experience of the Elderly

1. Mixture of acute and chronic care
2. Health & mental health
3. Multiple types of experiences
4. Social environment and self-care
5. Specific issue
6. Drug reactions
7. Maintenance of health
8. Associated costs
9. Health experience related to overall functioning of the elderly
10. Health experience related to providers

B. A description of the present health system

1. The acute and specialty care system
2. The isolation of the system from other systems
3. The lack of a specialty prepared provider
4. Attitudinal issues and the mix between need and service
5. Affordability of services
6. Emphasis upon acute care and lack of range of services
7. Problems in distinguishing between normal aging and pathology.

II. Subcommittee on Access and Availability consisting of Dr. Carl Eisdorfer and Dr. Robert Kane. Other members who will also contribute to this section are Dr. Virginia Stone, Dr. Ewald Busse, Dr. Larry Wright, Dr. Arthur Helfand, Dr. Nathan Smukler and Lucille Etheridge. This subcommittee will address the following issues:

- A. Financial barriers
- B. Health vs disease assessment
- C. Integration of services
- D. Manpower needs and training
- E. Targeting of services and trade-offs
- F. Functional assessment

This section will develop alternative models which will provide the delegates with options. Research findings will also be utilized. For instance, findings and recommendations coming out of Dr. Weissert's work from the office of Health Research, Statistics and Technology, PHS

III. Subcommittee on Reimbursement. This committee has divided into task forces covering the following issues:

- A. Emanuel Borenstein - a statement of objectives (what a financial program should be concerned with)
- B. Mr. Fullerton - eligibility
- C. Dr. Helfand - coverage
- D. Dr. Burrell - reimbursement

Mr. Fullerton and Constance Grant Zich staff this subcommittee. Other members to provide input include the following: Ann Somers, Dr. Carl Eisdorfer, and Dr. Eric Pfeiffer.

- IV. Subcommittee on Minority Issues consisting of Anna Brown and Roberto Anson. Other members contributing to this section are: Dr. Ewald Busse and Dr. Carl Eisdorfer. The section will cover the following areas:

- A. Barriers to older persons (urban and rural)
- B. Language and cultural barriers
- C. Acceptance of physician
- D. Training needs of providers
- E. Trends of provider usage
- F. Shifts in ratio means
- G. Freedom to choose type of provider and to choose quality
- H. Impact of regulatory problems upon professionals
- I. Recognition of informal health care and family
- J. Risk factor recognition
- K. Impact of key indicators upon minority elderly

- V. Subcommittee on Health Services and Research consisting of Dr. Robert Kane and Dr. John Beck.

Because the papers will need considerable debate among the committee, a forum is to be planned to be held the night before the third meeting of the Committee, December 10 & 11, which will allow for discussion and some degree of consensus to be formulated before the meeting the next day.

A work plan to be prepared and monitored by staff and chairperson will be formulated and implemented for each subcommittee. Dates will be specified for each task to be performed.

If necessary, a steering committee will be developed consisting of chairperson and subcommittee chairpersons to be held in Washington, D.C. in the next 5 - 6 weeks.

A position paper is to be requested on technology and safety.

Because of the following issues which crosscut committees, conference calls will be made to address the bio-ethic issue and the health services research area with chairpersons of the committee and staff.

The Health Services Research Administration will be asked to assign Dr. Weissert and Dr. Gail Wilensky as consultants to assist the subcommittee on reimbursement.

All Task Forces will submit a draft of their reports to the White House Conference on Aging staff no later than November 21, 1980 so that all drafts can be distributed to committee members for their review prior to the third meeting on December 10 & 11, 1980.

Presently, the following timetable exists for the subcommittee on reimbursement. Pertinent materials will be sent to the members by 10/25/80; drafts will be forwarded to Dr. Zich by 11/5/80; and the written report is to be completed by 11/21/80.



Overview of Committee's Goals

The health maintenance and promotion committee has accepted as its charge the development of issues and recommendations with respect to the overall health status of the older population, with emphasis upon developing the full range of physical and social supports to sustain the older person in his or her environment.

Implicit in this charge is emphasis placed upon the maximum use of self in care and prevention, with minimum dependence on other persons, which does not imply total freedom from disease by the individual. Summaries of the Committee's discussions indicate need for development of topics such as stress control (involving such factors as occupational and health safety), health protection, avoidance of overuse of drugs and alcohol and freedom from fear of violence, disability, loneliness and inactivity. The underpinning of these topic areas include the need for research into areas of health maintenance as it pertains to older persons, development of a scientific body of knowledge which can be imparted to health professionals, establishing the necessary network to disseminate health education, promoting self-help mechanisms for the elderly, and the fiscal feasibility of a comprehensive health maintenance system.

Gaps in Development of Issues, and Cross-Cutting Issues

The Committee on Health Maintenance and Health Promotion has reviewed carefully the Deputy Chairs' comments on this committee's workplan, and as a result has included the area of Mental Health for coverage in its final report. Although the Committee realizes that health maintenance and promotion are lifelong concerns and will make acknowledgement of such in its deliberations, it will primarily stress the efforts that should be taken by the group over age 60.

The potential for overlap in the reports of the related health committees of the White House Conference on Aging (WHCOA) will be minimized by sharing of report outlines and materials by respective committees, and by a conference call to identify gaps and problem areas for future work.

Further analysis of this Committee's work indicates that certain areas may override the special issues of each committee. These are not necessarily definitive areas that may be duplicated by the various health committees, but those that could be singled out for separate development. These so-called "cross-cutting issues" may include the potential health status of the elderly as a group, ethical questions, methods for financing and reimbursement, research and training.

Utilization of Government Representatives, Consultants and Committee Members

At the October meeting of the Committee on Health Maintenance and Promotion, tasks were divided (development of papers) between the three groups delineated above. These assignments are tentatively confirmed at the present time. The major topic of health status of the older population will be developed by using the Surgeon General's report on Health Promotion and Disease Prevention as a source for developing indicators of levels of health maintenance needed by different age groups in the elderly population. Major issue papers to be developed by Committee members themselves are the following:

- o Physical and Social Environments
- o Stress

- o Special Populations (rural and minority)
- o Need for research in health maintenance and promotion
- o Self Care, including utilizing older people as a resource
- o Financing and Reimbursement
- o Indicators of health change
- o Nutrition

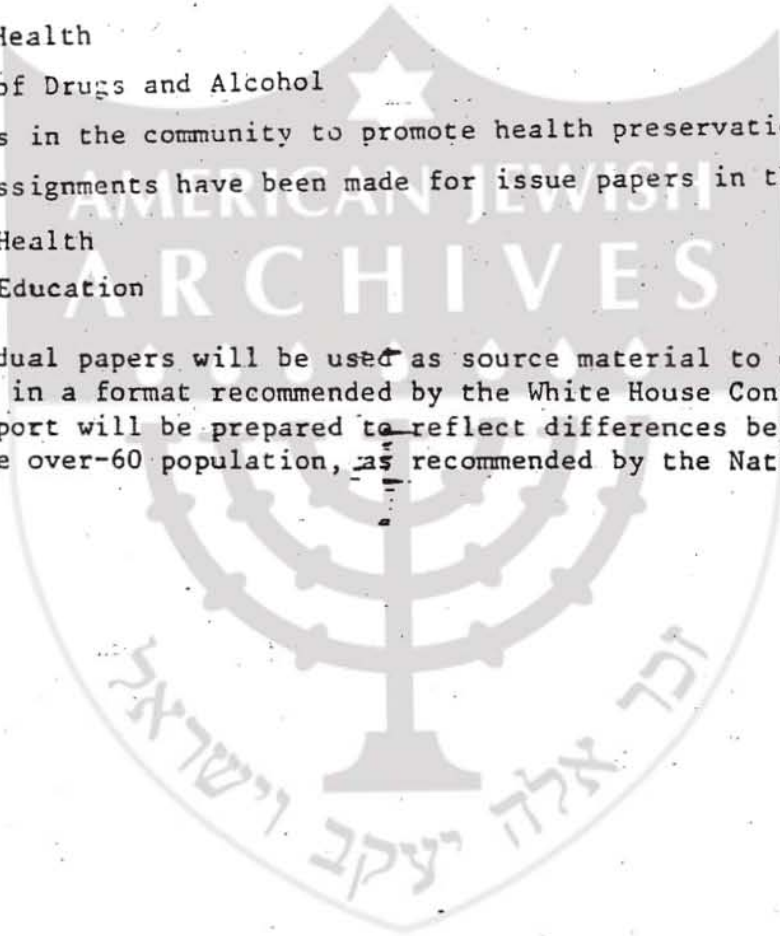
Government Representatives will develop these papers:

- o Major disease entities where health maintenance and promotion can play a role.
- o Rehabilitation
- o Mental Health
- o Misuse of Drugs and Alcohol
- o Linkages in the community to promote health preservation

Consultant assignments have been made for issue papers in the following areas:

- o Dental Health
- o Health Education

These individual papers will be used as source material to draft the Committee's final report in a format recommended by the White House Conference on Aging (WHCOA). The final report will be prepared to reflect differences between different age groups in the over-60 population, as recommended by the National Advisory Committee.



A. Key Issues:

The Committee is emphasizing themes and principles which frame the debate on publicly supported Long Term Care policies. The focus is on functionally impaired persons who need help to achieve and maintain their highest level of independent living. Implicit in this concept is recognition that the need for Long Term Care is greater as the frequency of illness and disability increases with advanced age.

The committee will identify informal and formal supports in which responsibility for the person "at risk" is located. These will be linked to alternative systems of social and health care service delivery to be implemented on the local level in a coordinated and comprehensive fashion. Another issue is the identification of features that undergird a workable organized Long Term Care system. The Committee will explore this from the perspective of locus of control or authority, funding mechanisms and the scope of services of alternative systems.

The committee will also address the issues of who should pay for the system. A number of funding options will be explored. Finally, there will be a section on ethical issues.

B. Structure:

The committee functions as a single unit. Discussion of subject matters and the format of the paper take place at scheduled meetings.

C. Use of Consultants and Government Resources:

A number of potential consultants have been identified by the committee and staff. We plan to use consultants in the event there is a problem with consensus on particular issues and in areas with a great deal of complexity. A determination on the need for consultants may surface at the December 7, 8 meeting when the committee will have an opportunity to react to the first draft of the policy paper.

We intend to rely heavily on government resources to write segments of the report. Staff of the Federal Council on Aging have developed workplan outlines on Long Term Care informal supports and financing the system. The Health Standards and Quality Bureau of Health Care Financing Administration (HCFA) is working with staff on quality assurance issues. Data needs are being addressed by Joan Van Nostrand of the National Center for Health Statistics. Letters have been written to the Under Secretary of Health and Human Services (HHS) and the Deputy Administrator of HCFA for support in other issue areas.

D. Overlapping and Crosscutting Issues

This committee is legislatively mandated to deal with cross-cutting subjects which impact on the work of other committees with responsibility for health and social service issues. The committee's examination of such potentially overlapping areas as family responsibility, reimbursement, financing and ethics will be framed in the context of values and principles that undergird national debate on a Long Term Care system and will not duplicate the detailed analysis of other committees. As an additional safeguard, a conference call involving the chairpersons of the three health committees has been scheduled to discuss potential problems in these areas.

E. Gaps

The committee is working collaboratively with other technical committees and at this point, foresees no gaps.

F. Papers Commissioned

None



Technical Committee on Family, DATE: October 23, 1980
Social Services and Other Support Systems

OVERVIEW

I. KEY ISSUES:

1. Definitions:

- Family
- Social Services System
- Informal support systems

2. Values and assumptions:

Underlying philosophy of the self-determination of the person and the need for choices and alternatives.

3. The family as it exists traditionally
4. Creative approaches-non-traditional.
5. Social Services System Health Service and Social Services Barriers to service delivery.
6. Informal Support Systems (Networks)

II. CROSS-CUTTING ISSUES:

There are many issues that cut across the concerns of other committees. For example, housing, environment, community structure, quality of life, all influence the three key areas of concern of this committee. Income, retirement, employment, health service, health promotion, education and training all impact on the Family, Social Services and other support systems.

III. COMMITTEE STRUCTURE: Task force assignments have been made based on expertise and interest.

Family:

Rev. Ceruantes, Chair
Mr. Kerrigan
Ms. Quinn
Mrs. McGee
Dr. Carp
Dr. Maldonado

Social Services

Mr. Sykes, Chair
Dr. Winston
Dr. Lindsey
Mr. Villaverde
Dr. Levine
Mrs. Sainer
Mrs. Foster
Dr. Miller

OTHER SUPPORT SYSTEMS:

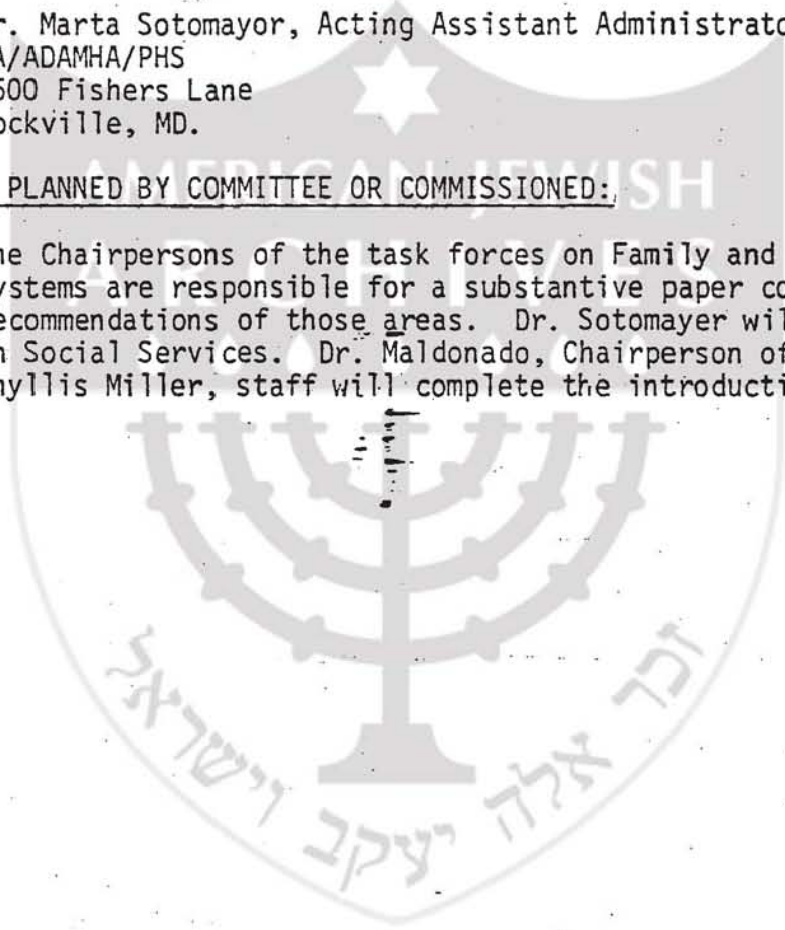
Ms Quinn, Chair
Dr. Winston
Mr. Sykes
Mrs. Sainer
Rev. Ceruantes

IV. CONSULTANT

Dr. Marta Sotomayor, Acting Assistant Administrator
OA/ADAMHA/PHS
5600 Fishers Lane
Rockville, MD.

V. PAPERS PLANNED BY COMMITTEE OR COMMISSIONED:

The Chairpersons of the task forces on Family and Informal Support Systems are responsible for a substantive paper covering issues and recommendations of those areas. Dr. Sotomayor will complete a paper on Social Services. Dr. Maldonado, Chairperson of the committee and Phyllis Miller, staff will complete the introduction.



OVERVIEW OF THE TECHNICAL COMMITTEE
THE PHYSICAL AND SOCIAL ENVIRONMENT AND QUALITY OF LIFE

CHAIR: Margaret Ja
Staff member: Mary Irene
Pendell

October 22, 1980

The thirteen committee members bring to their work expertise in social gerontology, community planning and organization, research, legislative planning and lobbying, social work, management, housing, and the concerns of women and minorities. They will define and study issues and prepare recommendations in eight topical areas: quality of life (definitions, determining factors, relationship to the work of the technical committees), effects on quality of life of the changing society, housing and living arrangements (including the role of community planning), transportation, socialization, arts and humanities, legal services, and crimes against older persons.

Each topic is under study by a subcommittee consisting of two or three committee members. White House Conference staff will assist with the work of the subcommittees for the first three topics.

The committee will hire consultants for two purposes: to help them develop technically sound subject-area analysis and final report segments and to review, critique, and finalize the committee report. The present plan calls for having two short-term consultants for each purpose. Regarding the report, one consultant would identify gaps or omissions in references to current or pending legislation and to existing program provisions, concurrently editing and re-writing for clarity and succinctness. The second consultant would review the final draft report to insure its acceptability by the gerontology community. Both consultants would be asked to review and comment upon the feasibility of implementation plans for each committee recommendation.

The committee, through staff, will draw upon the expertise of subject area consultants in government.

The committee will produce from one to three papers on quality of life and on its relationship to the above topical areas.

Among the cross-cutting issues addressed by the committee are: concerns of ethnic groups, income level, effects of inflation, access to goods and services, consumer problems, continuing and part-time employment, and legal and regulatory provisions and constraints.

Mode of Operation

Committee

- Serves as single unit to determine direction of committee's work, formulates basic issues and policy recommendations, reviews and modifies work of consultant to committee.

Consultant

- Works under direction of the Chair and in close cooperation with the staff coordinator.
- Takes guidance from committee on paper to be produced.
- Produces report of the committee.

Key Issues

- More work and service options needed.
- Need for more methods/systems for utilizing older people as community resources.
- Attitude of public and private sectors toward elderly as a viable resource.
- Attitude of older people toward themselves as a community resource.
- Unmet community needs which could be addressed by older people.
- Older population as source of a growing market for products and services.
- An opening for increased use of older persons: the inability of communities to afford all social services needed.
- Older persons as a potentially great political force.

Cross-Cutting Issues

- Paid and unpaid work, barriers, opportunities and facilitators are also prime concerns of the Technical Committee on Employment.
- Impact of inflation on the need to work will be identified, but dealt with more thoroughly by the Technical Committee on Retirement Income.
- Value of useful activity will also be explored by the Quality of Life committee.

EMPLOYMENT

October 22, 1980

A. Key Issues

The Committee has initiated work and discussion on a number of key issues affecting older persons and employment including:

1. Society's stake in the work activity of older persons, including full and part-time paid employment, self-employment and volunteer work.
2. Factors which expand opportunities for continued work for older persons.
3. Factors which tend to bar or inhibit continued work by older persons.
4. The role of the private and public sectors in expanding work opportunities for older persons.
5. The corresponding relationship of expanded labor force participation by older persons to the general economy over the next three decades.
6. The need for bold new policies and approaches to enhance employment opportunities for older persons.

In considering these and other issues, the Committee is aware that developments in national retirement income policies and the course of the general economy will greatly affect the feasibility of prospective Committee recommendations.

B. Structure

The Committee functions as a single unit and provides general policy direction to the Chair and Committee staff. All specific policy recommendations of the Committee will be reviewed by the Committee as a whole before adoption.

C. Consultants

The Committee intends to utilize two or more consultants to draft the body of the Committee report. A preliminary outline of the report has been adopted by the Committee and two consultants have submitted drafting proposals for the report excluding the policy findings and recommendations which will be the direct product of Committee and its staff.

The Committee is staffed by one person on detail from the Department of Commerce with a long background in aging and manpower. Other Federal staff from the Departments of Labor, Commerce and Agriculture may be utilized to assist in the final drafting and editing of the Committee report.

D. Overlapping and Crosscutting Issues

The issues of interest to the Committee on Employment are closely related to issues of the Committees on the economy, retirement income and Older Americans as a Growing National Resource. Decisions to remain employed are directly affected by the state of the economy and the adequacy of Social Security and pension payments as well as by societal attitudes toward older persons in the work force. The basic crosscutting issue is the expansion of options for older persons in the work force as an employed or as a self-employed person. The public and private policy and economic decisions which will affect such an expansion of options may impact a wide spectrum of other recommendations of the White House Conference on Aging. It is expected that close staff cooperation can avoid unnecessary and unproductive overlapping efforts of the several committees.

OVERVIEW OF THE TECHNICAL COMMITTEE

CREATING AN AGE-INTEGRATED society - - - IMPLICATIONS FOR SOCIETAL INSTITUTIONS

The Technical Committee on Creating an Age-Integrated Society - - - Implications for Societal Institutions has met twice. At this time, the membership of the committee is as follows:

Members:

Dr. George Maddox, Chairperson
Ms. Maggie Kuhn
Dr. Bernice Neugarten
Ms. Tish Sommers
Dr. Demetria McJulien
Mr. Douglas Nelson
Mr. Lyman Tondel

Consultants:

Mr. Howard Eglit
Mr. Edward Howard

Staff:

Ms. Susan C. Slatkin

The relationship of our committee task to the tasks of committees 10 through 15 that concentrate on particular institutional areas: We do not view our task to be competitive with or to involve responsibility for coordinating the work of these committees. We expect to concentrate on a number of overarching societal issues such as (a) the values and value conflicts and dilemmas reflected in legislation on age discrimination; (b) the meaning and broad implications of the phrase "creating an age integrated society"; (c) the relevance of values and attitudes for the options we imagine and wish to consider; and (d) some societal trends that affect the future of aging and the aged in our society.

Structure: The committee members have developed the following structure in order to carry out their tasks. Five sub-committees consisting of the following members have been designated with the following tasks:

- I. Douglas Nelson will address the question - "What is the meaning of "Creating an Age-Integrated Society." He will develop a conceptual paper on alternate meanings and their implications. Neugarten's notes on the subject will be considered.
- II. Ed Howard and Howard Eglit will develop short pieces on the Age Discrimination in Employment Act and the Age Discrimination Act, respectively. Lyman Tondel will aid the committee as it addresses the Age Discrimination Act in historical and legal perspectives.

- III. Tish Sommers and Maggie Kuhn will develop a paper presenting alternate futures with illustrations of "age integration".
- IV. Demetria McJulien will take the major responsibility for developing a short piece on public and private attitudes toward aging and the aged.
- V. George Maddox will focus on societal trends that will affect the futures of aging and the aged.

All task forces will submit a draft of their reports to the White House Conference on Aging staff coordinator by November 1, 1980, so that all drafts can be distributed to committee members for their review prior to the third meeting on November 18 and 19, 1980.

The fourth and last meeting of the committee is scheduled to be in early January. The dates for this two-day meeting will be determined at the November 18, 1980 meeting in San Diego, California.

Observations on the format of the final report:

- A. We will strive for a brief final product but the precise definition of brevity can be delayed for a bit.
- B. Tentatively, major components of our paper will include:
 - 1. Topics; to orient readers to important substantive information about the societal implications of aging.
 - 2. Issues; within topical areas, what are the issues on which we wish to concentrate? Issues imply problems whose solutions are not obvious.
 - 3. Options; what alternative responses to issues warrant consideration? What value considerations are relevant? What information?
 - 4. Recommendations; does the committee, having reviewed options, wish to make a specific recommendation or recommendations to the White House Conference on Aging participants? _____

CREATING AN AGE INTEGRATED SOCIETY--IMPLICATIONS FOR THE ECONOMY

MEEINGS: July 24, October 21, December 16, 1980 and January 13, 1981

BACKGROUND: A non-profit corporation has been formed to receive private and corporate contributions for the purpose of encouraging studies on the impact of the aging population on various components of our society and vice versa.

MODUS OPERANDI: The basic outline and workplan are still intact. However, the Committee determined that the complexities of ascertaining the impact of the aging population on the economy and vice versa were so great that the most feasible method of attacking the problem would be through model simulation techniques. The Committee obtained funds from the non-profit corporation and let a contract to Data Resources, Inc. to play out policy options selected by the Committee.

KEY SUBSTANTIVE
ISSUES:

Attached are the suggested policy options for simulation. The Committee will decide on which policy options they wish to have simulated by November 1. The options fall into 4 major categories:

- (1) Increased labor supply by the aged
- (2) Transfer Payments
- (3) Savings
- (4) Growth economy with fixed fiscal/monetary policies

The Committee can select any combination of these options.

CROSS-CUTTING
ISSUES:

Basic assumptions--Most committees assume that the "demand" or "distribution" of the economy drives the economic engine whereas the Economy Committee views "supply" as the generating force.

Definitions: "wealth of aging:", "retirement decision", "dependency", "target policies", "savings", etc.

GAPS:

This model aggregates "rich & poor" but not racial & ethnic minorities; rural/urban older populations, and functionally illiterate.

The model does not have the capacity for dealing with aging as a continuing process; however, it does contain varying "market baskets" for different age groups.

It does not appear that this committee will address organized labor (bargaining issues and membership, etc., education, work leisure, and political power groupings.

I. Key Substantive Issues

The key emerging issues discussed by the Education Committee include:

- A. "Entitlement" of older persons to education in various modalities, i.e., new careers, paraprofessional training, professional education, pre-retirement, cultural enrichment.
 - o Older persons may require a period of preferential treatment while barriers to their participation are removed.
 - o "Entitlement" assumes equity of access to formal and informal educational programs.
 - o "Entitlement" is conceptualized to include a basic floor of entitlements to education for older persons and all people.
 - o While public laws prohibit age discrimination, considerable de facto discrimination exists in terms of attitudes toward admissions, financial aid, and other services.
- B. It is now time to insure literacy education for older persons, considering the complexity of contemporary society, and the need to read, understand, and write reasonably well.
- C. New techniques of counselling applicable to older persons, along with an array of effective supportive services are needed to insure excellent educational experience.
- D. Special attention must be given to the particular needs of discrete groups, i.e., elderly women, rural elderly, the handicapped, and minorities.

II. Cross-Cutting Issues

Other issues discussed that have an impact upon other technical committees' work encompass:

- A. The likely opportunity for older people to fill emerging paraprofessional roles to serve the elderly (Employment and Health Services Committees)
- B. Access to educational opportunities and the need for convenient transportation are critical problems for older people (This item raises the question of whether a joint task force involving the Department of Education and the Department of Transportation should be recommended.)
- C. Recommending that the Research Committee add to its agenda the question of how older people best learn, what rates of learning appear reasonable, and what teaching methods are best for older people (Research Committee).
- D. The content of education at all levels, but particularly, in the elementary and secondary curriculums, should reflect the integration of older people in American society. A special effort also should be made with the media to correct stereotypes of the elderly (Media Committee)

- E. The Department of Education does not appear to be contributing substantially to assessing the educational needs of older people, but should be encouraged to do so through its programs and research and development efforts.

III. Gaps Yet To Be Discussed

The Education Committee addressed major gaps and potential issues in its October 2, 3, 1980 meeting in Washington, D.C.

IV. Committee Structure

The Committee functions as a whole, with individual members taking on assignments for specific items.

V. Use of Consultants (see original workplan for details)

Dr. Hiram Friedsam, Dean, School of Community Service, Co-Director, Center for Studies on Aging, North Texas State University

Dr. Mildred Seltzer, Associate Director, Scripps Gerontology Center, Miami University

Ike Tribble, Special Assistant to the Secretary, U.S. Department of Education.

VI. Papers Commissioned

None outside of committee structure:

Friedsam, "Integrating Gerontological Content in the Health Professions Curriculum"

Seltzer, "Psychological and Developmental Aspects of Aging with Implications for Curriculum and Teaching Methods for Senior Citizens"


Donald E. Crawford, Ph.D.
Education Committee

CREATING AN AGE-INTEGRATED SOCIETY - - - IMPLICATIONS FOR SPIRITUAL WELL-BEING

October 22, 1980

The Technical Committee on Spiritual Well-Being has not met since its first meeting in July. The second meeting is scheduled for October 30 near Cincinnati, Ohio, in conjunction with the mini-conference on Spiritual and Ethical Value System Concerns.

The Chairperson, Cynthia Wedel, held a preliminary meeting on October 3 with Reverend Tom Cook, Committee Consultant, and Bob Mullen, White House Conference on Aging Staff Assistant, to discuss the agenda for the October 30 meeting. It was decided that the Committee would review briefly the output of the mini-conference, discuss in some detail the content of the report and the criteria for the report content, and begin the discussion of issues.

We will have a better feel for the progress of the Committee after the October 30 meeting.



OVERVIEW OF THE TECHNICAL COMMITTEE

CREATING AN AGE-INTEGRATED SOCIETY - - - IMPLICATIONS FOR THE FAMILY

Membership of the committee is as follows:

Members:

Dr. Helena Lopata, Chairperson
Mrs. Elaine Brody
Rev. Lucius Cervantes
Mrs. Avis Boklen
Dr. Robert Hill

Consultant:

Dr. Vern L. Bengtson

Readers:

To be named

Staff

Ms. Susan C. Slatkin

The committee will utilize a single writer/consultant to develop a draft of the final technical committee report. Major areas of thought to be addressed include:

- I. Implications of the changing composition of America's population upon families.
- II. Past and present societal and governmental policies and their influence upon age integration in the family among different kinds of families.
- III. Cultural and social structure influences on age integration of families - - - influence of myths, class structure, urbanization, and immigration on family relations, especially inter-generational relations.

A draft of the paper will be circulated to members prior to the December 12, 1980 meeting in Washington, D.C. The paper will be reviewed by two readers, yet to be named.

Recommendations for societal public and private policies which can strengthen the multigenerational family unit and work toward positive inter-generational relations will be developed by the committee.

Final technical committee reports and documentation will be submitted to the White House Conference on Aging no later than February 1, 1981.

THE WHITE HOUSE CONFERENCE ON AGING

OVERVIEW

TECHNICAL COMMITTEE ON CREATING AN AGE-INTEGRATED SOCIETY-- IMPLICATIONS FOR THE MEDIA

(A) MEMBERS OF THE COMMITTEE

This Committee is comprised of 10 members and a consultant. Their expertise includes religion, arts and the aging, social activism, stereotypes about older persons, communication arts, education, midlife transition and female employment, television production and public relations. The members of the committee are: Lydia Bragger, Bertha Brown, David Finn, Nancy Hanks, Nan Hutchison, Kathleen Jamieson, Jules Power, Nancy Schlossberg, Jackie Sunderland, Rabbi Marc Tanenbaum, Chairman, and Morton Yarmon, consultant.

(B) COMMITTEE STRUCTURE

The Committee functions as a whole, for the most part, with the discussion of subject matter, the content and format of the report taking place at scheduled meetings. Background materials for use in meeting discussions is prepared by small subcommittees. There are two subcommittees. One is the Subcommittee on Stereotypes comprised of Kathleen Jamieson, Jackie Sunderland and Lydia Bragger, and the Subcommittee on New Technology in the Media, made up of Nancy Hanks and Rabbi Tanenbaum.

(C) SUBSTANTIVE ISSUES WHICH HAVE COME OUT OF THE COMMITTEE

This Committee is examining media particularly in terms of its role in forming and establishing cultural values and in changing society's values, and in building constructive relationships among persons of various age groups. One of the key issues is age stereotyping in the mass media and the portrayal of older persons. The Committee also is focusing on the role of older persons as consumers of the content of the media, as participants in producing the education, information and entertainment content of the media, and the impact of new media technologies on the lives of older people. Other key issues which will receive attention include the forces which act on the media to control it, age discrimination in employment as practiced by the media, as well as how the media treats racial and ethnic minorities, women, and rural and poor older persons.

(D) CROSSCUTTING ISSUES

Based on a report prepared by the Subcommittee on Stereotypes, several crosscutting issues emerge, namely

- (1) the need for each of the technical committees to examine the literature in their field to determine how the older person is portrayed.

Overview: Technical Committee on Creating an Age-Integrated Society--Implications for the Media

Page 2

- (2) the portrayal of older persons in children's literature should be examined by the Technical Committee on Education.
- (3) the Education Committee should examine the cumulative effect of negative portrayals of older characters in children's literature.
- (4) advertisements about older persons which focus on disease rather than ~~the concept~~ of health should be examined by both Health Committees.
- (5) the types of drug products the elderly are frequently called upon to depict in advertisements should be examined by the Health Committees.
- (6) the underutilization of older actors and actresses by the media as well as television news and who is doing what kinds of stories should be examined by the Technical Committee on Employment.
- (7) the lack of research on radio stereotypes of the elderly, the impact of rock music and the way the elderly are referred to in lyrics, poking fun at older persons on game shows, and depiction of the elderly in children's cartoons.
- (8) book publishers should be sensitized to content that may be overlooked on older persons.
- (9) that the Technical Committee on Education should be made aware of the possibility that charges of censorship might be leveled if there is any criticism of content or portrayal of older persons.

(E) ANTICIPATED MAJOR AREAS OF RECOMMENDATION

- (1) RESEARCH: into areas of the media which have been overlooked, such as radio stereotypes of older persons.
- (2) ESTABLISHMENT OF AN INSTITUTION: that would function for approximately 10 years to promote research in media on portrayal, program activity, advocacy efforts in media of assistance of older Americans.

OVERVIEW
OF COMMITTEE ON GOVERNMENTAL STRUCTURES

The Committee met on October 16 - 17, 1980, and reviewed the relevant comments of the Deputy Chairs on September 22 to its original workplan. They feel there will be no problem in incorporating all the recommended issues in the final report.

In addition, the committee now plans to conduct a hearing on December 8, 1980, at which some 25 organizations and individuals will be invited to testify. Focus of the hearing will be to identify key factors which impact on the role of governmental agencies and the optional strategies available for the allocation of responsibilities for service delivery and quality control. See the attached list of organizations which will be invited to participate.

The committee further identified the following concerns for additional study:

Linkage of technical committee reports to recommendations from state conferences and mini conference.

Implications of other technical committee reports on governmental structures.

Post-conference implementation plans, especially the interpretation of recommendations by conferees as compared to their eventual operational interpretation.

The linkage of governmental programs, including funding by state and private sector agencies, which will be affected by any recommended change.

The relationship of structure to funding, staff capability and legislative mandates

Clarification of the basic intent of the individual programs and their relationship to national philosophy and objectives.

Is there a "network" on aging with clearly defined relationships, authorities and responsibilities?

The committee passed the following resolution for consideration by the National Advisory Council.

Whereas all pre-conference reports will be rich with data, materials and implications, and
Whereas the conference itself will produce more valuable data, and
Whereas this will require substantial and sophisticated analysis, and
Whereas this analysis should be undertaken as a post-conference activity,
Therefore, it is recommended that the executive director and the National Advisory Council give early consideration to a plan for this activity, including the product desired, the time frame, the resources needed and the intended uses of the product.

Further, it is suggested that this responsibility might be delegated in the following order of priority:

- a. A special task force under the purview of the executive director
- b. A special task force under the purview of the National Advisory Committee.
- c. A newly created group specifically charged with a post-conference focus.

- d. An expanded charge to the technical committee on Social Institutions
- e. An expanded charge to the technical committee on governmental structures.

Dr. Robert Agranoff of the School of Public and Environmental Affairs of Indiana University has been designated as the committee's consultant. Three new members were added to the committee - a state senator, a state representative and a mayor.

The committee will meet again on December 8 - 9, 1980, in Washington, D.C.



Technical Committee on
Research on Aging

DATE: October 22, 1980

OVERVIEW

I. KEY ISSUES:

1. Recommendations for sources of and extent of funding.
2. Need for coordination of or a clearing house for research on aging.
3. International cooperation-circumstance and environment effects.
4. Need for short term, national expert commissions to explore problems related to aging that cut across agencies-ex., long term care. As a non-operating agency, the Federal Council on Aging might be given the authority to appoint such expert commissions.
5. Need for baseline studies that will define trends in health of the elderly. Such questions as: is age specific disability increasing or decreasing. This may require establishing sequential, longitudinal research studies on representative samples of the population.
6. Responsibility for dissemination of research findings to everyone in appropriate language and form-professional audiences, general public, service providers.
7. Need for research on forecasting institutional and professional needs of the older population.
8. Need to generate public enthusiasm in support of research on aging.
9. Broaden the base of research in various professional areas such as education of/for the older person.
10. Data banks for making secondary data available.

II. CROSS-CUTTING ISSUES:

1. A request to other committees for research content and interests.
2. Research relating to women and minorities.
3. Training of researchers in gerontology.

III. COMMITTEE STRUCTURE SPECIAL ASSIGNMENTS OF PAPERS TO COMMITTEE MEMBERS:

Dr. Kety - Justification for Research

Dr. Moriwaki and Dr. McJulien - The Status of Minority Research

IV. CONSULTANTS

Dr. Adrian Ostfeld

Dr. Hamish Monroe

Interagency Liaisons

V. PAPERS PLANNED BY COMMITTEE OR COMMISSIONED

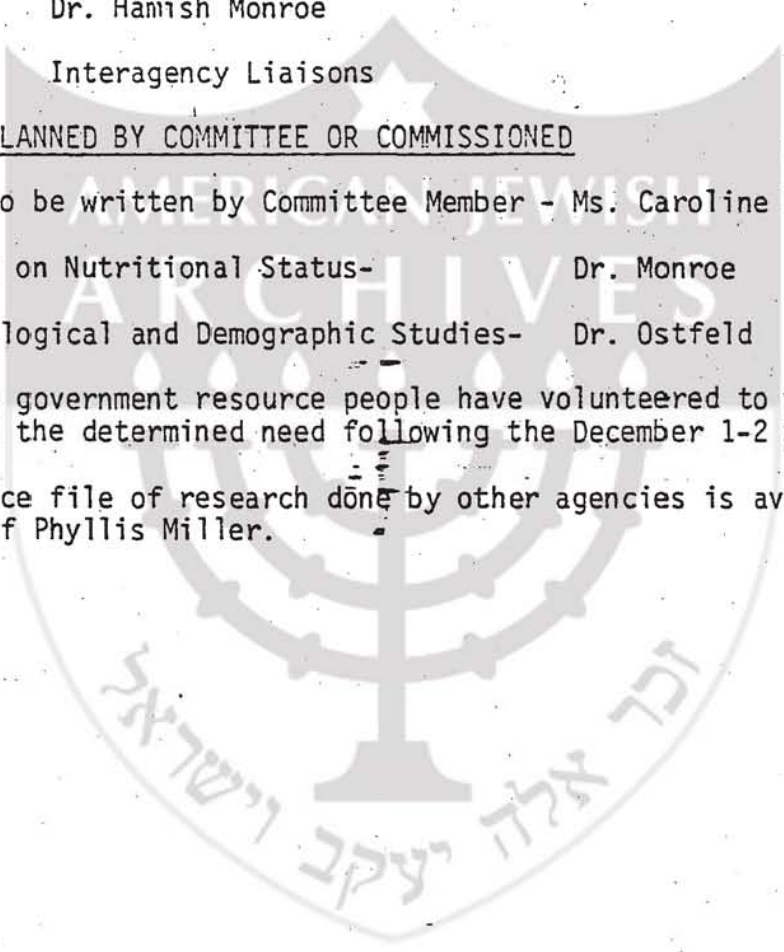
Papers to be written by Committee Member - Ms. Caroline Hoppe

Research on Nutritional Status- Dr. Monroe

Epidemiological and Demographic Studies- Dr. Ostfeld

Numerous government resource people have volunteered to write brief reports based on the determined need following the December 1-2 meeting.

A resource file of research done by other agencies is available in staff office of Phyllis Miller.



Events and Work Planning Schedule
White House Conference on Aging

I. PRE-CONFERENCE PHASE

1. Between May, 1980 & June 1981 White House Conference on Aging
Community Forums held nationwide.
2. August 1, 1980 First part of State Co-ordinators
manual to be shipped.
3. Between August 1, 1980 Briefings in each state for
& March, 1981 White House Conference on Aging
Coordinators (Mr. Waldie & Mr. Harper).
4. August 1, 1980 1st Meeting Board of Directors
WHCoA non-profit corporation
Washington, D.C.
5. August 5, 1980 Public Affairs briefing of Aging media
staff of aging organization.
6. By August 5, 1980 Announcement of appointment of WHCoA
Technical Committee members.
7. August 10, 1980 2nd letter to Governors outlining
observer/alternate policy.
8. August 11, 1980 Intra Departmental Meeting-HHS, WHCoA
up date.
9. August 15, 1980 Independent Committee formed to co-ordinate
Ecumenical Service.
10. August 18, 1980 Mailing to all nominees not appointed to
the Advisory and Technical Committee re-
garding their service as Ad Hoc Advisors.
11. By August 31, 1980 The "Global" paper commissioned.
12. By September 1, 1980 Award of logistics contract for regional
delegate hearings.
13. By September 1, 1980 Award of logistics contract for support of
Advisory and Technical Committees, etc.
14. By September 1, 1980 Award of Hotel contract for National
meeting.
15. By September 1, 1980 Technical Committees to submit to WHCoA
their issue coverage plans to be prepared
for Issues Sub-committee review.

16. By September 8 - 10, 1980 Mini conference on Indian Elderly
National Indian Council on Aging
Albuquerque, New Mexico
17. September 15, 1980 Florida State White House Conference on
Aging
Orlando, Florida
18. September 22, 1980 Chair and Deputy Chairs meeting to review
issue coverage by the technical committee
and to advise technical committee chairs of
any needed changes in their plans.
19. September 25, 1980 Montana State White House Conference on Aging
Helena, Montana
20. September 30, 1980 1st meeting of Inter-departmental committee.
21. By September 30, 1980 Data Book Project to be completed
(camera ready).
22. October 1, 1980 Procurement procedure begun for delegate
and observers data bank and logistics
contract for National Meeting.
23. October 1, 1980 Arkansas State White House Conference on
Aging
Little Rock, Arkansas
24. October 2 - 3, 1980 Mini Conference on the Black Elderly
N.C.B.A.
Detroit, Michigan
25. October 7 - 8, 1980 Maine State White House Conference on Aging
Augusta, Maine
26. October 9 - 10, 1980 Mini Conference on Women
Western Gerontological Society
Older Women's League Educational Fund
Des Moines, IA
27. October 9 - 11, 1980 Colorado State White House Conference on Aging
Denver, Colorado

28. October 20 - 22, 1980 Mini Conference on Transportation
Institute of Public Administration/
Florida State University
Orlando, Florida
29. October 20 - 22, 1980 Indiana State White House Conference on
Aging
Merriville, Indiana
30. October 26 -28, 1980 Mini Conference on Housing -N.C.S.C.
Washington, D.C.
31. October 27 - 29, 1980 Mini Conference on Spiritual Well-Being
N.I.C.A.
Cincinnati, Ohio
32. By October 31, 1980 Data book to be disseminated to advisory
and technical committees, mini conference
convenors and State WHCoA co-ordinators.
33. By October 31, 1980 First mailing to Ad Hoc Consultants.
34. November 6 - 7, 1980 Mini Conference on the Black Elderly
N.C.B.A.
New Orleans, Louisiana
35. November 7 - 14, 1980 Vermont State White House Conference
on Aging.
36. November 12 - 14, 1980 Mini Conference on Life Long Learning
AARP/NRTA
Associate for Gerontology in High Education
Adult Education Associate of the U.S.A.
Population Resource Center
Wingspread
Racine, Wisconsin
37. November 15, 1980 NCOA Trends Paper to be completed
(camera ready)
38. November 16, 1980 Advance copies of NCOA Trends papers to
be sent to Advisory and Technical Committees,
mini conference convenors and State WHCoA
co-ordinators.

39. November 17, 1980 Maryland State White House Conference
on Aging
Baltimore, Maryland
40. November 18, 1980 Chair, Deputy Chairs and full Issues Committee
meeting to determine final breakout of issue
topics for determining conference committee
structure.
41. November 19 & 20, 1980 Full Advisory Committee and concurrent
Sub-committee meetings.
42. November 18 - 20, 1980 Mini Conference on Mental Health
American Psychological Association
American Psychiatric Association
National Association of Social Workers
American Nurses Association
San Diego, California
43. November 22, 1980 Rhode Island State White House
Conference on Aging
East Providence, -Rhode Island
44. November 23 -25, 1980 Mini Conference on Voluntary Sector
N.C.O.A.
Washington, D.C.
45. December 4 - 5, 1980 Mini Conference on the Black Elderly
N.C.B.A.
Los Angeles, California
46. December 5 - 6, 1980 Mini Conference on Hispanic Elderly
Association Nacional Pro Personas Mayores
Los Angeles, California
47. After January 1, 1981 Letter to Congress regarding appointment
process for congressionally appointed
delegates.
48. By January 1, 1981 NIA scientific papers produced and ready
for distribution to technical committees.
49. January 15 - 16, 1981 Mini Conference on Pacific Asian Elderly
National Pacific Asian Resource Center
on Aging
San Francisco, California

50. January 21 - 24, 1981 Mini Conference on the Corporate Sector
Western Gerontological Society and the
Executive Board
Phoenix, Arizona
51. January 30, 1981 Invitation to President to address
November meeting.
52. By February 1, 1981 All Mini-Conference reports due WHCoA
Office
Washington, D.C.
53. By February 1, 1981 All reports from technical committees
due WHCoA Office
Washington, D.C.
54. By February 27, 1981 Receipt of all Congressional delegate nominees.
55. Between February - May 1981 Preparation of papers for delegate work
books.
56. Between March 1, 1981 & June 1, 1981 Briefings in 10 Regions for State White
House Conference on Aging Co-ordinators,
State Area Agency directors, and state
delegates on sub-state hearings.
57. March 2 - 5, 1981 Georgia State WHCoA
58. March 4, 1981 Arizona State WHCoA Conference
Phoenix, Arizona
59. March 13 - 14, 1981 North Carolina State WHCoA Conference
60. March 13 - 15, 1981 Alaska State WHCoA
Anchorage, Alaska
61. March 18 - 20, 1981 Ohio State WHCoA Conference
62. March 23 - 26, 1981 Penn. State WHCoA
63. March 24 - 26, 1981 Oregon State WHCoA Conference
64. March 24 - 25, 1981 Texas State WHCoA Conference
Austin, Texas
65. By March 30, 1981 2nd mailing to Ad Hoc Consultants Group.
66. March/May 1981 Regional Hearing structure and process
to be determined.

67. April 7 - 8, 1981 South Dakota State WHCoA
68. April 8 - 15, 1981 New Jersey State WHCoA
69. April 15, 1981 State summary of Community Forums due from State WHCoA Co-ordinators.
70. April 25, 1981 Connecticut State WHCoA
71. April 30, 1981 Popular version of NIA scientific papers produced and ready for distribution to delegates to WHCoA.
72. April 30, 1981 Development of process for appointment of delegates and observers to WHCoA to be nationally selected.
73. May 1, 1981 Staff review of methods for participation of delegates in state, sub-state, and local briefings.
74. By May 1, 1981 Names of all state delegates to be submitted to WHCoA Office Washington, D.C.
75. May 1, 1981 State WHCoA Reports due WHCoA office (as many as possible).
76. Between May 1/June 1, 1981 All observers to be appointed.
77. By May 15, 1981 "Global" Paper to be completed (camera ready).
78. By June 1, 1981 All work book materials to be completed and shipped to delegates.
79. By June 15, 1981 All delegates to be credentialed and polled on Conference Committee choices.
80. By June 15, 1981 Full meetings of Inter and Intra departmental coordination groups to determine staff resource assistance for support of regional hearings and National Conference.

92. By November 5, 1981 All arrangements completed relative to Conference process, dinners, main speakers, social events, physical set-ups, etc.
93. By November 5, 1981 Staff review to determine readiness of logistical contractor to support National Conference.
94. By November 15, 1981 All delegate travel and housing arrangements checked for completeness, problems, etc.
95. November 27 to November 30, 1981 Meeting of full Advisory Committee and Conference leadership. Washington, D.C.
96. Saturday, November 28, 1981 Hotel to do complete set-up of Conference facilities by Sunday, P.M.
97. Saturday, November 28, 1981
12 p.m. Dry run rehearsal (by logistics contractor and WHCoA staff) of registration process.
98. November 29, 1981
12 p.m. Pre-Registration for white House Conference on Aging National Conference 12 p.m. Washington, D.C.
99. November 29, 1981
4 p.m. Ecumenical Service Washington Cathedral 4 p.m. Washington, D.C.
100. November 30, 1981
9 a.m. Opening day of White House Conference on Aging National Meeting.
101. November 30, 1981
7 p.m. N.C.B.A.-Fund Raiser
Eisenhower Theater
Kennedy Center
102. December 1, 1981
9 a.m. 2nd day of White House Conference on Aging National Meeting
Washington, D.C.
103. December 2, 1981
9 a.m. 3rd day of White House Conference on Aging National Meeting
Washington, D.C.
104. December 2, 1981
7 p.m. 1981 White House Conference on Aging Banquet

81. By June 15, 1981 Presentation of Global Paper
82. June 23, 24, 25, 1981 Meeting of full Advisory Committee, Technical Committee Chairs, and WHCoA State Coordinators to set up structure and leadership for Regional Hearings.
83. June 25, 1981 Press Conference to announce Regional Hearing structure and leadership.
84. By August 1, 1981 Delegates to be assigned to Conference committees.
85. By August 1, 1981 Remaining State WHCoA Reports due Conference office.
86. August 1, 1981 Request for Mayor of Washington to issue Proclamation on 1981 WHCoA.
87. By August 10, 1981 All observers to be credentialed.
88. By August 10, 1981 Staff review to determine readiness of logistics contractor to support regional delegate hearings.
89. Between August 15/
September 30, 1981 Regional WHCoA delegate hearings 4 locations.
90. October 8 & 9, 1981 Meeting of Chairs, Executive Committee, Issues Committee and National Meeting Sub-committee chairs to finalize selection of conference committee chairs for National meeting and consider other Conference planning.
91. By October 15, 1981 Third mailing Ad Hoc Consultant Group.

THE WHITE HOUSE CONFERENCE ON AGING
MINUTES OF TECHNICAL COMMITTEE ON MEDIA

SEPTEMBER 24, 1980

PRESENT:

Rabbi Marc Tanenbaum, Chairperson ✓
Bradford Chambers (on behalf of Lydia Bragger)
Ms. Nancy Hanks
Dr. Kathleen Jamieson
Ms. Theresa Marron (guest)
Mr. Jules Power
Mr. Morton Yarmon

ABSENT:

Ms. Lydia Bragger
Ms. Bertha Brown
Mr. David Finn
Dr. Nan Hutchison
Dr. Nancy Schlossberg
Ms. Jackie Sunderland

The minutes of the July 28, 1980 meeting were adopted unanimously pending anticipated amendment(s) from absent committee members.

Morton Yarmon, consultant designee to the Committee, discussed a published report which emanated from one of the first conferences which focused on the problems in the field of aging as they related to the media. Copies of that report, entitled, "Images of Old Age in American Media," have been sent to all committee members.

Kathleen Jamieson summarized the findings of a literature review she conducted on "Stereotyping of the Elderly in the Mass Media: A Review of the Literature". Copies of her report were disseminated to committee members and were mailed to those who were absent.

The report covers prime time television, daytime television serials and depiction of older persons in televised commercials. It questions whether television is partly responsible for society's negative view of aging and lists the arguments used to defend age stereotyping on television. The portrayal of older persons in print publications is discussed specifically as found in magazine and medical ads and in children's literature. Empirical studies covered by the report indicate that with the exception of soap operas, older persons are underrepresented in the mass media, especially in prime time television; older male characters generally are portrayed more often and more positively than are older female characters; where older people appear the portrayal is more negative than positive. In daytime television, the portrayal of older persons is positive and has been for some time. In commercials older female characters seldom sell beauty aids but usually sell products which represent bodily deterioration. In prime time crime shows older women often

are portrayed as victims. Older men are more likely to attract and use power, while older women are more likely to become victims. In general, the mass media underestimates the health of older persons and overestimates the likelihood that they will become victims of violent crime. Older persons who appear in children's literature, magazine ads and prime time television usually exist on the margins of the plot or in large groups of characters.

Dr. Jamieson noted that most of the arguments defending age stereotyping in the media were not adequately addressed in the research literature. Moreover, it was difficult to recognize nonstereotypic older characters and as a consequence they could not be coded because they were not stereotyped.

Dr. Jamieson pointed out that the content of media changes so rapidly that the currency of the research is a problem and makes the need for anecdotal material more critical. She said many studies are based on inappropriate and small samples, particularly those dealing with magazine ads and soap operas.

There was some discussion of the use of older actors and actresses in the media and of the standard arguments used to defend underutilization such as "there were none available," "They cannot stand the rigors of acting." Mr. Power pointed out that based on the experience with OVEREASY there is no shortage of outstanding older male and female actors who can stand the rigors of acting. Dr. Jamieson suggested that the Committee do something about the underutilization of older actors and actresses in the media.

The Committee discussed the Jamieson Report at length, raising the following key points:

- (a) No mention was made of radio stereotyping of older persons--- none of the academic studies referred to radio. It was pointed out that it would be extremely difficult to monitor radio because of the lack of visual cues and that stereotyping is more intense on radio because of the need for oral specification. Furthermore, radio is highly segmented, city by city and market by market, thereby making it hard to come up with a generalization.

SUGGESTION: that the Committee recommend to the Conference that radio stereotypes of the elderly be considered and that five or six major radio markets be studied in conjunction with television. Another possible area worthy of further investigation is the impact of rock music and the way the elderly are referred to in lyrics.

- (b) There is inadequate research on "game shows". It was noted that the number of older persons on game shows is disproportionately

small and there is a high level of ridicule of older persons. Game shows are based on stereotypes and are attractive to the audience for that reason.

- (c) TV news has not been researched or studied in terms of who is doing what kinds of stories.
- (d) Few studies have been done on children's cartoons.
- (e) The image of older Third World people was omitted from the Jamieson report. Dr. Jamieson pointed out that people are beginning to do cross cultural studies regarding television, but that international portrayal as an area of interest is very new. She pointed out that data in all studies showed that there were too few minorities about which to make any generalization, adding that the report was prepared as thoroughly as possible at the present time and that it would take six months to check everything in progress both academic and nonacademic.

The Committee discussed how the Jamieson report might be used and it was recommended by Chairman Tanenbaum that the Jamieson document be given the widest possible dissemination. ✓

✓ SUGGESTION: that the report include a section which identifies the areas of unmet needs in research, such as radio, cable TV, game shows, TV news and PBS.

- (f) The White House Conference on Aging provides an extraordinary opportunity for getting information into the mainstream of life.

SUGGESTION: that a separate list be compiled of overlooked areas and put in the form of a document to be disseminated to people at foundations, schools of communications, etc., so it would be available to persons looking for research projects.

✓ Dr. Jamieson suggested that the Committee wait until she includes some of the omitted areas before the report is given wide circulation. One area which she plans to include is the older person as a consumer.

ACTION: Dr. Jamieson will examine the report and summarize unmet needs in a separate paper. Committee members agreed to read and mark up Jamieson's Report and return it to her for revision before it is made available to the WHCoA administrators. The Committee was informed that Steve Frankfort has been asked to join the Committee as a consultant on marketing.

SUGGESTION: that the Committee set up a one or two day consultation meeting designed to bring together key people from various

segments of the media--television networks, radio, advertising, National Association of Broadcasters, Advertising Council, and that the document on unmet research needs be used as a basis for taking a look at the issues raised. It was recommended that a committee be established to plan the consultation.

The Chairman suggested that Les Brown, editor of a publication funded by Merkle Press, be asked to be prepared to explain or extrapolate from the report and develop further inquiry that could be put into a paper.

Ms. Sunderland reported through Rabbi Tanenbaum that her input had been included in the Jamieson Report.

Chairman Tanenbaum called upon Ms. Hanks for comments and observations. They are as follows:

- ✓ (a) that the Committee explore further the possibility of presenting its report on the media in the form of a documentary, as well as on paper for use at the Conference.

Chairman Tanenbaum informed the Committee that Mr. Waldie has indicated an interest in videotaping the Conference.

- ✓ (b) that there might be a need for an institution for a certain period of time that could promote research covering portrayal, program activity and advocacy efforts in media to assist older Americans, as was done by the Council on TV and Children.

✓ SUGGESTION: that the Committee recommend this idea to the Conference for establishment of a group that would function for 10 years.

- (c) that Jerry Levin of Time, Inc., who also is on the Children and TV group, be asked to make a presentation to the Committee on technological developments. Chairman Tanenbaum suggested a second consultation type meeting on new technology involving key people in the field who would be asked to do some thinking about how the new technology might impact on the Conference and how the Conference might relate to it.

(ACTION: Dr. Jamieson and her graduate assistant, Theresa Marron, will compile articles on technology for Ms. Hanks.

Ms. Hanks suggested Equitable Life Assurance Company as a possible participant in the technical conference in New York City.

Chairman Tanenbaum pointed out that budget and time constraints might prohibit having two such consultation meetings. But he added that the Committee report would be strengthened if the consultation on new technology could be carried out.

- (d) that a preliminary meeting be held to test out the idea of the consultation on new technology. Among those to be included are Warner-Amex and other commercial people in the business.

Mr. Power reported that he had just received a report from the Hancock Fund of an analysis of OVEREASY mail. The project was funded by Hancock at the level of \$70,000 to \$80,000. Copies of the report were to be reproduced and mailed to the Committee.

There was some discussion of the Harris survey under consideration by the White House Conference on Aging and whether the Technical Committee on Media would have an opportunity to examine the questions to determine if there were any immediate considerations that could be helpful to the Committee's work.

SUGGESTION: that a check be made on the status of the Harris study and reported back to the Chairman.

Bradford Chambers, of the Council on Interracial Books for Children, presented Lydia Bragger's report on the Gray Panthers Media Watch. Copies of Bragger's report were distributed to the Committee. Chambers also discussed the Council's role in the formation of the Media Watch and discussed the criteria used to determine whether a television show is ageist, anti-ageist or non ageist. He warned the Committee that it might be charged with censorship if it begins to criticize content or portrayal, as has happened to the Council. He also questioned the lack of attention given to stereotypes in books, particularly children's books.

SUGGESTION: that the message on censorship will be brought to the attention of the Technical Committee on Education and that the Chairman will find out from Mr. Waldie, how to deal with books in a more effective way.

Mr. Power discussed the history and philosophy of OVEREASY, highlighting the following facts:

- . It was developed 5 years ago and has been on the air four years.
- . It is the largest single network, reaching 260 stations across the country on a daily basis.
- . It is designed to raise the consciousness of older people about themselves, to develop a great sense of self esteem and self awareness and say to them: You are good, you are worthwhile, you are able.
- . It uses older persons and younger people who have a good sense of passages, continuity of life and progression.

- . It deals with virtually all ages in a constructive way.
- . It is designed to present logical alternatives for living as you get older--housing, transportation, health, nutrition and interpersonal relations.
- . It is an entertainment show and it is an informative show.
- . It imparts psychological and social values.
- . It is second only to McNeil Lehrer in terms of PBS audiences with about 5-6 million viewers cumulatively.
- . (It talks to more people about issues on aging than any other show on television at the present time.

(SUGGESTION: that the Technical Committee find a way to encourage communities to support local radio and television image building shows.

There was some discussion about funding from corporations for media projects and it was suggested that a separate list be compiled of corporations which are most progressive in the aging field.

ACTION: Mr. Yarmon will go through the files and list names of companies who are progressive in the field and send a list of contacts to Waldie and Kieffer for use in seeking funding.

SUGGESTION: that the Committee arrange a brief, informal meeting with the National Council of Churches to look at the OVEREASY study on viewer mail to see what can be done to try to make the connection between the needs and networks which reach millions of older people.

(ACTION: Power will prepare a precis summary of issues and themes dealt with by OVEREASY over the five-year period for submission to the Committee.

The Committee reviewed the Work Plan drawn up by the Chairman. The following changes were recommended:

- ✓ B.1 Dr. Jamieson agreed to add section to her present paper on unmet needs as discussed.
- B.2 Would be based on further discussion and refinement.
- ✓ B.3 Look toward major trends in 1980s.
- B.4 After the word specific, insert the word "media."

Phase One:

Task 1: assigned to Power and Yarmon who will submit a paper listing key persons to Committee.

- Task 2: relates to the work done by Kathleen Jamieson and Jackie Sunderland.
- Task 3: will emanate from Jamieson's report, but a mechanism may have to be set up to reduce the report to 2-3 pages of recommendations.
- Task 4: Important idea in terms of technical committee's discussion.
- Task 5, Option 1:

Yarmon questioned the need for a one day meeting rather than obtaining the information through phone calls. The Chairman explained that the meeting would go beyond providing resources but would look at unmet needs and raise consciousness and put forth a positive model.

New York or Los Angeles were suggested as possible sites for the meetings.

Power will call five producers, the president of the television academy and others for the meeting described under Task 4.

The next meeting will be held on December 2, 1980 in New York City and will take the form described under Task 4 in the Work Plan.

ACTION--ASSIGNMENTS TO INDIVIDUAL COMMITTEE MEMBERS

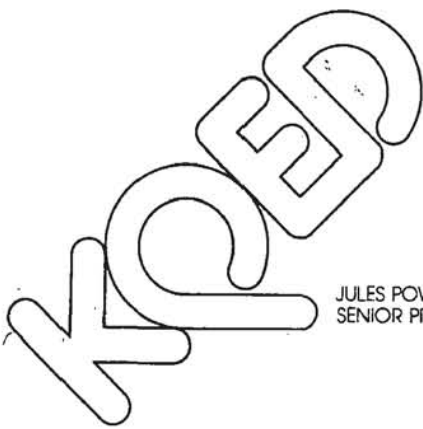
1. Technical Committee members are to read and mark up the Jamieson Report and return marked copy to Jamieson for revision.
- ✓ 2. Dr. Jamieson will review her report and write up a separate report summarizing unmet needs.
- 3. Ms. Johnson will check with Dr. Kieffer re the status of the Harris study and report back to Chairman.
- 4. Rabbi Tanenbaum will ask Mr. Waldie about the most effective way to deal with books and their stereotyped portrayal of the elderly.
5. Mr. Yarmon will make up a list of the most progressive corporations and companies in the field of aging to be sent to Dr. Kieffer and Mr. Waldie so they can make contacts regarding funds.
6. Mr. Power will prepare a precis summary of issues dealt with by OVEREASY during the 5-year period since its inception.
7. Dr. Jamieson agreed to add a section to her present paper on unmet needs as discussed. The section will include attempts to minimize stereotypes through advertising.

8. Messrs. Power and Yarmon will make up a list of resource persons as outlined in Task 1 of the Work Plan.
9. Mr. Power will contact five producers, the president of the Television Academy and John Cannon of New York City regarding participation in the West Coast meeting, or the New York City consultation.
10. Mr. Yarmon will contact 10 largest agency persons and agencies.
11. The Chairman will contact Mr. Waldie about the possibility of a Los Angeles meeting in view of budget restrictions. Should such a meeting occur it would take place January 6-8 or 12-15.
12. Ms. Johnson will contact PBS regarding the CPB report--special issue on new technology.
13. Ms. Johnson will contact Jackie Sunderland regarding person at Warner communications who is expert on new technology. Information to be submitted to Ms. Hanks.

SUMMARY OF RECOMMENDATIONS

1. That the Committee recommend to the Conference that radio stereotypes of the elderly be considered for further investigation.
2. That the Jamieson report include a section which identifies the areas of unmet needs in research, such as radio, cable, game shows, television news and PBS.
3. That the Committee give Jamieson's document the widest possible dissemination once it is revised to include the section on unmet needs and areas which were omitted in the first presentation.
4. That the Committee set up a one-day consultation meeting designed to bring together key people from various segments of the industry, television networks, radio, advertising, National Association of Broadcasting, Advertising Council and that the document on unmet research needs be used as the basis of a presentation which takes a look at the issues raised.
5. That Les Brown, editor of a publication funded by Merkle Press, be asked to extrapolate from the report and develop further inquiry that would be put into a paper.
6. That Equitable Life Assurance Company be asked to participate in the consultation meeting in New York City.

7. That a single committee be established to plan the consultation.
8. That Jerry Levin of Time be asked to lecture the Committee on technological developments in the media.
9. That the Committee further explore the possibility of presenting its report in the form of a documentary on the state of the art, as well as in the form of a paper for use at the Conference.
10. That the Committee recommend to the Conference that an institution be established for a certain period of time--approximately 10 years--that would promote research in media on portrayal, program activity, advocacy efforts in media of assistance to older Americans.
11. That Mr. Waldie be contacted by letter or telephone regarding the status of the Harris survey.
12. That book publishers be sensitized to content that may be overlooked on older persons.
13. That the Technical Committee on Education be made aware of the possibility that charges of censorship might be leveled if there is any criticism of content or portrayal of older persons.
14. That the Committee find a way to encourage communities to do local image building on radio and television shows.
15. That the Committee arrange a brief, informal meeting with the National Council of Churches to look at the study on viewer mail (COMPILED BY OVEREASY) to determine what can be done to try to make the stated needs known to networks which reach millions of people.
16. That the Committee think of holding two meetings--one on the West Coast and another on the East Coast.



JULES POWER
SENIOR PRODUCER, OVER EASY

KQED 9
KQEC 32
KQED-FM 88.5

500 EIGHTH STREET
SAN FRANCISCO, CALIFORNIA 94103
415 864-2000

October 3, 1980

Rabbi Marc H. Tanenbaum
The American Jewish Committee
Institute of Human Relations
165 East 56th Street
New York, NY 10022

AMERICAN JEWISH
ARCHIVES

Dear Marc:

It was a pleasure seeing you and Morton Yarmon at our New York meeting. I think it was a most productive day.

I am enclosing a list of people whom I think would be interested in our efforts and who might bring some serious industry attention to the goals and purposes of the White House Conference on Aging. It is unlikely that we could get them all together in time and place, but they do represent a lot of what is going on in visual media.

Let's stay in touch, and once we've decided how to proceed, I will do whatever I can to help bring them together.

With warmest regards.

Sincerely,

Jules
Jules Power

Enclosure

- Nicholas van Dyke - Rec'd du NAT e chud d
20 born st Princeton
- vp - PBS - Barry Chase
- Doug Hooks - Pres MHAEP 10019
1790 Div
- Steve Frankfurt - director of Creative
Planning, Koyon at Eckhardt
200 PK Ave 10003

Sandra Heberer
PPS comment affen Prox
475
P
a Enfant Play
DC 20024

Rabbi Panenbaum

the
White House
Conference
on
Aging
330
Independence
Avenue
S.W.
Washington,
D.C.
20201

October 6, 1980

MEMORANDUM

TO: Ms. Lydia Bragger
Ms. Bertha Brown
Mr. David Finn
Dr. Nan Hutchison
Dr. Nancy Schlossberg
Ms. Jackie Sunderland

Dear Committee Members:

Transmitted herewith is the packet that was provided to Technical Committee members at the September 24, 1980 meeting in New York City. You may have received some of these materials prior to the meeting. Other materials were distributed during the course of the meeting. You will want to pay particular attention to the following three documents:

1. "Stereotyping of the Elderly in the Mass Media: A Review of the Literature," by Kathleen Jamieson, Ph.D.
2. Hancock/OVEREASY Viewer Mail Study, "In Our Own Words: Older Americans Speak Out," Interim Report, KQED.
3. "Media for a 1981 White House Conference on Long Life." "Knowledge and Involvement for a 1981 White House Conference on Long Life," by Merrell M. Clark.

All committee members have been asked to review the Jamieson Report and return it with their comments to Dr. Jamieson at: Department of Communication, Taxes Fine Arts Building, University of Maryland, College Park, Maryland 20742.

We look forward to seeing you at the Committee's next meeting* on December 2, 1980 in New York City.

Sincerely,

Marlene L. Johnson
Marlene L. Johnson
Staff Liaison

*The Chairman might call a meeting the week of Nov. 17, if it is deemed necessary.

the
White House
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on
Aging

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Washington,
D.C.
20201

October 9, 1980

Rabbi Marc Tannenbaum
National Director
American Jewish Conference
165 East 56th Street
New York, NY 10022

Dear Rabbi Tannenbaum:

As you know, the next meeting of the White House Conference on Aging Technical Committee on Creating an Age Integrated Society - - - Implications for Spiritual Well-Being will begin about 1:00 PM at the Cincinnati South Holiday Inn, Fort Mitchell, Kentucky. After discussing the meeting with Cynthia Wedel, Committee Chair, and Reverend Tom Cook, Consultant to the Committee, we ask that you plan to stay over the night of October 30 so that should it become necessary, we may continue the meeting on the morning of October 31. We have made reservations for you for the night of October 30. The rooms will be held for you until 6:00 PM that evening. Please let us know if you will be unable to attend.

Sincerely,



Robert C. Mullen
White House Conference on Aging
(202) 472-6746

the
White House
Conference
on
Aging

330
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S.W.
Washington,
D.C.
20201

OCT 15 1980

Dr. Marc Tanenbaum
Director of National Interreligious Affairs
165 East 56th Street
New York, New York 10022

Dear Dr. Tanenbaum:

The deputy chairpersons of the National Advisory Committee met Monday, September 22, 1980 to review the workplans and outlines of each technical committee. In general, the deputy chairs were pleased and amazed with the quality and quantity of work by the committees after only one meeting. Dr. Flemming, the Chairman, and other members, asked that we express to you their appreciation for the work which you have completed.

The committee made the following suggestions/observations pertaining to your workplan and/or outline:

- 1) The Chairs agreed that they would like to see the outline for this Committee again.
- 2) The forces which act on the Media should be discussed.
- 3) Age discrimination by and in the Media should receive treatment.
- 4) The Committee would miss an opportunity were it not to treat the role of the mass media in changing society's values.

Comments and observations made by the Issues Executive Committee to all technical committees are enclosed.

The Executive Issues Committee is desirous of scheduling a meeting for all of the technical committee chairpersons on Tuesday, November 18, 1980 at 1:30 - 5:30 p.m. in Bethesda, Maryland. The White House Conference National Advisory Committee and the National Institute on Aging will be holding meetings November 18, 19 and 20, 1980.

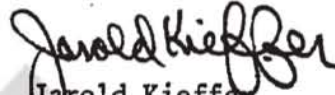
A tentative agenda for your November 18th meeting is enclosed for your review and comment.

Page 2

Please advise me by telephone (202-245-1918) if you will be attending the November 18th meeting.

Ms. Frankie Newman, of our staff, will be contacting you pertaining to your travel and hotel arrangements.

Sincerely,



Jarold Kieffer
Staff Director

Enclosures



OBSERVATIONS BY THE DEPUTY CHAIRS

WHICH APPLY TO ALL TECHNICAL COMMITTEES

Use of Data

- o Duplication in data gathering across committees should be avoided and common age divisions should be used whenever possible.
- o A memorandum to all Technical Committee Chairs on this subject will be issued shortly.

Cross-Indexation

- o The Chairs agreed that it would be helpful for quick reference purposes for the staff to prepare a cross-index of sub-topics treated by the Technical Committees.

Technical Committee Recommendations

- o Recommendations should be few in number and on key issues only.
- o When possible, recommendations should speak to the method of implementation.
- o It was understood that recommendations could be addressed to legislatures and executives at Federal and State levels and to the private sector.

Technical Committee Report Formats

- o The Deputy Chairs will consider on October 27 a possible format for the Technical Committee Reports. They will then communicate the results of their discussions about the format to the Technical Committee chairpersons.

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20201

MEETING OF CHAIRPERSONS FOR THE TECHNICAL
COMMITTEES/NATIONAL ADVISORY COMMITTEE
SUBCOMMITTEE ON ISSUES

Tuesday, November 18, 1980

PRESIDING: Dr. Arthur Flemming
Chairperson, Issues Committee

1:30 p.m. Brief Overview of White House Conference on Aging
Activities:

Mr. Jerome R. Waldie
Executive Director

2:00 p.m. A Brief Overview of the Activities/Observations of
Each Technical Committee by the Chairperson

3:30 p.m. Discussion of Formats for the Report of Technical
Committees and Executive Summary

4:00 p.m. Discussion

5:00 p.m. Adjourn

MEMORANDUM

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY

TO : Chairmen, Technical Committees

DATE: October 17, 1980

FROM : Ron Wylie, Esq. *RW*
White House Conference on Aging

SUBJECT: Bibliographies

1. Attached are two bibliographies compiled from the current legal literature (since September, 1976). I have not yet completed such a compilation on the single subject of Age Discrimination, a subject on which there is voluminous literature.
2. Because I am hopeful that this material will be of timely, practical help to you and your committee members, as well as your consultants and staff, I am forwarding it now even though I have not yet had the opportunity to arrange the entries by subject or to annotate the bibliographies.
3. If I can be of help on follow through on these materials or on other legal and legislative matters, please let me know. My phone number is (202) 472-6745.

cc: Technical Committee Staff, WHCoA

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PRO & CON

Screening Board Inc.



226 So. Wabash Chicago, Ill. Suite 700 312/663-0801

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Earle Chisolm

October 23, 1980

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Anne Blair

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Colin Wesaw

Rabbi Mark H. Tannenbaum, Director
Inter-Religious Affairs
American Jewish Committee
165 East 56th Street
New York, NY 10022

Dear Rabbi Mark H. Tannenbaum:

The Pro & Con Screening Board, a not-for-profit organization founded in 1975, has been presenting a series of public forums addressing the subjects of the Images of Minorities in Motion Pictures and Television for the past three years.

The series, sponsored by the Illinois Humanities Council, was free to the public. Questions from the audiences highlighted the frustrations of the American public in regard to how they could become more involved in various aspects of the visual industries, from acquiring a job, to understanding how the motion pictures and television industries work, to the future of cable television and many other questions.

The repetitiveness of these questions has caused Pro & Con to consider creating a National Conference on the Media in 1981. A conference where members of the motion picture and television industries might come together, with the public, and help alleviate some of the frustrations by responding to the questions raised.

We have sent out letters to various national leaders to determine the feasibility of such a conference and as a matter of economy we are listing a few excerpts from the responses.

Congress of the United States:

"This (the conference) would indeed be a beneficial effort to provide comprehensive information regarding the media and its vast, broad and complicated spectrum."
Congresswoman Cardiss Collins (D-Ill.), Chairman, Congressional Black Caucus.

continued...

National Black Network News:

Regarding conference, "Keep me posted and I promise to cooperate as best as I can." Malvin R. Goode

Equal Employment Opportunity Commission:

"I believe that any effort your organization can make in finding out about employment problems of minorities in the film industry would be beneficial to the systemic work we do here at the EEOC." Mr. J. Clay Smith, Commissioner EEOC

WBBM-TV Div. of CBS Incorporated:

"We would be most happy to loan you the tape entitled; 'The Television Picture and Those who Make It: A Guide to Careers,' for showing at your conference. If you are interested, please let me know." Mr. Gary Cummings, Director Station Services


Congress of the United States:

"I urge you to forge ahead with your plans. If I can be instrumental in making the proposal of a National Media Conference a reality, please, don't hesitate to contact me." Congressman Louis Stokes (D-Ohio)

We would like to have your support. In an effort to make the conference a well rounded, informative and productive meeting for all who attend, we need to develop workshops, displays, information booths and exhibits. We need financial support to cover the varied aspects of such a conference. We hope you will consider this letter as a formal request from Pro & Con to you to join us in this endeavor.

If you need additional information, please call us and we will send it to you.

Sincerely,


Anne Blair
Executive Director

AB/hgm

The Pro & Con

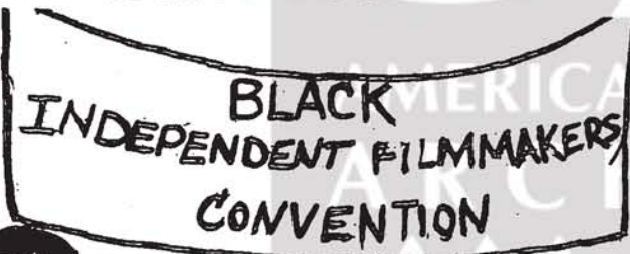


Screening Board

NATIONAL

BLACKBIRD REVIEW

Black Independent Filmmakers of Chicago, Where Are Your Films?



all the proposals, submitting all the budgets? Who knows about the Illinois Humanities Council and the Illinois Arts Council and the National Endowment for the Arts and the Chicago Filmmakers, and the Donors Forum and The Film Fund? I don't want to hear about what is planned for some distant future, I want to see what is being done now, in Chicago!

Hollywood is a long way from Chicago in terms of financing for films. To be quite realistic, it isn't necessary to have millions of dollars to produce a quality film or millions of contacts for that matter. All you need is a good script, some good crew persons and a hell of a lot of cooperation.

The Black Filmmakers Catalogue, coming out of New York has plenty of space for whatever product you have. Many of the films they offer are black and white 16mm shorts, mostly 3 to 15 minutes long. Some are voice overs, some are sync sound. But, they are all finished products paid for out of the pocket of some enterprising independent filmmaker. And if they can do it in New York and, if they can do it in L.A., then hey, why can't they do it in Chicago? *Continued on Page 2*

By Melvyna Gaynor

Living in Chicago and working in an organization actively involved in the training of persons interested in the art of filmmaking, I often meet individuals who tell me they are filmmakers. Wonderful, I exclaim! Do you have any of your films with you? Have you completed anything you want to show to an audience or that an audience has already seen? "Well," I hear all too often, "I haven't finished any-

thing just yet, you know. But I have something cooking on the back burner."

End of conversation. I am not interested in back burner business. I want to know what is cooking up front. I want to know how many black filmmakers in Chicago are working on something besides getting stoned, laid, going to parties, and shaking hands with all the newest folk.

Who is writing the grants, drafting

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Sept./Oct.

**BLACK INDEPENDENT
FILMMAKERS**

Numerous organizations exist around the country that deal with media - particularly film. It is the hottest thing on the market, and the wise man always knows how to capitalize on the craze. There is, **New Community Cinema**, in Huntington, New York, **Media Associates**, in Washington, D. C., **Film in the Cities**, in St. Paul, Minnesota and the **Southwest Media** in Houston, Texas. There are countless others, and I am sure every Black in film should have heard of Chamba Notes.

In Chicago alone there are more than enough film organizations to fill the need of every black independent filmmaker. There is **Pro and Con Screening Board**, **The Film Symposium**, **The Screen Educator's Society**, **Chicago Editing Center**, **Chicago Film Council**, **Chicago Women in Film**, **Liberation Cinema**, **OM Productions**, etc. etc. etc. Somebody should be somewhere all the time! There is no reason for there to exist a lack of understanding between filmmakers in this city. The only real problems in Chicago film communities are lack of

organization - lack of cohesion - lack of common sense of direction.

Everybody can't be the first to do everything. And even so, nothing is here that hasn't been here before. In the early twenties, thirties, and forties, black filmmakers had organizations for the purpose of producing and distributing film. As advanced and sophisticated as we think we are, we are so primitive, we can't even get ourselves together. I am not really concerned about your politics, only about your commitment to the industry. What can we do to help each other?

Let's be realistic about it. If I am a director, or if I aspire to direct, I am willing to act as grip on your film if you will return the favor to me. If you are a writer, I am not going to belittle your script because I have had two hours of summer school in film. This is not an ego game. At least not at this point, because ain't nobody done nothin' in this city to ego trip about. But check this out, if you worry about being cheated, then you must be willing to cheat and cheaters don't get nowhere no way.

Teen Wins National NAACP

Playwriting Contest

By Nate B. Grant

Laurens Grant, age 14, the daughter of our Board member, Nate Grant recently won the National (Chicago area) Playwriting Contest sponsored by the NAACP, through their youth program called, ACT-SO.

Her play, entitled, "THE MONEY MACHINE," is a mystery comedy in one act concerning the sleuth-ness of its hero, Sherlock Homely. He proves that solving mysteries can be funny and profitable, while justice is served.

In winning the national contest, Laurens was sent by the NAACP to Miami, Florida, to the National NAACP Convention, to compete with other playwriting contestants from cities throughout America. The grand prize for winning this category was \$1000 in cash.

Pro & Con Screening Board congratulates Laurens Grant and wished her good luck at the National Convention in Miami Florida.

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PRO & CON

George Jefferson's Character on the series, "The Jeffersons"-Positive or Negative?

PRO

By Edey Deloch

George Jefferson's character in the sitcom, "The Jeffersons," exhibits very positive characteristics that should be worth noting.

1. George is a wealthy black man who's made it to the top. For once we've got a story line that doesn't deal with ghetto life. George and his wife Louise live in a penthouse apartment - not a tenement building. They've got one son-not seven kids. And the son is not a basketball player or a pimp. He's an architect. Blacks need to see these types of images on T.V.

2. George is a man committed to marriage and fam-

ily. He and Louise have a very harmonious marriage despite the conflicts that occur. All too often we read how unstabilized the black family is. The father always runs away leaving the mother to feed and clothe the children on her own. In the "Jeffersons," we see a black family sticking together and loving each other.

3. George Jefferson is a leader of men, not a follower. George always speaks his mind whether one likes his comments or not. And he's apt to do what he feels is right no matter what people think.

4. And finally, George is willing to bend if he's wrong. George has a lot of pride but he knows that admitting his mistakes makes him a better person.

CON

By Michael Ivy

I feel that the George Jefferson character in the series, "The Jeffersons" offers not only an unfair view of a black executive in terms of behavior and maturity, but it also undermines his love for fellow humans by over-emphasizing his sense of greed.

"The Jeffersons," for those of you who are unfamiliar, is a half hour, weekly comedy. The show is about a middle aged black couple who has risen above the ghetto dwellers of Harlem through the aid of their successful cleaning chain. The show's central character, George Jefferson, (why not the name Abraham Roosevelt?), is a rather prominent executive. One would reason a man of this stature would possess keen judgment, high intellect and a sense of leadership. This may be true in reality, but not on television-the cradle of white fantasy. Instead we get a foul mouthed, ill tempered, baby of a man, who is at best a schemer. George Jefferson characterizes the white fantasy of a non-threatening black male. Although, he is allowed to use the word 'Honky' freely and make other snide racial remarks, he is never taken too seriously. Surely this isn't a man who hates white people, he lives among them, works among them, when there's something worth celebrating in his life, they are always there!

George's wild eyed schemes and excessive greed is reminiscent of Kingfish in Amos and Andy days. Because he is wealthy we are told to overlook this. He is a man who quickly gives way to temper tantrums and childish mannerisms. "The Jeffersons," nonsensical behavior is not limited to George, it extends on to his non-supportive wife, Louise, his undisciplined and ig-

norant maid, Florence, his unwelcomed offbeat English neighbor, Bently, and his dim witted white in-law, Tom. The only rational person on the show is Helen, (Tom's black wife), and she's married to a white man!

Uncommon to most shows produced by Norman Lear, the subject of the show rarely deals on a major issue, but it usually woven around an aspect of the Jefferson household. Most of the show's time is spent on George being faced with a trivial problem: George taking the wrong stance on an issue, Louise going the opposite way with George, their mixed-in-laws, the Willises siding with Louise and the maid Florence applying the finishing touch in her own unique, castrating way.

The show reminds me of, the dual conscious, Angel and Devil. George represents the devil and Louise, the angel.

"No, no, no, that's not right, George." Louise admonishes.

The bedeviled George knowingly sets out on his villainous trail to make more money. He tries to convince the viewers that greed is right, no matter who's being trampled.

For instance in a recent show, George is offered an opportunity to expand his store, but at the expense of a close friend losing his business. After briefly considering what is more important, his expansion or his friends establishment being spared, his greed once again overwhelms him. He moves ahead with his plan, and we're set for yet another Jefferson confrontation. At the end of the show as usual, stubborn George gives in and reverses his decision. Not a very positive black image, don't you agree?

Silhouette HATTIE McDANIELS

By Earle Chisolm

In 1916, a young black girl won a medal in dramatic art in a competition sponsored by the White Women's Christian Temperance Union. From that time until her death in 1952, performing was Hattie McDaniels life. She achieved two firsts during her long career in show business; being the first female ever to sing on American radio and winning the 1939 Academy Award for her servant role in, "Gone with the Wind."

Born in Wichita Kansas, she was reared and educated in Denver, Colorado. During 1924 and 1925, she toured the country as a member of Professor George Morrison's Colored Orchestra. Later she organized her own show in Kansas City. Her acting career began in earnest when she won a role in, "Show Boat", and appeared with that operetta in every major city in the United States. She made her motion picture debut in 1933, in Paramount's, "The Story of Temple Drake".

From that time on, Hattie McDaniel worked more consistently than any other Black actress. She was also the recipient of much criticism for her portrayal of stereotypical "mammy" characters. Consequently the fact that she had won an oscar for that kind of role was a mixed blessing.



McDaniels role as a doggedly loyal slave "mammy" who loved her White mistress even more than herself, caused a great deal of dissension. Many Blacks felt that she should have refused to take the award as a protest against her role. The Blacks who criticized McDaniels ranged from political leaders and educators to artists and actors. Some unions even supported moves to picket theaters where it was showing. Indeed, even though she was an award candidate, she was not invited to the Award ceremonies or

to the banquet.

Hattie McDaniel played the "mammy" in almost forty films. She appeared with such stars as Mae West, Claudette Colbert, Shirley Temple, Ingrid Bergman and many others. The only role she ever played which was somewhat different from the "White-folk lovin' nigger" was as a mother in John Huston's, "In This Our Life". But even that role can be characterized by a line of dialogue which she speaks when her son gets into difficulty with the law, "Ah knew this would happen if he tried to better himself. His place is with us, with the servants; he shouldn't try to make himself better than he is!"

Despite all criticism, Hattie McDaniel can be said to have had a successful career both professionally and financially. She managed, at least outwardly, to rise above adverse comments and present a facade of unconcern to her Black critics. Her attitude can be summed up in her remarks, made in 1943, at a round table sponsored by the Baltimore Afro American, discussing the role of the Black in the motion picture industry. "I know there is much room for improvement but having been part and parcel of this industry I have seen great strides made."

The Pro & Con Screening Board's Achievers Council

By Bob Washington

Within the Pro & Con Screening Board's organizational structure exists a group of energetic, enthusiastic and conscious minded individuals devoted to the cause of advancement of positive minority film images. The name of this group is the Achievers Council, a name rightly chosen because that's exactly what they are attempting to do; to achieve certain objectives promoting the Screening Board.

It is for reasons of a broader social nature that we volunteer our time and services to help implement the goals of the Pro & Con Screening Board.

We of the Achievers Council are currently working on ways in which we can expand our membership and increase our monetary assets. In achieving our objective we seek to appeal to individuals, groups and other organizations that have a concern in the cultural welfare of our community. Please sincerely become involved in our efforts.



PRO & CON ACTIVITIES
BLACKBIRD REVIEW INSERT

FILMMAKERS

If you would like to have your films considered to be shown on PBS; to get your product before potential purchasers, be listed in a directory of independent film producers.

Register at Pro & Con Screening Board
226 So. Wabash

Deadline Oct. 6, 1980

* * * *

Pro & Con's U Call 2 Call program cannot monitor all areas of television programming, therefore we invite YOU to send your comments about any program you see on television, in addition to specified U Call 2 Call programs.

U Call 2 Call - We call you - you call 2 others - who call 2 others. We all watch the same programs. Send post cards and letters to Pro & Con Screening Board, 226 S. Wabash, Suite 700.

Name _____ Phone _____

Address _____ Zip _____

Join U Call 2 Call NOW! Be a Pro & Con TV volunteer monitor. Help develop minority input. Pro & Con is a not-for-profit organization dedicated to developing more minority input in motion pictures and television.

* * * *

'Images of Minorities in Motion Pictures and Television,' is the title of Pro & Con's new fall series of forums, designed to assess the images of minorities in motion pictures and television. For a third year, Pro & Con and its panel of academic humanists will be available to community organizations, churches and schools around the city to discuss the power of the visual media and public attitudes and opinions. Those interested in hosting one of these forums are asked to contact Mrs. Blair at Pro & Con, 226 S. Wabash Ave., Suite 700, 663-0801. These forums are co-sponsored by the Illinois Humanities Council and the Department of Human Services and Pro & Con.

Free to the pub 'c!

THE ACHIEVERS COUNCIL RAISES FUNDS FOR PRO & CON

Pro & Con is a non-profit organization that needs public support to continue its programs. The Achievers Council, a group of young people who have joined together to further the aims of the Pro & Con Screening Board, to develop programs in the visual medias and to develop world brotherhood through film.

The Achievers have postponed their scheduled raffle, as a part to raise funds for Pro & Con, until 2p.m. Sunday, October 5, 1980. The drawing will be held at Pro & Con offices, 226 S. Wabash, Suite 700.

First prize will be a black & white portable television. Second prize will be a 10-speed bicycle. Twenty other prizes will be given away, including an autographed 20x36 picture of Miss. Piggy. Tickets are \$1.00. If you have not purchased yours, do it NOW!

Join the Achievers Council.

* * * * *

The Board of Directors and staff of the Pro & Con Screening Board is saddened by the news of the death of Professor Alfonso Sherman, a member of the board and a participant in Pro & Con's forum series as an academic humanist. Professor Sherman had a keen interest in Pro & Con. He recognized the need to change the the movie and television industries' constant negative portrayal of blacks and other minorities. He is one man who will be sorely missed by Pro & Con.

* * * * *

Eighteen-year-olds

Register to vote at Public Libraries - Deadline is September 29, 1980.

VOTE November 4, 1980.

* * * * *

Many Black community organizations are struggling for funds. Will you take time out and make a contribution. Remember, they are working to improve your community and our Nation.

Cinema

DRESSED TO KILL - Quasi - Hitchcock i Action

By Michael Ivy

Starring; Angie Dickerson, Michael Caine, Nancy Allen. Written and Directed by: Brian DePalma

It is blatantly apparent that Brian De Palma was an avid fan of the late Alfred Hitchcock, however the manner that he chooses to express that admiration is questionable. Contrasting to the Hitchcock approach, DePalma indulges us in a lusty, dreamy fantasy world where the characters are as empty as Ol' Mother Hubbard's cupboard. Despite these and many more misgivings, the movie is still quite interesting and well worth seeing.

The element that DePalma evidently has mastered is that of the psuedo-plot. He has a definite knack for making unrelated material become related, which is what, "Dressed to Kill," is really about.

The plot is subdivided into three separate segments. The first stars Angie Dickerson as a sexually frustrated, middle aged woman. By the way, the controversy over the opening shower scene in which she is involved is hardly overplayed. I found it to be uncomfortably lengthy with little bearing to the full element of the plot. Well anyway, while in the midst of leaving the scene of an affair that she was abruptly entwined in, she is murdered on an elevator. This scene has a vague, similarity to the shower scene in, "Psycho," except her murderer dons a razor.

This leads us up to the second segment, which is centered around Nancy Allen, who plays a high priced call girl that witnessed the bloody crime. This warm hearted hooker attempts to aid the dying victim and is left holding the murder weapon, making her the chief suspect in the police investigation. So this segment deals with the sweet, pure lady of the night trying desper-

ately - with the aid of the victim's genius son - to vindicate herself. And at the same time the murdered is still in hot pursuit.

The third segment is a surprise that you'll just have to see for yourselves. It is by far the most well crafted and entertaining part of this movie.

"Dressed to Kill," did have one scene that deeply disturbed me. It was one of the few scenes where Black people were present and it was rather raw and insensitive. The prostitute that I mentioned earlier, is running away from the murderer. She encounters a group of black youths in the subway. Not only did this scene manage to portray the basic personalities that whites fear in blacks, (the loud mouth, the brute, the pursuer) but it's dialog was so offensive, it made you question the writer affiliation with black people. The scene expected you to believe that a white girl in spiked heels can outrun four black guys in gym shoes. It ultimately puts the viewer in a "what's worse" situation, being chased by a crazed razor killer or four black guys with big hats.

Although the movie exploits sex and violence and has derogatory black images, it's good points should be viewed.

ACTING **☆☆**
VIOLENCE LEVEL **☆☆☆☆**
RELEVANCE TO BLACKS **-**
ENTERTAINMENT LEVEL **☆☆☆☆**

THE BLUES BROTHERS - A Parody of the "Blues Experience"

By Martha Shaffer

"The Blues Brothers" starring Dan Ackroyd and John Belushi, plus a cast of thousands were filmed by director John Landis (Animal House) almost entirely in Chicago.

Jake and Elwood are two small-time criminals who learn that the orphanage they grew up in is about to be sold.

It will take \$5000 and a whole lot of hustlin'-as you'll see-to save the place.

The Blues Brothers try to get their band back together so they can give a concert to raise the money, but oh, what it takes to get it to that point! High speed car chases with the police, run-ins with the Illinois Nazi Party, a show down with a bunch of red necks, bombings from a jilted girlfriend and much more, become a daily routine for these two thick heads who breeze through it all without even a speck of dust on their suits.

John Landis, who's more adept at keeping the action going than establishing plausible characters, strives to keep this thing rolling. There are a few



funny moments.

The "Blues Brothers" is a classic example of the old "White boys trying to play the blues" routine. Since they really can't play, they try instead to make us laugh; they clown on stage to keep us awake.

They depend on real, honest-to-goodness musicians to carry the plot through, Aretha Franklin does a lively version of her hit song, "Think," Ray Charles has the people dancing in the streets on 47th Street, Cab Calloway struts his stuff with an oldie, but goodie "Minnie the Moocher." And James Brown, the King of Soul is the Rev. Cleophus. He and his congregation get so happy in church even Joliet Jake can "see the light." This particular scene disturbs me. Was it sup-

pose to be a satire of the black church? Were we supposed to laugh? Perhaps this scene was overdone.

It seems the entire movie attempts to parody the "Blues Experience." Ackroyd, who co-wrote the script with Director John Landis thinks that there were too many cuts from the original script. Perhaps he's right; the characters are two-dimensional, the editing is rough and the premise seems shaky. This spin-off from a "Saturday Night Live" skit doesn't hold much water.

ACTING 
 VIOLENCE LEVEL 
 RELEVENCE TO BLACKS 
 ENTERTAINMENT LEVEL 

AIRPLANE - A Brainless Piece of Fun

By Edye Deloch

Starring: Lloyd Bridges, Robert Hays, Julie Hagerty - **Written and Directed by:** Jim Abrahams, David Zucker, Jerry Zucker


There are several words in the English language that could best describe this starstudded parody of airport disaster flicks. One might begin with the adjective, "stupid". Yes, Airplane is an incredibly stupid movie. But I do not say this negatively. "Airplane" is suppose to be stupid. If it were trying to be intelligent and profound, it would be in serious trouble.

Another word that comes to mind is, "crude". "Airplane's" jokes lack taste. It makes fun of every facet of society - from jive talking blacks to sick people. But it's done in a way that's not offensive - not terribly so anyway. I mean come on! We can stand to laugh at ourselves sometimes can't we?

And last but not least, "Airplane" is "HILARIOUS!" It's wry wit hits you with blinding speed. There are traces of corn here and there, but it adds to the movie's tangy flavor.

Cameo appearances by such stars as Ethel Merman and Kareem Abdul Jabbar are worth seeing. And Lloyd Bridges is surprisingly funny as the airport captain.

So if you want a change from your run-of-the-mill "message" movie, go see "Airplane". You'll love it.

ACTING 
 VIOLENCE LEVEL 
 RELEVENCE TO BLACKS 
 ENTERTAINMENT LEVEL 

Video

FAT ALBERT - Rates High Among Educators



By Darryl Hughes

Today's Saturday morning. Do you know what programs your children are watching? Better yet, what is it's educational value, and how does it relate to black society? For many years blacks and other minorities were omitted from animated cartoons. Very seldom were black characters seen on screen. And when they were, thick white lips engulfed their faces, and bones donned their heads.

Even though blacks are still being stereotyped in cartoons, like "Fritz the cat" and "Coon Skin", there is still hope for the black child.

Every Saturday morning at 10:30, CBS airs "The New Fat Albert Show." Fat Albert is a fictional character created by comedian, Bill Cosby, who also hosts the show.

Fat Albert reenacts the childhood struggles of Cosby, his brother, Russell and their friends while growing up in the ghetto. The program emphasizes the importance of going to school, making friends, and taking pride in ones race.

The show, which lasts 30 minutes, is

broken down into three separate parts. First, Fat Albert and the gang experience a peer group conflict, for example: a new kid in class. Second, the viewer is given the chance to see Fat Albert's and the gang's wrong way of reacting to the situation, for example: disliking the new kid because he wears glasses. Third, through Fat Albert's diligence, he helps the gang realize and understand their mistake. At the end of each program, the gang sings a song which sums up the moral of the story.

The character Fat Albert is a change from the stereotypical overweight kid. Instead of being a quiet, weakling, who's the butt of all the jokes, Fat Albert is a strong leader with a positive self image.

In the August 9th issue of TV GUIDE, they rated all the Saturday and Sunday morning children shows. The programs were scored by a panel of professors in child psychology, pediatrics, family counseling, education and communication. The "New Fat Albert Show" rated 3rd out of 27 programs! "Once upon A Classic" and 30 Minutes, (also a CBS childrens program), rated higher than Fat Albert. Both are live action programs. The nearest animated program to "The Fat Albert Show" was the "World's Greatest Superfriends." It rated 13th.

The programs were rated for entertainment, educational and social values along with the issues that contribute to the total impression of the program; such as, production values, music, attitudes toward violence, racism, sexism role modeling and age appropriateness. Each program was rated on a scale of zero to ten. This is how Fat Albert measured up;

- entertainment 7.6
- educational/social value 7.9
- overall 8.2

Panel member, Dr. George Comstock, professor at Newhouse College stated, "It would be hard to fault this program, the entertainment is there, along with sophistication of treatment, moral lessons, subtlety and style."

The panels overall comments was "Proof positive that high entertainment, educational and social values can be 'commercial.'"

Theatre

BLACKSTREET U.S.A. PUPPET THEATRE

By Jan Knoble
and Martha Shaiffer

When walking into the spacious loft you are immediately greeted by a shining chocolate-skinned Ballerina, her delicate pink taffeta costume sharply contrasting her rich earthy tone and features. Children and adults gapped in amazement over the other puppets on display. Some were fully constructed some were not. But they all looked like living caricatures. This is just a glance at what "BLACKSTREET THEATER USA," a puppet repertoire company located 223 W. Washington St., is all about.

Every Friday and Saturday night, at 7PM Judy Quatts, James Olive, Robert Vines, and last but not least, creator and master puppeteer, Gary Jones create two hours of wondrous magic.

There really is no definition for this unique company of players, or puppeteers as one might commonly call them, for what they do is not just a presentation of a story with puppets, but a dramatization of the Black experience through elaborate body movements.

There's a direct association between player, puppet, and audience. This is done by throwing all pretense aside, and letting the viewers see the knee-hi dolls come to life with the aid of the technician in full sight. There are no back drops or camouflage to withhold you from seeing the art of manipulation, which is done through the use of extended levers attached to the dolls' extremities. This tri-dimensional concept allows for more realistic movement. The technical trappings seem strange to the eye at first, but the gracefulness of the dolls' motions quickly melt the strangeness away.

Gary Jones' dream came alive at the age of seventeen after seeing a performance of, "Madame Butterfly," at the Kungsholm Restaurant, formerly at 100 E. Ontario St., Chicago. There,

he applied for work as an apprentice, yet had to wait one year before being accepted. It has since taken him fifteen years to come to the point of near perfection in his career.

It averages Mr. Jones six to eight months to produce one puppet, yet he often builds several copies of one model at the same time. It takes puppet trainees about six months to learn to operate the levers without a collision and also handle six pounds overhead for a five minute number. With a flourish of ping-pong ball eyes, long black lashes, kinky hair, exaggerated lips and dazzling costumes, Jones' puppets whirled through the show in gallant splendor.

Blackstreet U.S.A. has received national and international acclaim, television, newspapers and radio. Their tours have included a month long run at the prestigious Smithsonian Institute in Washington, D.C. and they've been nominated for an Emmy for best documentary of 1975.

The first presentation was a short story revolving around a young black girl and her fantasies of becoming a dancer. The puppeteers seem to incorporate their own bodies in the interpretation of the various moods of each performance. Jones explained, "I'm an actor at heart who's afraid to face the audience", (as himself). This might explain how he manages to incorporate so much creative energy into the performances. His statement is really hard to believe if you are privileged to see him scoot on stage, sassy puppets in tow, and the rest of the troupe close behind. The show also includes the impersonation of, "Sweet Georgia Brown", and a musical excerpt from "Ain't Misbehavin". The show closes with Diana Ross and the Supremes, (in miniature form of course), belting out an oldie in show-stopper style.

It is interesting to see how these doll-like personages emphasize to the young and young at heart, that one need not be light-skinned with straight hair to feel beautiful or accepted; a notion that has been condoned too long by many Blacks. Jones seems to definitely be aware of this problem. He expressed, "My obligation as a black artist is to take something which has

been interpreted as something negative and turn it into something positive."

Gary Jones has done just that.

Literature

"THEIR EYES WERE WATCHING GOD"

By Zora Neal Hurston

Reviewed by Edye Deloch

Very seldom does one stumble upon a novel that deals with the trials and triumphs of a strong and loving black woman. Very seldom does one find this kind of novel published before World War II. And seldom does one find that same novel written by a black woman! "Their Eyes Were Watching God", by Zora Neal Hurston, is that kind of novel. Hurston, whose work emerged during the Harlem Renaissance, was a noted novelist, folklorist and anthropologist who spent her life collecting examples of black culture from the streets and dirt roads of the south.

"Their Eyes Were Watching God", is one of five published novels that dramatizes the greatness of the black idiom as well as the spirit of the black woman.

Janie, our main character is in constant search for love. Born to a young black girl as a result of a brutal raping, Janie is raised by her grandmother after the mother runs away. Granny wants Janie to fulfill the dreams of "whut a woman oughta be and to do." to "... school out and pick from a higher bush and a sweeter berry." She doesn't want Janie to end up like Janie's mother or herself.

The book goes on to explore Janie's two loveless marriages, the anger and loneliness that ensued, and Janie's new found self awareness which evolves after finding her long awaited love.

Hurston has captured the richness and authenticity of southern black diction and syntax. Her use of metaphors throughout the book supply the reader with vivid images of southern

THE STARSTRUCK PUZZLE

Continued from Page 71

atmosphere and the thoughts and emotions of the characters.

Recommended to persons interested in ethnic literature.

There are 19 words listed vertically, horizontally and diagonally, backwards and forwards. GOOD LUCK!

About the PRO & CON SCREENING BOARD

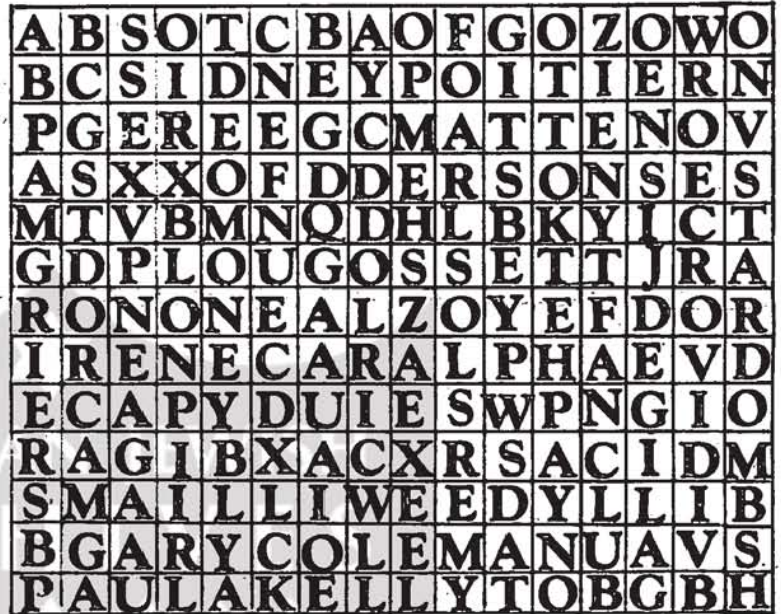
The Pro & Con Screening Board is a Chicago based, non-profit organization formed out of the necessity to establish a measuring rod for parents and other interested persons to gauge the quality of the motion pictures to which our black youth are exposed. The only way that we can change the type of films being made is that we support the ones that are constructive and deny support to the ones that are destructive.

WE CAN DO THAT BY WISE INVESTMENT OF OUR ENTERTAINMENT DOLLAR.

The emblem of the Pro & Con Screening Board is that of a black bird with a film strip in its beak soaring high as a new day dawns, is symbolic of our hopes and aspirations and the goal toward which our efforts are extended.

Instead of conventional stars, our ratings will be indicated by the use of the Blackbird, which is our symbol. The symbol was adopted as a tribute to those black men and women who were pioneer movie actors and performers in the days when blacks were seldom seen on screen. "BLACKBIRDS" was the name of a series of black stage reviews produced during the years 1927 thru 1941.

We give 1 - 2 - 3 or 4 blackbirds rather than using the star system. On a scale of 1 to 4 the highest number indicates approval of that film in that category.



By Edye Deloch

Yaphet Kotto, Judy Pace, Pam Grier, Ron O'Neal, Irene Cara, Billy Dee Williams, Paula Kelly, Sidney Poitier, Vonetta McGee, Cicely Tyson, Lou Gossett Jr., Gary Coleman, Redd Foxx, Ron Glass, Stardom, Divorce, Money, Sex, Fanclub.

PRO & CON SCREENING BOARD Membership Application

\$10.00 PER YEAR -- SEX: M F AGE

PLEASE FIND ENCLOSED \$ _____ FOR _____ MEMBERSHIP(S)

NAME _____

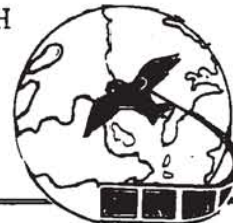
ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOME PHONE _____ WORK PHONE _____

AREA OF INTEREST: T.V. FILM BOTH

MAKE CHECKS AND MONEY ORDERS PAYABLE TO:
THE PRO & CON SCREENING BOARD,
226 S. WABASH, CHICAGO, ILL. 60604



STAFF

publisher

Pro & Con Screening Board.

editor

Edye Deloch

layout

Bill Thomas

illustrator

Darryl Hughes

PRO & CON Programs

1977-78 Conducted Study of Effects of Blaxploitation films on children.

1977 - Created Black Bird Revue. A Newsletter that prints views of Pro & Con members about motion pictures and television.(QUARTERLY)

1977 - Summer - Conducted Survey of Public Attitudes Toward Black films.

1978 - Summer - Created a workshop to help young adults assess how much of their behavior was adopted from what was seen in motion pictures and tv.

1978 - 1st Chicago Educational Film Festival

1978 - Forum Series: Images of Minorities in Motion Pictures. Images of Black Man
Images of Black Woman
Images of Black Children
Images of law & Black Man
Sponsored by Illinois Humanities Council

1979 - 2nd Chicago Educational Film Festival

1979 - Forum Series: Exploring the Images of minorities in film

1980 - Forum Series: Living Interpretations Images of Minorities in Film with prominent actors.

February-1980 - Goodman Theatre

Actors: Paul Winfield & William Marshall

April - 1980 - Leon I. Kennedy -(Penitentiary)

April - 1980 - Vonetta McGee

1980 - Creation of Visual Research Library compiling research information of minority film stars. Photos -Video taped interviews

AMERICAN JEWISH
ARCHIVES

1980-81 - PRO & CON JR. Exploration of images on television for children and parents.

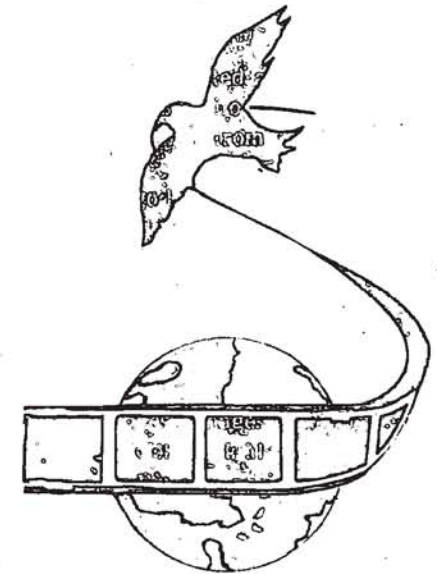
TELEVISION Awareness WORKSHOP - Educational program to teach individuals and families how to watch TV-the purpose and benefits of television as a medium of entertainment for the whole family.

Funding Sources To Date:

PLAYBOY FOUNDATION
DEPARTMENT of Human Services, JEWEL FOODS,
1st National Bank, SEARS, ILLINOIS Humanities
Council, PEOPLES GAS CO., STANDARD OIL
McDONALDS, Illinois Bell Telephone Co., Illinois Arts
Council & Chicago Cultural Center

PRO & CON

Screening Board, Inc.



226 So. Wabash • Suite 700

Chicago, Ill. • 312/663-0801

OUR MISSION

THE PRO & CON SCREENING BOARD is a not-for-profit organization formed in 1975 by concerned citizens reacting to a type of motion picture that came to be known as "BLAXPLOITATION". This type of film featured Black antiheroes who were prone to violence and mindless debasement of the moral values of the Black Community.

Because Blacks had never been 'GLAMOROUS' on screen, the youth of the Black communities embraced these negative film images as an alternative to the cinematic images of their parents generation.

Our involvement in this analysis awakened us to the realization that this condition also exists in varying degrees among other minority groups such as Hispanics, Native Americans and in the past Semites.

In exploiting the needs of the Black community, the motion picture industry created a racial chasm, for inevitably the antagonist in those films were White. Consequently, commercially made motion picture and some television presentations, have helped to perpetuate prejudice and prevent minorities from advancing beyond the stereotypes presented.

The purpose of the Pro & Con Screening Board is to educate the public; support the advancement of positive minority film images and increase participation of minorities in the motion picture industry; thereby promoting Universal Brotherhood through film.

CHAIRMAN

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Founder

EXECUTIVE DIRECTOR

Anne Blair

Director, Publicity

Earle Chisolm

Director, Ways & Means

Wynetta Frazier

Director, Motion Pictures & TV

Nate Grant

Director, Membership

Vital Anthony Thomas

Director, Womens' Board

Bobbie Turner

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Henry Morgan, Vice-President

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Martha Shaifer, Secretary

Melvyna Gaynor, Field Rep. Ch.

PRO & CON Screening Board Inc.

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20201

November 24, 1980

Mrs. Eleanor R. Bailey
Program Director
Upper Elmwood Seniors Center, Inc.
875 Elmwood Avenue
Buffalo, New York 14222

Dear Mrs. Bailey:

Your letter to Mr. James Golden, Acting Executive Director, 1981 White House Conference on Aging, has been given to me for reply. Thank you for offering your services to the Conference. We are referring your letter to the Chairperson for the Media Technical Committee for consideration.

We acknowledge the importance of the Arts Program for Later Life. We would like to congratulate you on the services which you are providing older Americans.

I hope that you are participating in the local forums and the State White House Conference on Aging. For details pertaining to programs in your state, you should write:

Ms. Jane Gould
State Office for Aging
Empire State Plaza
Agency Building 2, 5th Floor
Albany, New York 12223
(518) 474-4425

Ms. Gould will be able to supply you with the schedule for the local forums and the State White House Conference on Aging. She will inform you of the procedures of your state for the appointment of delegates to the 1981 National White House Conference on Aging.

Thank you for your interest in the White House Conference on Aging.

Sincerely,



Mary S. Harper, Ph.D., RN
Director, Office of Policy,
Development and Research

cc: Dr. M. Tanenbaum ✓
Ms. M. Johnson

11/18/80

the
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on
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D.C.
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202-245-1920
Mervine Johnson

202-472-7468

October 31, 1980

Rabbi Marc Tannenbaum
National Director
Interreligious Affairs
American Jewish Committee
165 East 56th Street
New York, New York 10022

Dear Rabbi Tannenbaum:

As Chair of a Technical Committee of the 1981 White House Conference on Aging, you are invited to participate in a meeting with the Issues Executive Committee of the National Advisory Committee on the afternoon of November 18th. The agenda, indicating hours and location of the meeting, is attached.

Separately, you will be receiving an invitation from Gwen Donchin of the Center for Issues Education at Western International University to attend a luncheon with the other technical committee chairs on November 18th at the Holiday Inn in Bethesda, Maryland. This meeting has to do with your participation in the Corporate Sector Mini-Conference in Arizona, in January 1981. Bus transportation then will be available at 1:20 p.m. at the Holiday Inn on the 18th to carry you to the 1:30 p.m. meeting at the National Institutes of Health.

I look forward to seeing you on November 18th.

Sincerely,

Jerome R. Waldie
Executive Director

Enclosure
1) Agenda, 11/18 Afternoon



the
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November 3, 1980

Dr. Arthur S. Flemming
Civil Rights Commission
1121 Vermont Avenue, N.W.
Room 800
Washington, D.C.

Dear Dr. Flemming:

Mr. Ron Wylie, Esq. of our Staff attended all of the initial technical committee meetings at which time they were developing their topical outlines and work plans.

I had asked Mr. Wylie to identify legal and related issues from the discussions of each meeting in that the Chairs, at their initial meeting on June 20, 1980, had requested that legal issues must be addressed.

I am enclosing Mr. Wylie's perceptions and identification of legal issues from the first round of meetings of the technical committees.

If you would like for Mr. Wylie to attend your next meeting to further extrapolate on these issues, please advise me. If you wish to write Mr. Wylie pertaining to the issues, you may do so; his address is the same as mine. His telephone number is 202-472-6745.

Mr. Wylie is a senior legal counselor for the Food and Drug Administration (FDA). He is on loan to The 1981 White House Conference on Aging.

Thank you for your interest and support.

Sincerely,

Mary S. Harper
Mary S. Harper, Ph.D., RN
Director, Policy Development
and Research

Ea
TC.

MEMORANDUM

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY

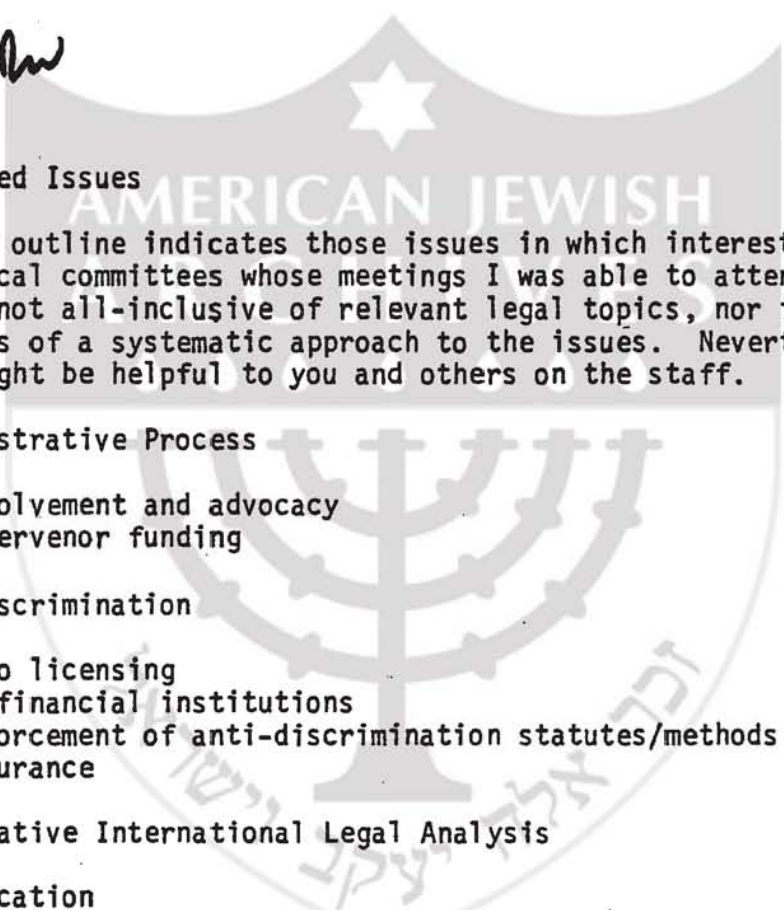
TO : Jerome R. Waldie
Executive Director
White House Conference on Aging

DATE: September 11, 1980

FROM : Ron Wylie, Esq. *RW*

SUBJECT: Legal and Related Issues

1. The summary outline indicates those issues in which interest was expressed in those technical committees whose meetings I was able to attend. Obviously, the outline is not all-inclusive of relevant legal topics, nor is it fully refined in terms of a systematic approach to the issues. Nevertheless, I thought this might be helpful to you and others on the staff.

- 
- I. Administrative Process
 - Involvement and advocacy
 - Intervenor funding
 - II. Age Discrimination
 - Auto licensing
 - By financial institutions
 - Enforcement of anti-discrimination statutes/methods of evasion
 - Insurance
 - III. Comparative International Legal Analysis
 - Education
 - France - mandatory education leave
 - Employment
 - Housing
 - IV. Contracts
 - Life-time care
 - Church organizations
 - Impact of hospitalization on rental contracts
 - Federal coverage
 - V. Crime
 - Compensation for victims
 - Family abuse
 - Community prevention and enforcement
 - Institutional abuse
 - "Rip-offs"
 - Commercial

VI. Education

- Accreditation of programs
- Benefits under union contracts
- Discrimination in admission policies
- Educational entitlement
- Licensure/certification of professionals.

VII. Employment

- Conflicting governmental regulations
- Barriers from perspective of employers
 - Insurance
 - Workman's compensation

VIII. Housing

- Barriers resulting from governmental programs
- Condo conversions
- Rent control legislation
- "Reverse mortgages"
- Stimulation of investment potential of private sector
- Zoning (location of facilities)

IX. Institutions

- Advocacy/ombudsmen
- Certificate of needs - under and over-bedding
- De-institutionalization
- Involuntary admissions/illegal detention
- Licensure
- Patients' Bill of Rights
- Rating and public disclosure

X. Legal

- Availability of legal services
- Enforcement of code violations against facilities
- Establishment of legal competency
- Guardianship
 - Administration by court
 - Sociology of small bar
 - Public
- Individual rights of self-determinations
- Judicial Branch operations
 - "Standing" to enforce rights under state and federal programs
 - Vindication of rights - "delay case"
 - "Living wills"
- Relationship between legal services and advocacy

XI. Miscellaneous

- Barriers to elderly undertaking own businesses
- Emergency medical services
- Extension of mandatory retirement age
- Euthanasia
- Land swindling
- Quality control of care

XII. Model State Statutes

- Compilation of best and most current

XIII. State and Federal programs ,

- Barriers to intergration of programs
- Barriers to local allocation decisions ("statewideness")
- Coordination of CETA and other training programs with actual needs under Older American Act services
- Older American Act
 - Administrative costs
 - From "all old" to "low income old" (fee on ability to pay)
 - Regulations not being followed (seniors not being adequately involved)
- Use of existing structures (elected officials) for greater accountability

XIV. Structural Aspects of Government Programs

- Ability to impact system
 - Public participation
- Coordination in promulgation of regulations
- Program integration and planning

XV. Tax Policy

- "Circuit breaking" property tax
- Encouragement of savings for retirement
- Credits for employers of elderly
- Deductions for worker contributions to social security
- Options for satisfaction of back taxes
- Tax aspects for families providing for elderly member(s)
- Tax-exempt municipal bonds used in financing facilities for elderly.

Page 4

2. Now that I am here full-time, I will be developing these and other legal matters in conjunction with the chairman and staff of each Technical Committee.

3. I will welcome your comments and suggestions.

cc: L. Harper
J. Kieffer
M. Harper
Staff (Ofc of Policy Development & Research)



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November 6, 1980

Dr. Marc Tannenbaum
Director of National Interreligious Affairs
165 East 56th Street
New York, New York

Dear Dr. Tannenbaum:

We recently had a conference call with four (4) of the Chairpersons of each Technical Committee in an effort to identify "gaps" in coverage, cross-cutting issues, overlap and assignment of selected topics/concerns to specific technical committees.

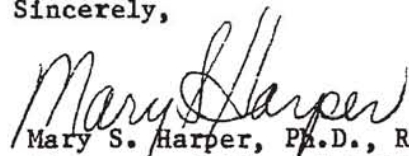
The conference callers suggest a strategy for handling "ethics".

It was suggested that we write the chairperson of each technical committee and ask them to provide a written report of ethical and value laden content/concerns identified in their committee discussion and/or proceedings. This report may include ethical consideration and value laden content discussed or that which you would recommend to be considered by the White House Conference on Aging.

In that there is no Ethician on any of the technical committees, it was concluded that content on ethics should be identified and compiled for consideration by an Ad Hoc Committee of chairpersons with expert consultation.

Please submit the report by November 16, 1980. The person staffing your committee will assist you upon your request.

Sincerely,


Mary S. Harper, Ph.D., RN
Director, Office of Policy
Development and Research

cc: Each Staff Person
Mr. Kieffer
Mr. Waldie
Dr. Neugarten
Dr. Alexander
Dr. Winston
Ms. L. Morales

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November 10, 1980

Rabbi Marc Tanenbaum
National Director
Inter-religious Affairs
American Jewish Conference
165 East 56th Street
New York, New York 10022

Dear Rabbi Tanenbaum:

This is a follow up to the letter we sent you dated November 6, 1980, wherein we attached the minutes of the meeting.

In that connection, kindly note that Rev. Cook will write the 7-page draft to be submitted to all committee members on or before Dec. 1, 1980 and all committee members are requested to respond to the draft by sending their comments on or before December 22, 1980 to:

Rev. Tom Cook
Post Office Box 1924
Athens, Georgia 30603

with a carbon copy to WHCOA staff for this committee.....

Mrs. Victorina Peralta
330 Independence Avenue, S.W.
Room 4058
Washington, D.C. 20201

Thank you very much for your cooperation regarding this matter.

Sincerely yours,

Cynthia Wedel
Dr. Cynthia Wedel *WT*

ACTION MINUTES

TECHNICAL COMMITTEE ON AN AGE-INTEGRATED SOCIETY - - -

IMPLICATIONS FOR SPIRITUAL WELL-BEING

October 30, 1980

Members Present

Ms. Wedel, Chairperson
Msgr. Charles Fahey
Dr. Benjamin Mays

White House Conference on Aging Staff

Mr. Bob Mullen
Ms. Vicki Peralto
Mr. Bernard Nash

Consultant

Rev. Tom Cook

The second meeting of the Technical Committee on Spiritual Well-Being began at 2:30 pm in the Musket Room of the Cincinnati South Holiday Inn, 2100 Dixie Highway, Fort Mitchell Kentucky. The Committee decided to continue into the evening and after recessing from 6:00 pm to 7:30 pm, the Committee adjourned at 11:00 pm.

Decision Items

- o The Committee tentatively decided that the first draft of the report should follow the outline previously decided upon. The first draft will consist of a Preamble and three sections-
 - Religious Institutions as Providers of Services
 - Religious Institutions as Architects of Societal Attitudes
 - Role of Religious Institutions in Meeting Spiritual Needs of Elderly
- o The final report should be framed in terms of policy so that religious institutions and Federal, State and local government bodies may act upon it.

Preamble

- o Spiritual well-being is a broad term. It encompasses nearly all areas of life and is affected by many organizations in addition to religious institutions. The Committee recognizes that many different kinds of institutions impact upon spiritual well-being, but since this is the primary purpose of religious institutions and other technical committees will deal with other areas, the Committee's reports will focus on religious institutions.
- o In view of the importance of ethical values in decision making and the separation of church and state, what role should religious institutions play in making policy decisions?

Religious Institutions as Providers of Services

- o Local congregations and regional and national religious bodies each have their own role and responsibility. Three areas apply to each level.
 - advocacy
 - counseling
 - physical services

- o Religious institutions are mediating structures which support individuals and stand between the individual and the power structure.
- o Role of individuals should be identified.
 - role of families
 - link between professional organizations and local congregation

Religious Institutions as Architects of Societal Attitudes

- o It is the tradition of religious institutions to teach and establish attitudes.
 - there should be a reviewal of efforts in light of today's problems
 - yesterday's attitudes will no longer serve in view of the new demographics
- o Religious institutions should insure that the elderly have an opportunity to develop fully and that the burdens of society should not be laid upon the elderly.
- o Religious institutions on the national and local level should reflect fully upon the ethical and moral challenges that result from new technology and the elongation of life. They must reconcile the traditional value system with the changes that are occuring in society and this must be done in an atmosphere of caring.

Role of Religious Institutions in Meeting the Spiritual Needs of the Elderly

- o The reality is the graying of the population
 - people are living longer
 - people are healthy longer
 - there will be more frail elderly
- o Religious institutions should recognize the gifts and the needs of the older population
- o It is appropriate to take a new look at the role of religious institutions in light of changing reality.
- o The religious community should be challenged to actually do what they think they are doing.

The consultant was asked to prepare a first draft of the Committee's report for the next meeting which will be scheduled later.



**NATIONAL SYMPOSIUM ON
SPIRITUAL AND ETHICAL
VALUE SYSTEM CONCERNS**

An Official Activity Of The 1981

WHITE HOUSE CONFERENCE ON AGING

October 27-30, 1980

Cincinnati

November 11, 1980

Rabbi Seymour Siegel
Professor of Moral Theology
Jewish Theological Seminary of America
3080 Broadway
New York, NY 10027

Dear Rabbi Siegel:

Your presence and part in our National Symposium on Spiritual and Ethical Value System Concerns in the 1981 WHCOA hearing was greatly felt and you have thus contributed much to our body of knowledge and discussion. Now comes the hard part, at least for staff and editorial committee. I apologize for the poor lighting in the room, but must relay to you that as a result of the difficulty you and others had in trying to see what was on the lectern, Marydale has purchased a lamp which can be used in that room.

Your remarks were quite to the point and provided much balance in the discussion that ensued. I only wish you could have remained and been a part of the deliberations for the next few days. All in all, I feel we have done a fairly good job in opening the issues for the White House Conference in this area of concern.

I trust that your Energy Conference went well and would be interested in any remarks you may have made there. I look forward to the possibility of your participation in some future NICA meeting. Should you wish to revise your remarks in any way, please let us know, as we are preparing materials for the final reports. I trust there will be an opportunity with less pressure of time to get to know you on a more personal basis.

Please register your contributed time on the enclosed In-kind forms and sign. This helps us in matching our grant. Thanks.

Sincerely,

Thomas C. Cook, Jr.
Executive Director

cc: Donna Lee McGinty, Symposium Coordinator

ENCLOSURES

F41

NATIONAL MINI-CONFERENCE
ON

Transportation for the Aging

October 20 / 21 / 22, 1980
Sarasota, Florida

Jointly planned by
INSTITUTE OF PUBLIC ADMINISTRATION
1717 Massachusetts Avenue
Washington, D.C. 20036

THE FLORIDA STATE UNIVERSITY
Center on Gerontology
Tallahassee, Florida 32306

CO-ORGANIZERS:
Joseph Revis (IPA)
Telephone (202)667-6552

William G. Bell (FSU)
Telephone (904)644-6874
September 2, 1980

M E M O R A N D U M

TO: Chairpersons, Technical Advisory Committees
White House Conference on Aging

FROM: William Bell and Joseph Revis

RE: Mini-Conference on Transportation
for the White House Conference on Aging

As you are undoubtedly aware, transportation for the elderly is an issue which cuts across many major policies and services to the aging. In view of this cross cutting feature of transportation services, it was decided to invite representation at the invitational mini-Conference on Transportation from the 16 established Technical Advisory Committees associated with the WHCA. You are invited, therefore, to nominate yourself or a representative to participate in the mini-Conference scheduled for October 20-22, 1980, in Sarasota, Florida.

Enclosed are the relevant letter and forms sent to all invitees.

JR/WB:en
Encl.

September 5, 1980

the
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Conference
on
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330
Independence
Avenue
S.W.
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D.C.
20201

M E M O R A N D U M

TO: Dr. Marc Tannanbaum
Technical Committee Chairperson

FROM: Dr. Seymour M. Farber
Chairman, Committee on Health Maintenance and Health Promotion

SUBJECT: Current mailing address

In view of the significant delay in processing mail at the mailroom of the University of California at San Francisco, please send any correspondence to my home address from which I conduct much of my work. Since I am completing a book, I am easily reached at the following home address:

Dr. Seymour M. Farber
26303 Esperanza
Los Altos Hills, California 94022
415-941-0855 (Home)

On certain days I am working at the University and I can be reached with the following address:

Dr. Seymour M. Farber
Vice Chancellor Emeritus
Public Programs and Continuing Education
University of California at San Francisco
San Francisco, California 94143
415-666-4007 (Work)

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330
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August 11, 1980

The Honorable Robert S. Walker
U.S. House of Representatives
Washington, D.C. 20515

Dear Congressman Walker:

I appreciate the copy of the recommendations forwarded you by the Brethren Village local community forum and White House Conference on Aging issues.

We wish to commend Mr. Frank Lantz, Administrator of the Brethren Village, for having conducted an extremely informative forum and for having provided us with some most worthwhile recommendations that issued from that forum. Be assured those recommendations will be shared with the Technical Committees looking at those subjects.

Sincerely,

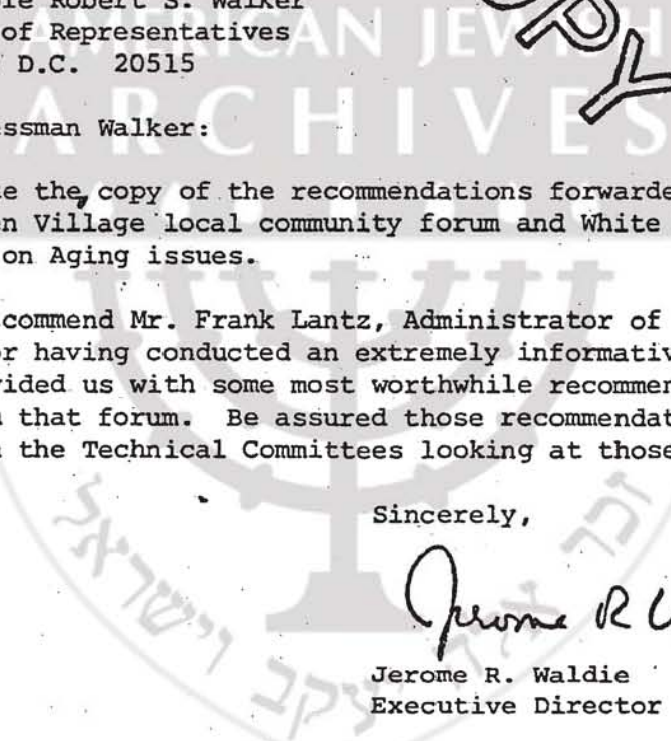
Jerome R. Waldie

Jerome R. Waldie
Executive Director

cc: ✓ Dr. Mary Harper
Jo Harris

25
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Staff -
Necessary
action/
with
Tech
Comm.
MSB
8/14/80

COPY



ROBERT S. WALKER
18TH DISTRICT, PENNSYLVANIA

COMMITTEES:
GOVERNMENT OPERATIONS
SCIENCE AND TECHNOLOGY

STAFF IN CHARGE
THOMAS R. BLANK
WASHINGTON OFFICE
GEORGE W. JACKSON
DISTRICT OFFICES

Congress of the United States
House of Representatives
Washington, D.C. 20515

referred to H
cc Walker ✓

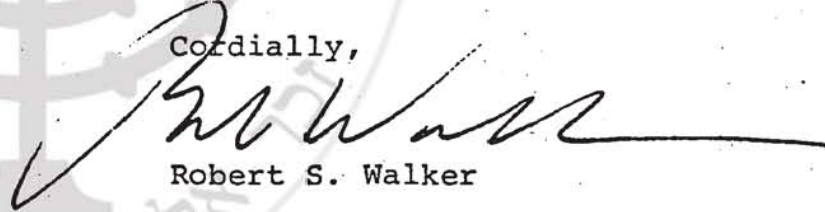
July 21, 1980

Ms. Jo Harris
Director of Operations
White House Conference on Aging
Room 4063
330 Independence Avenue, SW
Washington D.C. 20201

Dear Ms. Harris:

Please find enclosed a copy of the recommendations by a group of concerned elderly persons in my District concerning aging issues. Under the direction of my constituent, Mr. Frank Lantz, Administrator of the Brethren Village in Lancaster, Pennsylvania, a community forum was held on July 1, pursuant to the White House Conference on Aging's request. I trust that you will give full consideration to the thoughts of this group on the timely and important topics addressed. Your kind attention to this matter is appreciated.

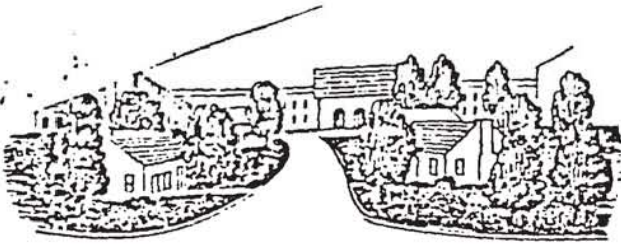
Cordially,



Robert S. Walker

de

JUL 23 1980



Administrator:
W. Franklin Lantz, M.A.
Business Manager:
Gary N. Clouser, M.H.A.
Director of Finance:
Richard Pontz
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J. Richard Myer,
Wilbur G. Rohrer,
Calvin J. Wagner,
Robert C. Wenger.

JUL 14 1980

Brethren Village

A Christian Retirement and Nursing Care Community
• P.O. BOX 5093 • 3001 LITITZ PIKE • LANCASTER, PA 17601 • (717) 569-2657

July 9, 1980

On Tuesday, July 1st, in response to President Jimmy Carter's request for Community Forums in preparation for the 1981 White House Conference on Aging, 91 Residents and interested community persons gathered at Brethren Village for the purpose of discussion and airing the issues involved. The following responses to the questions as posed (by the White House Conference on Aging) represent the thinking and concern of the persons who attended this Forum.

1. How can we as a nation provide economic security for all older Americans?
 - a. The Social Security System must be under-girded, and not be permitted to fail! Every effort must be made by Congress to secure and strengthen this system!
 - b. It was suggested that Medicare and any other drains on the system be removed from Social Security funding, and funded by separate revenues.
 - c. One participant recommended that the Social Security System be turned over to private enterprise (Insurance Companies) to administer; reasons: more efficient, less beauracritic!
 - d. Inflation must be stopped or drastically reduced, to stabilize the shrinking dollar!
 - e. Some participants agreed that it is economically impossible to "provide economic security for all!" It cannot be done! There will always be inequities in a capitalistic society!
 - f. One individual suggested a nation-wide lottery to beef up the Social Security System and provide economic security for the elderly. Most attendees agreed this would be morally wrong and not in keeping with our traditions.
2. How can we safeguard the health of aging Americans and reduce the physical, mental and economic costs of ill health?
 - a. There is a great need for some kind of National Health Plan; current methods are too fragmented and inadequate.
 - b. Charges, prices, rates and fees must be controlled or stabilized.
 - c. There was the suggestion that employees pay into a Health Care Plan, while employed, to assure their possible health care needs after retirement.
 - d. Annual compulsory Physical Examinations for all elderly was recommended.
 - e. It was noted that if we can solve questions or problem 1, this problem will also be solved!
 - f. It was felt that the nation needs a strong educational program via TV and news media on preventive care.

Whit

3. How can older Americans be assured of a satisfactory living environment, including suitable housing and the supports needed for an independent life?

- a. It was recommended that federal housing projects be continued under non-profit auspices, but that the costly subsidized programs be discontinued, except for persons under the poverty level.
- b. Occupants of low income housing need strong educational programs on respect for and care of property. Penalties should be enacted for damages done to a unit or building!

4. How can we assure an adequate share of resources and attention to redress the imbalances which still persist among minority aged who suffer multiple jeopardies?

- a. The Social Security fund must be beefed-up, possibly through general revenues, to adjust for these imbalances and inequities.
- b. Some kind of equitable National Health Plan must be enacted to assure or guarantee equal care for the elderly!

5. In what way can we resolve the social imbalances of elderly women?

- a. It was suggested that Social Security benefits be adjusted to account for these social imbalances.

Some attendees felt strongly that persons able to work, and who refused, should not receive what persons who have labored faithfully receive! Government should feel no obligation to correct such imbalance.

- b. There was another view that such persons should be re-located into caring communities where services are equalized, and similar persons live together sharing the combined benefits such communities offer such as elderly housing with subsidized meals-on-wheels and where health services may be available!

6. How can retired Americans develop and pursue increasingly productive and fulfilling roles in their later years?

- a. Adjust or re-write the laws to permit the elderly to earn more, and remain on their jobs (beyond 65 or 70) as long as they are physically and mentally alert to do so! Industry could determine this through required physical exams and psychological testing.
- b. Local Offices of Aging need to increase their Job Placement programs for senior citizens. This is an excellent program that needs to be expanded.

7. How can we assure productive and rewarding employment for those older Americans who wish to work?

- a. Most attendees were opposed to forced retirement. Most persons felt they should have been permitted to continue working beyond the required retirement date.
- b. The laws need to be changed to permit persons beyond 65 years of age to continue being productive and in rewarding employment. Not necessarily in same field of endeavor, but where talents can be used.

8. What social policies and services are needed to strengthen the resources of the increasing number of families with two generations of elderly persons?

- a. Strong educational programs are necessary through TV and mass media methods. Persons need to be trained to deal with the kinds of problems generated by 2 and 3 generations living together.

9. How can we direct adequate resources to support those elderly persons who are particularly vulnerable and at risk?

a. The whole Health Care Delivery System needs to join in a joint effort to come up with a Health Care Plan for the elderly who are particularly vulnerable and at risk.

Seperate funding and distinct programs are necessary to solve this problem.

b. Some attendees believed strongly that the Church needs to shoulder some of the responsibility for this. The Mormons and Amish were cited as examples of Churches that care for their own.

10. What should be the place of the religious community in ministering to the needs of the elderly?

a. It was agreed that each and every Church should have its own Health & Welfare Committee to deal with these problems and concerns within the local Congregation and to refer members who need assistance or help on any social problem.

b. Denominations health care facilities need to be strengthened with adequate re-imbusement and less regulations. Let demand dictate services needed.

11. What needs to be done with respect to increasing, coordinating and expediting biomedical and other research directed at determining the causes of aging?

a. Medical Schools and Universities need to be encouraged to initiate Geriatric Programs, curricula, research, and educational projects to meet the needs of the elderly, students and public.

b. Some attendees strongly felt that most elderly persons are overly medicated. Steps should and must be taken to assure this does not happen! This will greatly reduce costs to the individual elderly persons.

Our Residents and Visitors greatly appreciated the opportunity to share in this experience.

Respectfully submitted,

W. Frank Lantz

W. Frank Lantz, NHA
Administrator

cc: PANPHA
Rep. Walker
Office of Aging
White House Conference on Aging

WFL/dlh

CREATING AN AGE INTEGRATED SOCIETY-IMPLICATIONS FOR THE MEDIA

Bertha Brown
Philadelphia, Pa.

In 1971 it was noted in White House Conference reports that there was not enough information on the problems of the Black elderly. Since all Americans must provide themselves with food, clothing, shelter and seek to acquire social environmental stabilizers within their communities, i.e. educational facilities, medical services, sanitation standards and to meeting spiritual needs, "How then can one ethnic segment of the nation be so different from the others.?"

In the upcoming 1981 White House Conference on Aging it is essential for the issue papers to reflect a complete representative picture of the aging population in our society. All ethnic minorities should be included along with the majority based on economic conditions first, and opportunity and need second. Thirdly, accurate data should be obtained to develop guidelines which will lead the way toward "Creating an Age Integrated Society" for all groups within our nation.

Understandably, overlapping will occur among sub-committees recommendations and findings. Because traditionally, a disproportionate number of minority Americans have had the greatest need. Nevertheless, it is safe to assume there are more poor and needy elderly in the majority population where the division is based on color instead of ethnic nationality.

For this reason it would be more accurate to classify the elderly on how the lack of opportunity impacts on the quality of life for all after a certain age is reached. This is especially applicable to lower middle income and the below poverty income level elderly. Naturally, this group is not among the homeowners who have large bank accounts, so maintaining or acquiring comfortable living quarters may be a major problem. On the other hand, the higher income elderly who were able to acquire skills and

financial stability may have other limitations mandated by our society which impacts on the quality of their lives just as greatly.

All of us at a certain age are relegated to a statistic on the social security income table scale, or the welfare rolls.

Additionally, the media portrayal of older Americans is in the classification assigned by age, thereby preventing any other personal advancement or advantage of opportunity. Our mandated regulations push the elderly into a second childhood group as non-productive members. They are no longer allowed to interact on an equal basis regardless of their years or living experiences.

Of course this paints a dismal picture, but this is really the final step. The beginning started long before retirement age. The lower income group whose job depended on physical strength and agility, notice being passed over for promotions much earlier. Age discrimination may not be admitted openly, but some newspaper advertisements will request recent high school or college graduates with two or three years experience.

Therefore, if one is fortunate enough to have an early retirement plan and is in good health, "Where is there to go after that?" News media does not offer any directions. Newspapers provide announcements occasionally about social services as public service articles. But that is all.

One excellent service of the media would be a local directory for medical care, legal services and other social services. Such information could be published quarterly. Updated information of this nature would be a real service.

For many nurses who work in hospitals and nursing homes complain to friends and relatives about the maltreatment of upper and moderate income elderly patients. Having an adequate income in one's later years does not guarantee a better quality of life from our society. Many older people are at the mercy of their already overburdened and sometimes abusive adult children who believe they have a right to control funds

of their frail parents to their advantage. Many times their parents wind up in homes where they never dreamed they would.

For instance, older affluent White Americans sometimes are completely dependent on incompetent domestics hired by their children. Many times, they are placed in nursing homes along with members of other ethnic groups with whom they would never have associated under other circumstances. This seriously brings questions to mind about how the problems of aging in America should be defined.

Can a redefinition be projected through the audio and print media to bring about an age intergrated society based on economic and human service interaction needs? Is it necessary for each ethnic group to be designated separate directions in a society which is already decentralizing and special izing segments of medicine, housing and human resource?

In order to obtain and maintain a quality standard of life it is absolutely essential to coordinate environmental needs.

Further, it is quite necessary to work in a cooperative relationship with media representatives. New and accurate data need to be developed through a thorough study on income and employment opportunities. Then questions asked by the noted woman journalist, Jane Bryant Quinn, in an article entitled "The Affluent Elders" in August 4, 1980 Newsweek Magazine could be answered. She contends that the elderly is already consuming a disproportionate share of the Federal budget. According to the statistics cited in her Newsweek article, many retirees are quite comfortable. It was stated that the elderly poor were always poor. Her interest was not in improving the plight of the poor elderly, but reducing benefits to the affluent elderly. Some of the questions asked in her article were:

1. "Should we raise payments to those who aren't poor?"
2. Should we support able-bodied people who choose to retire early?
3. Should we continue to ignore the equity in

*3. older peoples homes as a source of retirement income?"

As a member of the print media, Ms. Quinn advances support for releasing retirees "own hidden savings" through tapping valuable home equities as a substitute for rising public retirement payments. She feels that the heirs of the elderly can save for themselves.

Some of her questions could be better answered through a true study. Additionally, it would possibly contribute to giving some acceptable direction to utilize elderly skills in another occupation for those able-bodied early retirees. Then the retirement payments need not be increased, nor the equity in their homes be tapped for additional living expenses.

Older Americans whether well off or poor should be helped to continue into the mainstream of life as contributing citizen as long as their health and ability allows them to do so.

The media can play an important role in helping to "Create an Age Integrated Age Society" by providing the emphasis need through special television and radio programming promoting a better understanding of needs at all ages. Newspaper and Magazine articles and columns could include investigative reporting on the environmental quality of life which benefits everyone.

In other words widespread media commitment to the concept of the White House Conference would produce an aware interested public.

Then we could pursue a challenge to disprove the quote attributed to Ms. Quinn in the August issue of Harpers Bazaar which stated "an ever growing retired population consumes far more than it produces".

the
White House
Conference
on
Aging
330
Independence
Avenue
S.W.
Washington,
D.C.
20201

F-Rec 2

Date: November 12, 1980

To: Marlene Johnson and Mort Yarmon

Subject: Invitation to December 2nd meeting, Technical Committee on Media

From: Rita Reznik, Secretary to Marc Tanenbaum

The attached copy of letter was sent to all of the people listed below on November 12, 1980:

Mr. Steve Frankfurt
Director of Creative Planning
Kenyon & Eckhardt
200 Park Avenue
New York, NY 10017

Mr. John Cannon
President
National Academy of Television
Arts and Sciences
110 West 57th St.
New York, NY 10019

Miss Helen Hayes
235 N. Broadway
Nyack, NY 10960

Mr. Norman Lear
President
Tandem Productions
1901 Avenue of the Stars
Suite 1600
Los Angeles, CA 90067

Dr. Benjamin Hooks
President
National Association for the
Advancement of Colored People
1790 Broadway
New York, NY 10019

Mr. Garson Kanin
200 Central Park South
New York, NY 10019

Mr. Don Menchel
President
MCA Syndications
445 Park Avenue
New York, NY 10017

Mr. Nicholas VanDyck
Executive Director
National Council for Children and Television
20 Nassau Street
Suite 215
Princeton, NJ 08540

Mr. Norm Varney
Vice-President
J. Walter Thompson
420 Lexington Avenue
New York, N.Y. 10017

Ms. Sandra Heberer
PBS Current Affairs Program
475 L'Enfant Plaza, SW
Washington, DC 20024

November 12, 1980

Mr. Barry Chase
Vice-President
Public Broadcasting Service
609 Fifth Avenue
New York, NY 10017

Dear Mr. Chase,

In behalf of the Technical Committee on the Media of the 1981 White House Conference on Aging, it gives me pleasure to invite you to attend a special consultation on "Mass Media and the Aging."

The meeting will be held Tuesday, December 2, 9:30 a.m. to 3 p.m., at the Equitable Life Insurance Building, 1235 Avenue of the Americas, New York City.

Jules Power, Senior Producer of "Over Easy," suggested that you would be an ideal participant for our discussion. Our purpose would be to examine the role of the mass media, particularly the electronic media, in establishing constructive images and understanding of the needs of the aging population of our society.

I do hope that it will be possible for you to join us. Please inform my secretary, Miss Rita Reznik, at 212-751-4000, ext. 210, that we can look forward to your participation.

With warm good wishes, I am,

Cordially,

Marc H. Tanenbaum
Chairman

MHT:RPR

November 12, 1980

Mr. Norm Varney
Vice-President
J. Walter Thompson
420 Lexington Avenue
New York, NY 10017

Dear Mr. Varney,

In behalf of the Technical Committee on the Media of the 1991 White House Conference on Aging, it gives me pleasure to invite you to attend a special consultation on "Mass Media and the Aging."

The meeting will be held Tuesday, December 2, 9:30 a.m. to 3 p.m., at the Equitable Life Insurance Building, 1285 Avenue of the Americas, New York City.

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Cordially,

Marc H. Tanenbaum
Chairman

MHT:RP

November 12, 1980

Mr. Nicholas B. VanDyck
Executive Director
National Council for Children and Television
20 Nassau Street
Suite 215
Princeton, NJ 08540

Dear Mr. VanDyck,

In behalf of the Technical Committee on the Media of the 1981 White House Conference on Aging, it gives me pleasure to invite you to attend a special consultation on "mass Media and the Aging."

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Executive Director
National Council for Children and Television
20 Nassau Street
Suite 215
Princeton, NJ 08540

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Cordially,

Marc H. Tanenbaum
Chairman

MHT:RPR

November 12, 1980

Mr. Don Menchel
President
MCA Syndications
445 Park Avenue
New York, NY 10022

Dear Mr. Menchel,

In behalf of the Technical Committee on the Media of the 1981 White House Conference on Aging, it gives me pleasure to invite you to attend a special consultation on "Mass Media and the Aging."

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Marc H. Tanenbaum
Chairman

MHT:RPR

November 12, 1980

Dr. Benjamin Hooks
President
National Association for the Advancement
of Colored People
1790 Broadway
New York, NY 10019

Dear Dr. Hooks,

In behalf of the Technical Committee on the Media of the WH01 White House Conference on Aging, it gives me pleasure to invite you to attend a special consultation on "Mass Media and the Aging."

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Cordially,

Marc H. Tanenbaum
Chairman

MHT:RPR

November 12, 1980

Ms. Sandra Heberer
PBS Current Affairs Program
475 L'Enfant Plaza, SW
Washington, DC 20024

Dear Ms. Heberer,

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With warm good wishes, I am,

Cordially,

Marc H. Tanenbaum
Chairman

T

MHT:RPR

November 12, 1980

Mr. Norman Lear
President
Tandem Productions
1901 Avenue of the Stars
Suite 1600
Los Angeles, CA 90067

Dear Norman,

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Marc H. Tanenbaum
Chairman

MHT:RPR

November 12, 1980

Miss Helen Hayes
235 N. Broadway
Nyack, NY 10960

Dear Miss Hayes,

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MHTPRPR

November 12, 1980

Mr. John Cannon
President
National Academy of Television Arts
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110 West 57th Street
New York, New York 10019

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November 12, 1980

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Director of Creative Planning
Kenyon and Eckhardt
200 Park Avenue
New York, NY 10017

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November 12, 1980

Mr. Garson Kanin
240 Central Park South
New York, NY 10019

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MHT:RPR

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20201

Date: November 12, 1980

To: Marlene Johnson and Mort Yarmon

Subject: Invitation to December 2nd meeting, Technical Committee on Media

From: Rita Reznik, Secretary to Marc Tanenbaum

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NOV 18 1980

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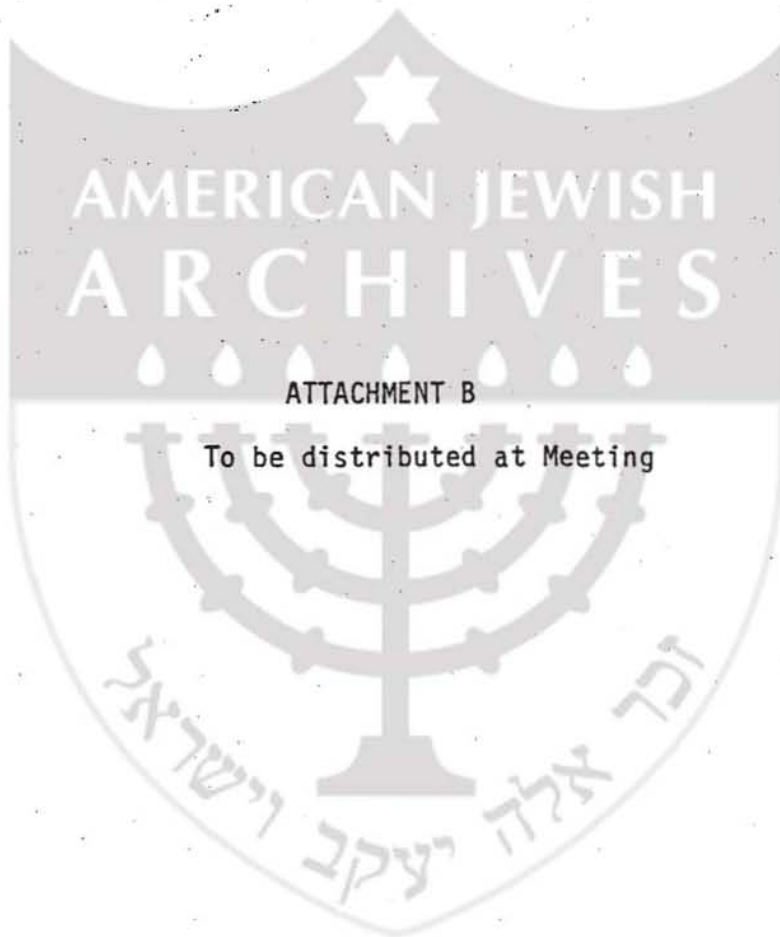
330
Independence
Avenue
S.W.
Washington,
D.C.
20201

MEETING OF CHAIRPERSONS FOR THE TECHNICAL
COMMITTEES/NATIONAL ADVISORY COMMITTEE
EXECUTIVE COMMITTEE ON ISSUES

Tuesday, November 18, 1980
Building 37C, Conference Room #8
National Institutes of Health
Bethesda, Maryland

PRESIDING: Dr. Arthur Flemming
Chairperson, Issues Committee

- 1:30 p.m. A. A Brief Overview of the Activities/Observations of
each Technical Committee by Chairperson (See attachment A)
- B. Tentative areas for recommendations. (Report to be
distributed at meeting.)
- C. Formats for the Report of Technical Committees and
Executive Summary (Draft format to be distributed at
meeting)
- D. Format for the Executive Summary for the Technical Committee
Report
- E. Handling of the "Ethics" and other cross-cutting issues
in the Technical Committees
- 4:00 p.m. F. Discussion
- 5 P.M. Adjourn



ATTACHMENT B

To be distributed at Meeting







AMERICAN JEWISH
ARCHIVES

~~PAPER~~
To be distributed at meeting

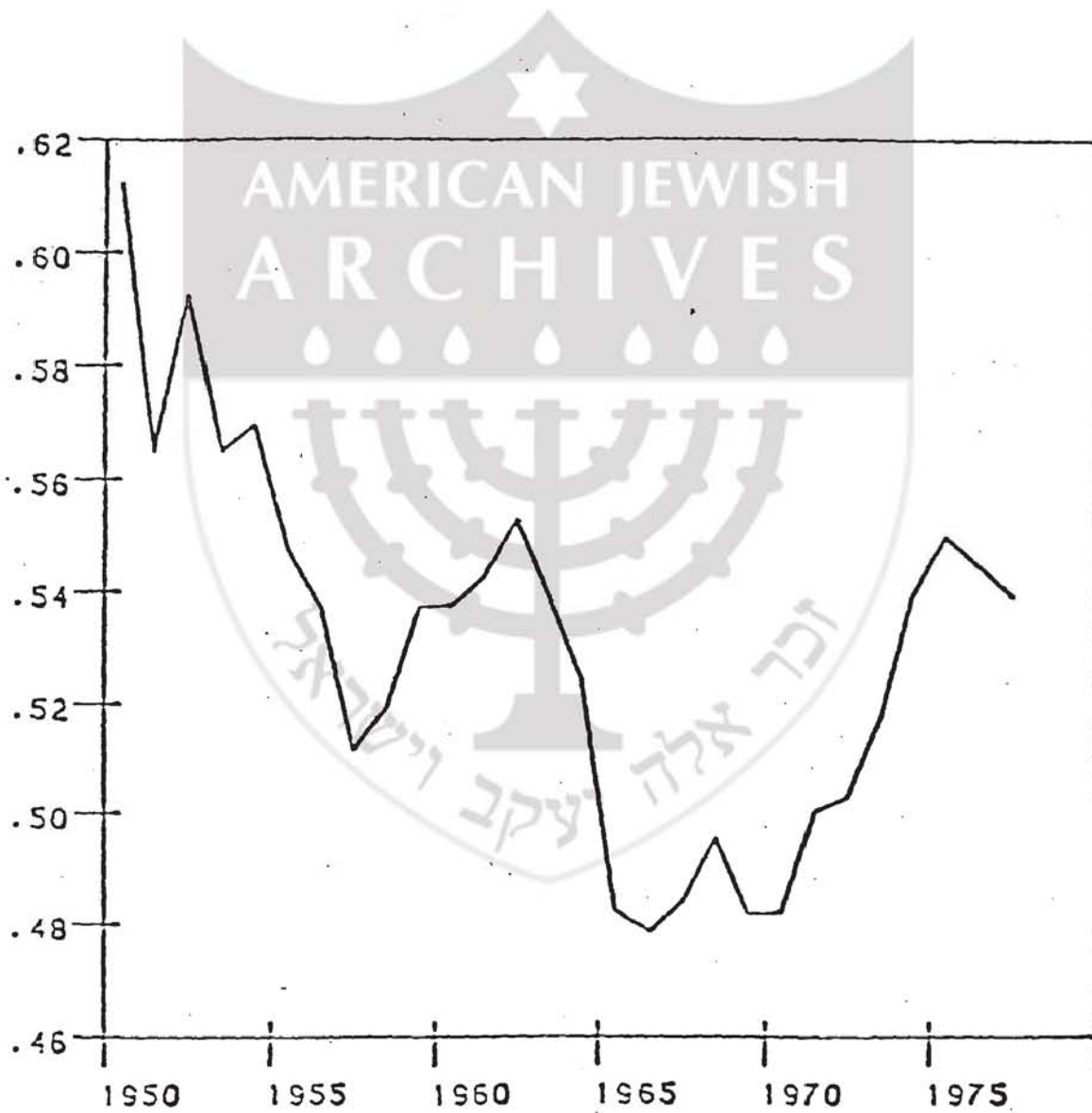


זכר אלה יעקב ישראל

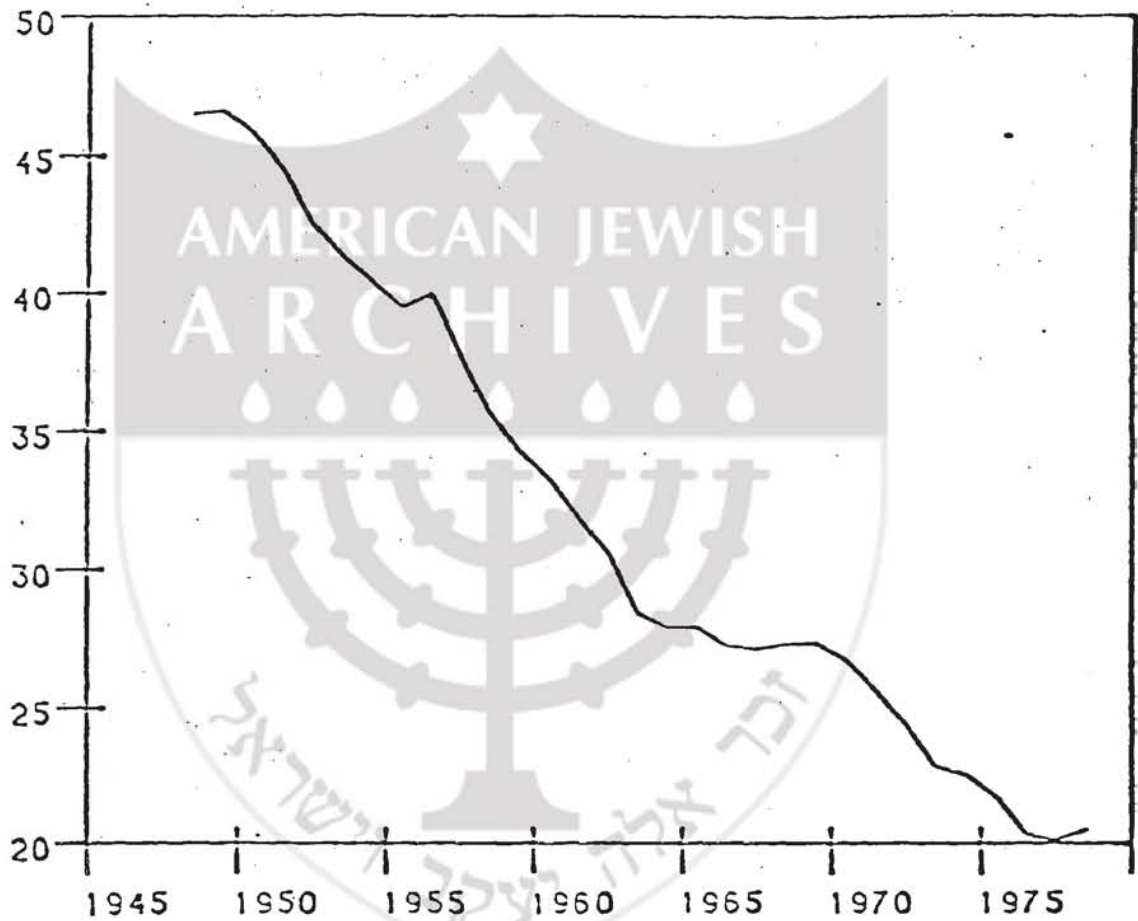


NOVEMBER 18, 1980

AVERAGE INCOME OF THOSE OVER 65
RELATIVE TO THOSE UNDER 65

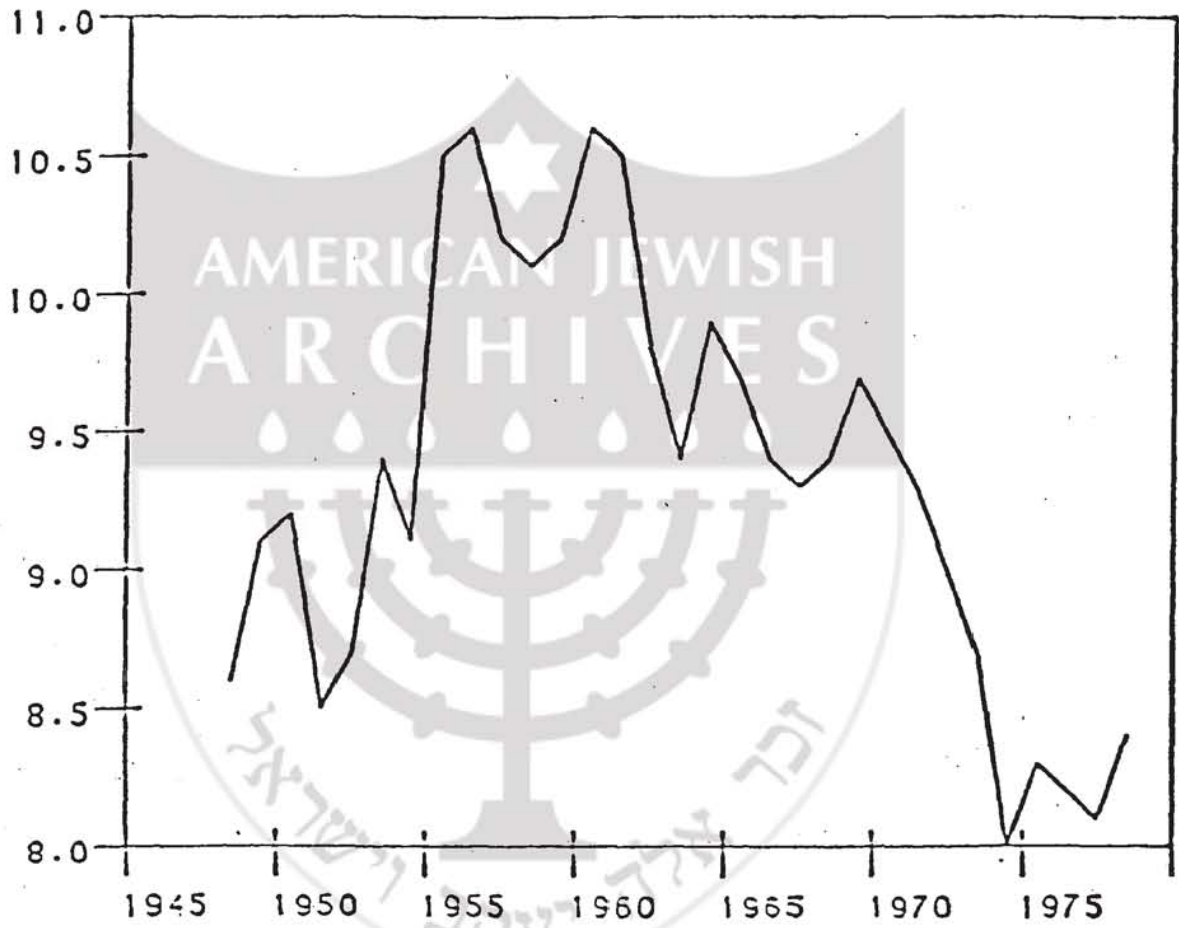


LABOR FORCE PARTICIPATION RATES
MEN 65 AND OVER



DATA RESOURCES, INC.

LABOR FORCE PARTICIPATION RATES WOMEN 65 AND OVER



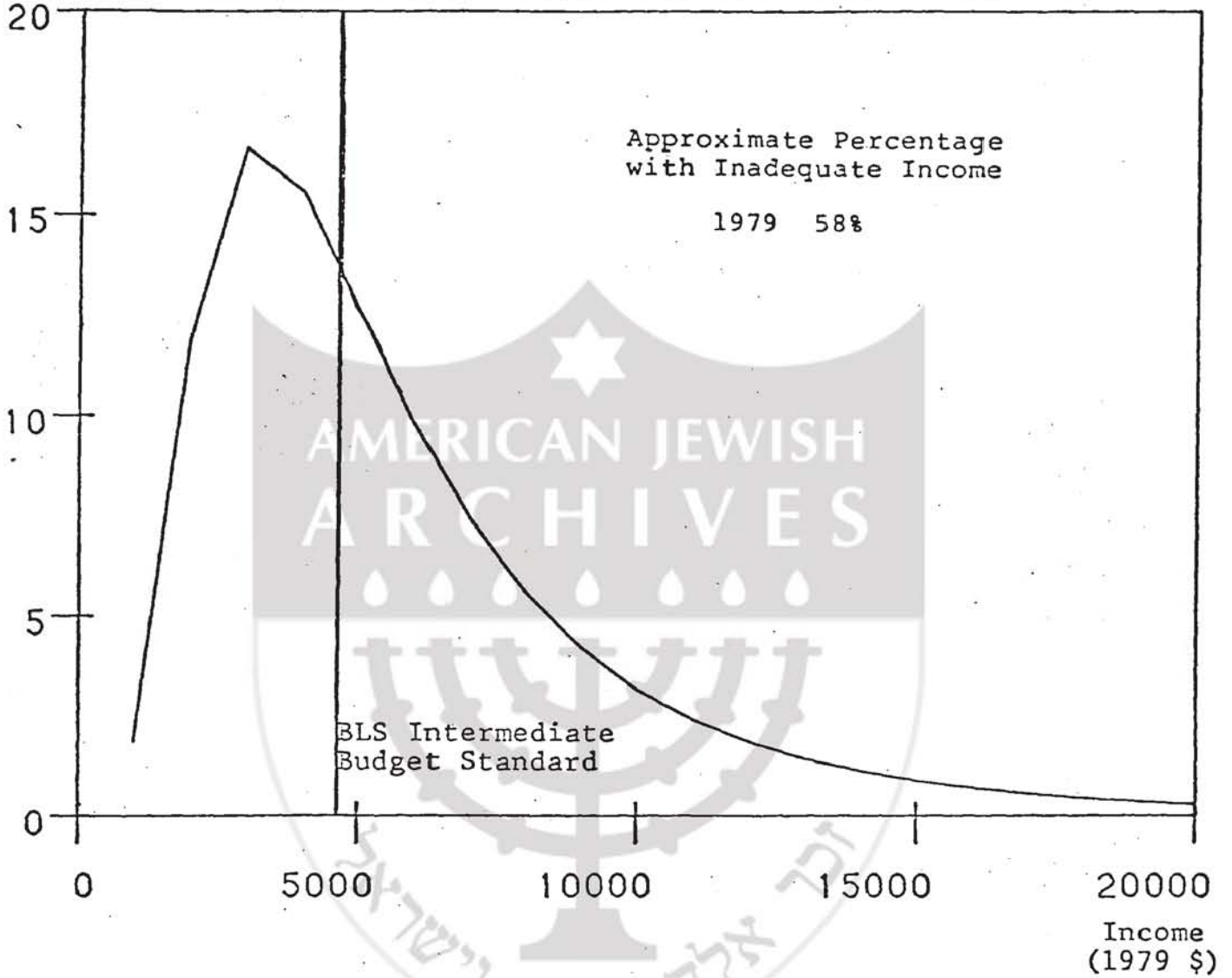
DATA RESOURCES, INC.

INCOME SHARES BY SOURCE

	<u>1967</u>	<u>1977</u>
AGE 62-64		
WAGES AND SALARIES	67.3	50.0
SOCIAL SECURITY	7.6	15.3
OTHER	25.1	34.7
AGE 65-71		
WAGES AND SALARIES	34.3	20.9
SOCIAL SECURITY	27.6	38.0
OTHER	38.1	41.1

INCOME DISTRIBUTION (1979 \$) AND ADEQUACY STANDARD FOR FEMALE INDIVIDUALS AGED 72+

PERCENT



DATA RESOURCES, INC.

THE NATIONAL COUNCIL ON THE AGING, INC.
Since 1950 working to improve the lives of older Americans



1828 L STREET, N.W., WASHINGTON, D.C. 20036
TELEPHONE (202) 223-6250

MEMORANDUM

TO: WHCoA Technical Committee on Creating an Age-Integrated Society--
Implications for the Media

FROM: Jacqueline T. Sunderland *JTS*

DATE: November 24, 1980

RE: MATERIALS FROM NCOA'S LIBRARY ON MEDIA AND AGING

Dear Committee Colleagues,

This is the first result of a manual search of the resources of the National Council on the Aging library on print media addressing media and the aging. Please add to the list any information that I have missed. As you know, this information will be incorporated into the committee's "state of the art" report. Thank you for your help. Any corrections or suggestions can be sent directly to me or to Dr. Jamieson.

Dr. Kathleen Jamieson
Associate Professor
Department of Communication
Tawes Fine Arts Building
University of Maryland
College Park, Maryland 20742

Cordially,

A handwritten signature in cursive script, appearing to read 'Jacqueline'.

Jacqueline T. Sunderland
Director
National Center on Arts and Aging
National Council on the Aging

MASS MEDIA

301.435
CL281 Calhoun, Richard B.
1978 In search of the new old: redefining old
age in America, 1945-1970. N.Y., Elsevier,
1978.
280 p.

p.147-163

Extensive foot-refs. at end of each ch.

MASS MEDIA

301.435
H242m Harris, Louis, & Associates, Inc.
1975 Myth and reality of aging in America.
[Survey] conducted for the National Council
on the Aging, Inc. Wash., D.C., NCOA, April
1975.
245 p.

Mass media's portrayal of people over
sixty five, p.192-202.

301.435 MASS MEDIA

J826m Journal of Communication.
1974 Myths of old age are the myths of the
young. Its issue Vol.24, No.4, Autumn 1974.
p.74-112.

Articles by Beth B.Hess, Craig Aronoff,
Marshall J. Graney & Edith E. Graney, Robert
C.Atchley, and Alton J. De Long.

MASS MEDIA

659.2 National Council on the Aging, Inc.
N215m Media relations handbook: tips on how to
1977 get your story across. Wash., D.C., 1977.
24 p.

MASS MEDIA

ARCH. National Council on the Aging, Inc. National
Media Resource Center on the Aging.
The National Media Resource Center on the
Aging. Wash., D.C., 1975.
Unpaged (10 p.)

"A program of the National Council on the
Aging, Inc., now in its 25th year of service"

MASS MEDIA

- ARCH. National Council on the Aging, Inc. National Media Resource Center on the Aging.
Some highlights of the year to date: a report of activities and proposed projects of the...Center, prepared for the Media Resource Center Advisory Committee. Wash., D.C., National Council on the Aging, Inc., Sept. 1975.
Unpaged (8 p.)

MASS MEDIA

- 659.2 National League for Nursing.
N217P Publicity aids for your community health
1974 agency. N.Y., [1974?].
30 p. (Code 21-1430)

Originally prepared by Public Relations Unit, 1969. Rev. by Dept. of Home Health Agencies and Community Health Services.

MASS MEDIA

- 301.435
Oy2a Oyer, Herbert J., ed.
1976 Aging and communication. Ed. by Herbert J. and E. Jane Oyer. Baltimore, University Park Press, 1976.
302 p.
.98-118
Bibliography at end of each ch.

MASS MEDIA

- 301.161
R263L Regional Plan Association, Inc.
1974 Listening to the metropolis: an evaluation of the New York Region's CHOICES for '76 Mass Media Town Meetings, and Handbook on public participation in regional planning. Prepared by William B. Shore et al. N.Y., Dec. 1974.
96 p.
Bound in at end: its The metropolis speaks: a report to the New York Region on its Mass Media Town Meetings, CHOICES for '76. (Regional Plan News, No.95, Aug. 1974) 34 p.

MASS MEDIA--BIBLIOGRAPHY

- Ref. Aspen Handbook on the Media: a selective guide
301.161 to research, organizations and publications
As63 in communications. N.Y., Praeger Publishers.
Irreg. (Praeger Special Studies in U.S. Economic, Social, and Political Issues)
Pub. with the Aspen Institute for Humanistic Studies.
Ed. by William L. Rivers, et al.
For library holdings, see main card.

Ref. MASS MEDIA--BIBLIOGRAPHY

- 301.161
C212c Carmichael, Carl W.
1974 Current research bibliography on media
and aging. By Carl W. Carmichael and Richard
H. Davis. [1974?]
15 p. Xerox of typescript.

MASS MEDIA--BIBLIOGRAPHY

- Ref. 301.11
Sh23a Sharma, Prakash C.
1978 Aging and communication: a selected
bibliographic research guide, Pt.1-2.
Monticello, Ill., Vance Bibliographies, 1978.
8 + 10 p. (Vance Bibliographies: Public
Administration Series Bibliography P-69 and
P-70)

Pt.1, 1950-1970; Pt.2, 1971-1975.

MASS MEDIA--DIRECTORIES

- Ref. 301.161
As63 Aspen Handbook on the Media: a selective guide
to research, organizations and publications
in communications. N.Y., Praeger Publi-
shers.
Irreg. (Praeger Special Studies in U.S.
Economic, Social, and Political Issues)
Pub. with the Aspen Institute for
Humanistic Studies.
Ed. by William L. Rivers, et al.
For library holdings, see main card.

MASS MEDIA--SURVEYS AND STUDIES

- 301.161
En89r Environics Research Group, Ltd.
1973 Reaching the retired: a survey of the
media habits, preferences and needs of senior
citizens in metro Toronto. Prepared for The
Communications Committee, Toronto Area Pres-
bytery, United Church of Canada. [Toronto],
Canadian Radio-Television Commission, Sept.
1973.
180 p. Xerox of typescript.
Bibliography p.173-176.
"Copyright by Information Canada, Ottawa".
Project coord. pr: Michael Adams.

MASS MEDIA--SURVEYS & STUDIES

- 301.161 Herzog, Barbara (Rieman)
H449r Report on the impact of a multi-media
1972 production at the 1971 White House Conference
on Aging. Sponsored by the Gerontological
Society. [Wash., D.C., Gerontological Society],
April 31, 1972.
60 p. + appendices.

Funded under Older Americans Act, Title 4.

TELEVISION--PUBLIC POLICY

- 301.161
Un34a
1977 U.S. Congress. House. Select Committee on Aging.
Age stereotyping and television: hearings,
Sept. 8, 1977. Wash., D.C., U.S. Govt. Print.
Office, 1977.
236 p. (95th Cong., 1st Sess.; Committee
Pub. 95-109)
p.77-123, Age stereotyping and television:
a staff review.

TELEVISION ADVERTISING

- 301.161
Un34a
1977 U.S. Congress. House. Select Committee on Aging.
Age stereotyping and television: hearings,
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Office, 1977.
236 p. (95th Cong., 1st Sess.; Committee
Pub. 95-109)
p.77-123, Age stereotyping and television:
a staff review.

TELEVISION ADVERTISING

- 301.161
Un34t
1977 U.S. Congress. House. Select Committee on Aging.
Televised advertising and the elderly
(you may be getting better but you're also
getting older): a staff review. Wash., D.C.,
U.S. Govt. Print. Office, Jan. 1977.
31 p.

Bibliographic foot-notes p.29-31.

TELEVISION AND CHILDREN

- 301.161
J268s
1978 Jantz, Richard K.
Study of how the elderly are portrayed on
television programs viewed by children. By
Richard K. Jantz, Carol Seefeldt et al.
College Park, Md., Univ. of Maryland, Center
on Aging and the Dept. of Early Childhood/
Elementary Education, Dec. 1978.
212 p.
Bibliography p.106-108.
Standard International Occupational
Prestige Scale, p.109-135.

TELEVISION AND THE AGED

- 301.161
D297d
1972 Davis, Richard Harding.
Descriptive study of television in the
lives of an elderly population. Sept. 1972.
297 p. Reproduction of typescript.
Thesis (Ph.D.)--University of Southern Cali-
fornia.
Review of literature on the sociology of the
aging, p.29-44.
Review of literature on television and the
older adult, p.44-71.

TELEVISION AND THE AGED

Davis, Richard H.

Television and the older adult. Journal of Broadcasting, 15(2):153-159, Spring 1971.

TELEVISION AND THE AGED

Davis, Richard H.

Utilization of television by the elderly. Los Angeles, 1975.

[10 p.] Xerox of typescript.

Paper at the 1975 meeting of the National Gerontological Society.

TELEVISION AND THE AGED

301.161

En89r
1973

Enviro-nics Research Group, Ltd.

Reaching the retired: a survey of the media habits, preferences and needs of senior citizens in metro Toronto. Prepared for The Communications Committee, Toronto Area Presbytery, United Church of Canada. [Toronto], Canadian Radio-Television Commission, Sept. 1973.

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Project coord/ or: Michael Adams.

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Myths of old age are the myths of the young. Its issue Vol.24, No.4, Autumn 1974. p.74-112.

p.86-87

Articles by Beth B.Hess, Craig Aronoff, Marshall J. Graney & Edith E. Graney, Robert C.Archley, and Alton J. De Long.

TELEVISION AND THE AGED

301.161

Ob62a
1974

O'Brien Communications, Inc.

As old as we are: an experiment in use of cable television (CATV) to extend and enrich the services of senior centers. Cambridge, Mass., April 1974.

121 p. Xerox of typescript.

"Weekly programs produced in N.Y.City during a 6-month period"

TELEVISION AND THE AGED

- 301.435
Oy2a Oyer, Herbert J., ed.
1976 Aging and communication. Ed. by Herbert J.
and E. Jane Oyer. Baltimore, University
Park Press, 1976.
p.99-118 302 p.

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- 301.161
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Office, 1977.
236 p. (95th Cong., 1st Sess.; Committee
Pub. 95-109)
p.77-123, Age stereotyping and television:
a staff review.

- 301.435
W861a TELEVISION AND THE AGED.
1975 Woodruff, Diana S., ed.
Aging: scientific perspectives and social
issues. Ed. by Diana S. Woodruff and James El
Birren. N.Y., D. Van Nostrans, 1975.
421 p.

p.315-335, Television communication and
the elderly, by Richard H. Davis.

TELEVISION AND THE AGED

Zenith Radio Corporation.

Subscription television: facts about
box-office TV. Chicago, [1972?]

Folder of miscellaneous brochures,
communications, reprints, press releases, etc.
on the subject of subscription television, pro
and con.

Ref.

- 301.161 TELEVISION AND THE AGED--BIBLIOGRAPHY
C212c Carmichael, Carl W.
1974 Current research bibliography on media
and aging. By Carl W. Carmichael and Richard
H. Davis. [1974?]
15 p. Xerox of typescript.

TELEVISION AND THE AGED--BIBLIOGRAPHY

- 301.161 Davis, Richard Harding.
D297d Descriptive study of television in the
1972 lives of an elderly population. Sept. 1972.
297 p. Reproduction of typescript.
Thesis (Ph.D.)--University of Southern Cali-
fornia.
Review of literature on the sociology of the
aging, p.29-44.
Review of literature on television and the
older adult, p.44-71.

TELEVISION IN EDUCATION

- 301.437
G296n Georgia. Univ. Center for Continuing Education.
1976 New wrinkles on retirement: final report
on a model project [on] multi-media pre-retire-
ment education. Athens, Georgia, [1976].
45 p.
Describes development of educational
television programs in pre-retirement education.
"James A. Thorson, project director"
Administration on Aging Model Project Grant
90-A340/01, June 30, 1974-Dec. 31, 1975.

TELEVISION IN EDUCATION

- New York (State). University of the State of
New York. Bureau of Continuing Education.
Curriculum Development.
Living for the 60's: a leader's discussion
guide. Albany, 1967.
37 p. (The television series)

TELEVISION IN EDUCATION

- Twin City Area Educational Television Corp.,
St. Paul, Minn.
Seminars for seniors. St. Paul, [1969?]
8 p.
On cover: Communicating with senior citizens
by television.

TELEVISION IN EDUCATION

- Twin City Area Educational Television Corp.,
St. Paul, Minn.
Seminars for seniors: an experiment in
educational T-V. By Martin McGowan et al. St.
Paul, [1969?]
50 p. with appendix.

TELEVISION IN MEDICINE

Murphy, Raymond L.H., jr.

Telediagnosis: a new community health resource. By Raymond L.H. Murphy, jr. and Kenneth T. Bird. American Journal of Public Health, 64(2):113-119, Feb. 1974.

TELEVISION IN MEDICINE

614
P2211
1974

Park, Ben.
Introduction to telemedicine: interactive television for delivery of health services. N.Y., Alternate Media Center at New York University, School of the Arts, June 1974. 255 p.

Refs. at end of most ch.

TELEVISION PROGRAMS

Aging.

AoA supports two pilot TV programs for the elderly. Its issue No.266/267, Dec. 1976/Jan. 1977.

p.20.

"Over Easy" and "Getting On" TV programs described.

TELEVISION PROGRAMS

301.161 Davis, Richard Harding.

297d
1972
Descriptive study of television in the lives of an elderly population. Sept. 1972.

297 p. Reproduction of typescript.

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J268s Jantz, Richard K.

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212 p.

Bibliography p.106-108.

Standard International Occupational Prestige Scale, p.109-135.

TELEVISION PROGRAMS

301.161

O362a
1974

O'Brien Communications, Inc.

As old as we are: an experiment in use of cable television (CATV) to extend and enrich the services of senior centers. Cambridge, Mass., April 1974.

121 p.. Xerox of typescript.

"Weekly programs produced in N.Y.City during a 6-month period"

TELEVISION PROGRAMS

659.2
R446p
1977

Riese, David C.

Public information manual for human services. Ed. by Janis Martineau. Rev. ed. Durham, N.H., New England Gerontology Center, 1977.

28 p.

Bibliography p.27-28.

On cover: Serving the elderly, the Technique, Pt.3.

TELEVISION PROGRAMS

362.6
Jn365n
1978

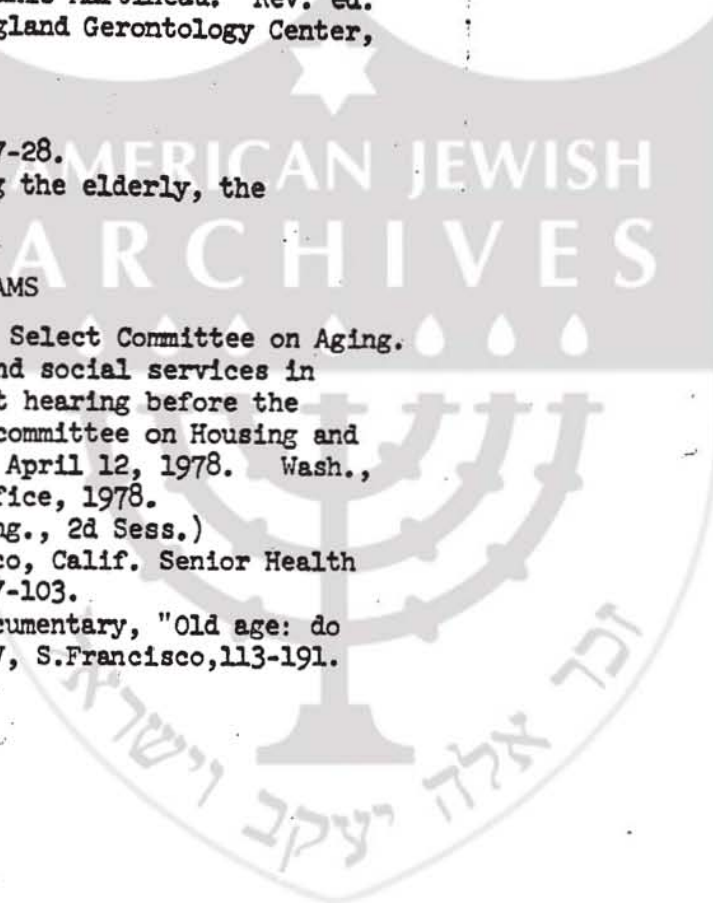
U.S. Congress. House. Select Committee on Aging.

Need for health and social services in elderly housing: joint hearing before the Committee and its Subcommittee on Housing and Consumer Interests, April 12, 1978. Wash., D.C., Govt. Print. Office, 1978.

191 p. (95th Cong., 2d Sess.)

On Lok, S.Franisco, Calif. Senior Health Services project, p.57-103.

Transcript, TV documentary, "Old age: do not go gentle", KGO-TV, S.Franisco,113-191.



the
White House
Conference
on
Aging

330
Independence
Avenue
S.W.
Washington,
D.C.
20201

November 25, 1980

Dr. Marc Tanenbaum, Director
National Interreligious Affairs
165 East 56th Street
New York, New York 10022


Dear Dr. Tanenbaum:

We have assigned Ms. Marlene Johnson as the staff person for your Technical Committee. A copy of her resume is enclosed for your review.

I understand that you had a very successful meeting on September 24, 1980.

We appreciate your interest and support of the White House Conference on Aging.

Sincerely,



Mary S. Harper, Ph.D., RN
Director, Office of Policy,
Development and Research

Enclosure

R E S U M E

MARLENE L. JOHNSON
12131 Selfridge Road
Silver Spring, Md. 20906

Telephone: 301/942-5864

EDUCATION:

B.S. Education
Wayne State University
Detroit, Michigan
December 1973
Major: English Minor: Business/Social Studies

JOURNALISM EXPERIENCE:

8 years

Skills include writing, editing, street reporting, research, public relations, media liaison, publicity, layout and graphic design, broadcast writing, audio visual production, interviewing.

November 1976-
March 1980

NATIONAL CENTER ON BLACK AGED
1424 K Street, N.W. Suite 500
Washington, D.C. 20005

Position: Public Information Officer/Editor

Responsible for producing newsletters, magazine articles, brochures, pamphlets, conference programs and announcements, publications lists and technical documents.

First editor of the agency's bimonthly newsletter--GOLDEN PAGE--which is disseminated nationally to agency members, aging specialists, local, state and federal agencies involved in programs to benefit the elderly, and to members of Congress and the media.

Formulate policy, plan, coordinate and direct editorial activities; confer with executives and department heads about agency's activities; establish production schedules; solve publication problems and discuss makeup plans.

Determine theme of each issue of the newsletter, research and gather related material. Write, or assign staff members or freelance writers to write articles, reports, editorials, reviews and other materials.

Read and evaluate material submitted for publication consideration. Secure graphic material from picture sources and contract with freelance artists and photographers to produce pictures and illustrations.

NCBA (continued)

Conduct interviews and attend gatherings to obtain items for publication. Verify and clarify information. Organize material, plan overall individual page layouts and select type. Mark up dummy pages indicating position and size of printed graphic material. Review final proofs and approve or make changes.

Plan and conduct public relations program designed to create and maintain favorable public image for the agency. Plan and direct development and dissemination of information designed to keep public informed of agency's programs, accomplishments, and point of view.

Prepare and distribute fact sheets, news releases, photographs and/or taped messages to media representatives and others.

Media Liaison: Work with print and broadcast media representatives to arrange interviews and schedule staff participation in radio and television shows.

Promote goodwill through publicity efforts such as exhibits, attendance at conferences, community meetings and public, social and business gatherings.

Worked closely with White House Press Office to coordinate media activities for Living Legacy Awards Ceremony (February 1979) honoring distinguished older Black Americans. Responsible for researching and writing biographical summaries of honorees; writing press releases; assisting media representatives with clearance; logistics for guests and honorees. Assisted with script and visuals for a slide-tape presentation of the event.

Supervisory Responsibilities:

Presently supervise production of publications from start to finish. Work with project directors and supervise assistant in graphic arts production.

THE NEWSPAPER GUILD
1125 15th Street, N.W.
Washington, D. C. 20005

Position: Assistant Editor, The Guild Reporter
Assistant Director, Research and Information

Newspaper Guild (continued)

Duties included writing union-related stories on collective bargaining, organizing, arbitrations, NLRB decisions and actions, contract settlements, strikes and lockouts, freedom of press and other issues affecting newspaper industry employees.

Provided vocational guidance to high school students seeking information about journalism, and job referrals to journalism school graduates.

Researched and compiled data on strikes, health and safety issues on the job and employment trends. Through letters made Guild locals aware of TNG supported legislation and political action activities to be undertaken.

THE ASSOCIATED PRESS (3 years)
Detroit Bureau
321 Lafayette Street
Detroit, Michigan

Position: Newswoman

As a reporter covered a wide variety of news events including sports, labor, politics, civil and criminal proceedings, local and federal elections, human rights issues, human interest, consumerism, civil rights leaders, and the Black community. On occasion have covered the African scene, e.g., leader of UNITA on Angola/Portugese struggle, and African Liberation Day activities in the U.S.

Duties included writing and editing stories on the CRT (computer system); general assignment reporting and rewrite; staffing press conferences and covering breaking news stories; conducting interviews and writing features and human interest stories; writing biographical sketches of political candidates in national general election; and conducting consumer surveys.

Also manned the broadcast desk, writing copy for radio and television stations and fielding incoming tips and story calls.

THE WHITE HOUSE CONFERENCE ON AGING

TECHNICAL COMMITTEE ON CREATING AN AGE-INTEGRATED SOCIETY

-- IMPLICATIONS FOR THE MEDIA

MINUTES

DECEMBER 2, 1980

PRESENT:

Rabbi Marc Tanenbaum, Chairperson
Lydia Bragger
Bertha Brown
Nancy Hanks
Kathleen Jamieson
Jules Power
Nancy Schlossberg
Jackie Sunderland

ABSENT:

David Finn
Nan Hutchison
Morton Yarmon, Consultant

GUESTS:

John Canon, President, National Academy of Television Arts and Sciences
Alfred Plant, Treasurer, National Academy of Television Arts and Sciences
Nicholas VanDyck, Executive Director, National Council for Children and TV
Rosalind I. Liberman, Corporate Support Associate, Equitable Life Assurance
Beverly Vinson, Director of Programming, PBS

The Committee met at the Equitable Life Assurance Building, 1285 Avenue of the Americas, New York City, N.Y., from 9:30 to 3 p.m. The focus of the meeting was "Mass Media and the Aging."

Chairman Tanenbaum presented an overview of the Committee's work to date, covering the following areas: (1) Dr. Jamieson's literature survey entitled "Stereotyping of the Elderly in the Mass Media"; (2) the concern of the Committee about the role of older persons as consumers of media for educational, informational, self help and entertainment purposes; (3) older persons as participants in media and questions raised by the Committee in this regard: To what degree does the media employ older persons as actors and actresses? Why does the media ignore older persons and transform younger actors into older characters when there is a pool of older actors and actresses which can be used? To what degree are older persons used in the news enterprise as anchors? To what degree are racial and ethnic minorities adequately represented in media? and (4) new media technology and aging.

The Chairman concluded his report with a suggestion that the Committee discuss plans for meeting with specialists sometime in January to examine the impact of new media technology on older persons.

Dr. Jamieson summarized her earlier report on "Stereotyping of the Elderly in the Mass Media," saying it was generally concluded that:

- . - older persons are underrepresented in all mass media;
- . older women are more negatively portrayed than are older men, although portrayal has improved over the last three years.
- . no data were found on radio stereotypes because the radio market is very segmented;
- . there is not enough information about news and the way older persons are depicted;
- . there was nothing in all news format about older persons issues and concerns;
- . nothing was found on the use of older adults as reporters or commentators.

One significant omission was noted--that there was no data on racial and ethnic minority older persons. Jamieson reported that so few minorities were visible that if they were further segmented by age one could not generalize from the research because the sample would be too small. It was found that there are a number of older Black women in certain roles in all media, including ads, but nothing that can be put forward academically. Jamieson stated that the final report will break out data on older Blacks which will dramatically show their under representation in the media.

SUGGESTION: that information be pulled together on the various functions of the media such as informative or entertainment.

The Committee briefly discussed the need for a definition for the word "age" and whether or not the White House Conference on Aging had attempted to define age.

SUGGESTION: that the Committee come up with a definition of the word "age" for use in the final report.

The following comments were made in reaction to Dr. Jamieson's report:

- (1) Radio plays a significant role in the lives of institutionalized older persons. National Public Radio's catalogue of drama was discussed and the Committee was informed that a version of Over Easy is being planned for NPR.
- (2) Now and Then, a radio show which is written and produced by a group of seniors, headed by 80-year-old Ruth Coley, and broadcast from the University of Wisconsin, airs on 26 stations.

SUGGESTION: that the Committee contact this group regarding the possibility of having the show aired nationally; and explore ways to replicate that effort in other parts of the country.

- (3) The lack of minority information in the report on racial minorities was discussed and Ms. Brown asked whether the libraries at Howard University

and other Black institutions had been searched for literature pertaining to Blacks and the media.

SUGGESTION: that major life insurance companies such as Atlanta Life Insurance, be used as a resource for studies which pertain to minorities.

Ms. Bragger expressed concern that the affluence among older persons is being blown out of proportion and that this could have a dire impact on poor old people. A recent article in Forbes Magazine was described as potentially damaging in this regard. The bi-polar image of the elderly, i.e., the popular perception of the elderly as being indigent, impoverished victims of pity, and the opposite image, was discussed. It was suggested that a sociological profile of the elderly must be developed to present a clearer picture.

The impact of the image of affluence among older persons was discussed in terms of the marketplace. It was noted that primary sales markets previously ignored older persons or discarded the importance of persons over 55 as consumers. Now marketing people are beginning to understand that those 55 and beyond are in the mainstream of life. The Committee was cautioned about discouraging this change in the perception of older people.

Ms. Brown asked whether the discussion about the affluent elderly was meant to include minorities and suggested that committee discussions should be broad based and all inclusive recognizing that affluent older persons are only one part of the older group.

The need for the Committee to address ways in which to change images of older persons was discussed. It was pointed out that the Committee should look at the issues in the Jamieson report, then analyze them and make written recommendations to the WHCoA.

Employment of older actors and actresses and the amount of leverage the Committee has in terms of impacting on the system was discussed. It was pointed out that while persons over 65 represent 11 percent of the population today, according to the Screen Actors Guild the same group represents a mere 2.2 percent of the characters on television. It was noted that the Age Discrimination in Employment Act is adequate leverage in this area.

SUGGESTION: that the union be brought into the picture regarding employment of older actors and actresses in the media.

Ways of sensitizing media representatives to the stereotypes against the aged was discussed. It was agreed that the Committee should accentuate the positive aspects of aging by focusing on the accomplishments of older persons, such as is done on the Over Easy Show.

ACTION: Schlossberg and Power were assigned to draft a section for the final Committee report on positive themes.

Chairman Tanenbaum asked if there was a need to create an institution modeled on the National Council on Children and Television which has been addressing

similar issues and has had considerable experience in consciousness raising.

Mr. VanDyck was asked to report to the group about the experiences of the National Council for Children and Television. He pointed out that such a project would require a sensitivity to human relations in establishing networks with people who are writers, producers and programmers. He suggested that that Media Watch project of the Gray Panthers be expanded to include such a function, indicating that this mechanism would mean more progress toward rectifying the problems in the next ten years.

SUGGESTION: that the Committee recommend creation of a National Council on Mass Media and Aging and that an agenda be set for a ten-year period.

The Committee discussed whether or not a recommendation should be made for establishment of a special cable program operation for older persons which might give impetus to creation of a commercial operation focusing on a program for older people.

Mr. Plant pointed out that CineAmerica already exists for that purpose but that the project has been unable to get off the ground due to lack of financial support. CineAmerica is a satellite network for cable with programming aimed at the 45-plus market. The project, originally funded at a level of \$2 million, now needs \$10 million and is seeking a commercial interest to finance it and make it commercially viable.

Red Burns

SUGGESTION: that the WHCoA recommend a spinoff of the Reading Pa cable project which focused on the needs and interest of the elderly and which has drawn them out of their homes and into several lively senior community centers with cable TV hookups.

The Committee was informed that a number of urban cable franchises are still available for lease in the immediate future and that the WHCoA should underscore the need for funds for training and production facilities for a specific number of years. These grants should include facilities, expertise and a person who would be charged with indigenous local programming of shows on aging to be aired over public access channels.

RECOMMENDATION: that the WHCoA and aging advocacy groups force mainstream television, daytime and prime time television, to take a more realistic look at older people.

Dr Jamieson presented a report prepared by Theresa Marron on Cable Television Programs for the Older Adult. Generally, it was found that cable television:

- . has been very effective when used with older persons.
- . can be used to produce public access programs which could maximize outreach efforts and serve as a means of social facilitation.
- . could be used to provide social services and formal and informal educational opportunities.

Dr. Jamieson's report covered the following innovative and successful cable television projects designed for older adults:

- a bidirectional cable television system in an East Harlem public housing project for the elderly (Gaylord White). Mobile equipment installed in a small basement studio enabled the project staff to cablecast from any area within the building complex. The program was designed to alleviate feelings of psychosocial isolation and to increase the tenant's knowledge of available health care and social services.
- Reading (Pa.) Cable TV project located in a homogeneous community. This was a two-way interactive cable television system which connected three neighborhood community centers and later expanded to include city hall, the city courthouse, social security office and high schools. It was found that the effects of the two-way cable programming helped the elderly make or renew friendships, reduced isolation and served as a source of human contact. It also helped the elderly participate in discussions elsewhere and promoted increased awareness among participants of community problems and the availability of social services.
- Public Access Cable by and For Elders (PACE), originated in a large, heterogeneous urban setting which has one of the largest concentrations of older adults in the nation. PACE, in San Diego, is served by the largest single cable TV company in America. This one-way pre-recorded public transmission system provided more intensive training in the production of cable programming for the elderly.
- Educational TV Center of the Archdiocese of San Francisco offered television broadcasting, teleconferencing and color production facilities to Bay Area Senior citizens to promote establishment of a Bay Area Senior Citizens Communication Network.

The report noted that:

- Many researchers advocate the use of cable television to disseminate essential information, facilitate the delivery of social services and reduce isolation among the elderly.
- Cable TV permits programming which addresses a specific message to a specific audience such as older persons.
- Demonstration projects initiated both in small homogeneous communities and large urban settings are encouraging.

RECOMMENDATION: that the WHCoA should encourage more specialized programming dealing with older persons through cable television systems.

A bibliography on media and aging as compiled by the National Council on Aging was distributed by Jackie Sunderland who expressed the need for more updated material and suggested that journals in gerontology should invite editors with expertise to

submit material which is well balanced between professional and the academic field of aging.

The need for a report similar to that published monthly by the Council on Television and Children was discussed. The Council's report contains the latest literature in the field on education, research and the practical application of research. It was stated that a similar publication would provide a forum for the latest media information and would be useful to practitioners in the field. The chairman noted that as a result of the discussion another area to which the Committee should turn its attention had been identified, namely professional literature and the degree to which it is current in terms of its insight into older citizens.

RECOMMENDATION: that a media publication be established, modeled after the Children and Television Report.

ACTION: Dr. Schlossberg was assigned to look at the NCOA bibliography and incorporate it into the Committee report to the WHCoA on unmet needs.

Ms. Bragger reported on the Gray Panthers' miniconference on media to be held January 15-16 at the Interchurch Center, 475 Riverside Drive in New York City. Copies of the miniconference agenda were distributed to the Committee. Ms. Bragger informed the Committee about the plan of the Gray Panthers to establish a media center on the East Coast and one on the West Coast. A question was raised about the relationship between the WHCoA media miniconference and the Technical Committee. Bragger noted that the miniconference is funded by the Administration on Aging and Action. Its report, like that of the Technical Committee, will be given to the delegates.

Chairman Tanenbaum asked whether the Committee felt it would be necessary to organize a consultation on new technology in January in view of the fact that the miniconference on media would address that issue.

Ms. Hanks pointed out that the Technical Committee would have benefit of the miniconference.

Ms. Bragger informed the Committee that participants in the miniconference would include grassroots people who want to work in media and that 150-200 participants are expected. The conference registration fee is \$15.

Chairman Tanenbaum asked if it would be appropriate for the Committee members to attend the media miniconference and was informed that the entire Committee would be invited. The Chairman requested that Marlene Johnson, Liaison to the Technical Committee on Media, cover the Media Miniconference and report back to the Committee.

SUGGESTION: that the workshop on media employment on the Media Miniconference agenda be incorporated in the Technical Committee report.

RECOMMENDATION: that the Committee make a recommendation to the Technical Committee on Employment regarding the use of older actresses and actors in the media.

ACTION: Ms. Bragger was assigned to obtain the report of the workshop prior to the miniconference.

The date for the final meeting of the Technical Committee on Media was discussed. The meeting was set for Wednesday, January 14, in New York City for the purpose of consulting with six or more experts on new technology in media. Committee members were encouraged to make plans to remain in New York to attend the miniconference on media.

The Committee discussed items for the January 14 meeting agenda and persons to be invited to participate. Several persons agreed that the agenda should include a discussion of the impact of the computer in terms of the change in life styles. Dr. Jamieson cited that Danowski study which explored the potential benefits of access to computer communications systems in an urban retirement hotel in Los Angeles. Two of the main types of activities in that experiment consisted of recreational games and communications for the hearing impaired using visual feedback.

VanDyck asked whether the elderly will feel more isolated but because of the media technology and pointed out that children were found to be much more active than those of the generation of the 20s and 30s. Some researchers have found that the added stimulation from television does not appear to draw people away from others and that the brighter students seem to watch less television.

SUGGESTION: that the experts combine a futurist posture from what is to what might be and design the kind of recommendations that could pay off in the short term.

RECOMMENDATION: that initiative with the PACE network, PBS and cable be demonstrated in terms of ability to pay.

ACTION: Dr. Jamieson agreed to prepare a background paper surveying major media technology and its implications for the elderly. It was suggested that the survey include various situations of need.

Sunderland informed the Committee that she recently attended a media technology conference and that she would contact the sponsors and report back to Chairman Tanenbaum.

Schlossberg asked how the Committee would address such areas as racial and ethnic minorities, employment participation and older persons as consumers.

SUGGESTION: that these concerns be included in the presentation Dr. Jamieson is preparing for use as background for the January 14 meeting.

The following experts were suggested as possible participants in the January 14 meeting:

1. Morton Hamburger--NYC
2. Michael Botin--NY Law School Media Center

Europe

3. Al Rice--NY Law School Media Center

4. ^{Guy} Dick Hauser--Warner Amex

5. Herb Schlosser--~~NBC~~ ^{RCA}

6. ~~Red Burns~~, NYU Alternative Media Center as principal presenter on Cable TV and the Elderly. (Chairman Tanenbaum to contact her)

7. Gene Swanzy--Director of Engineering--PBS

8. Ralph Schuetz

9. Harry Shoochan, House Commerce Communications Committee

10. Charles Jackson--Chief of Engineering

11. Dr. Myrick--Corporation for Public Broadcasting

12. Jerry Levin, Group Vice President-Video, Time, Inc.

13. Don Menchel

14. Les Brown--Markle Foundation

15. ^{Ermening} Louis Aroncranz--specialist in media technology--home entertainment

Possible meeting sites included McGraw-Hill; Rockefeller Center, Ford Foundation or the American Jewish Committee.

ACTION: Nancy Hanks agreed to pursue a location for the next meeting.

Sunderland reported that NCOA is convening a policy symposium on arts, humanities and older Americans January 31-February 3 and told the Committee that she has requested whatever background papers are available.

The format for the final Committee report and who should be responsible for writing it was discussed.

ACTION: Copies of the format established by the WHCoA is to be sent to Committee members.

The Chairman recommended that a high profile report should come out of the Technical Committee that would get a lot of media attention. All Technical Committee reports are due on February 1.

ACTION: Dr. Jamieson will summarize her report on Stereotypes and include a section on unmet needs and recommendations.

Mr. VanDyck was asked to prepare a background paper on the creation of a National Council on Mass Media and Older Persons.

The question was raised as to whether advertisements should be included in the Committee report and it was suggested that somebody from the Advertising Council be invited to attend the next meeting.

ACTION: Plant was asked to summarize a report on images of the elderly in contemporary television, print, magazine and newspaper ads. It was suggested that he use the background papers prepared for the miniconference on media. Ms. Bragger agreed to provide Plant with the background paper on commercials for his use in the report.

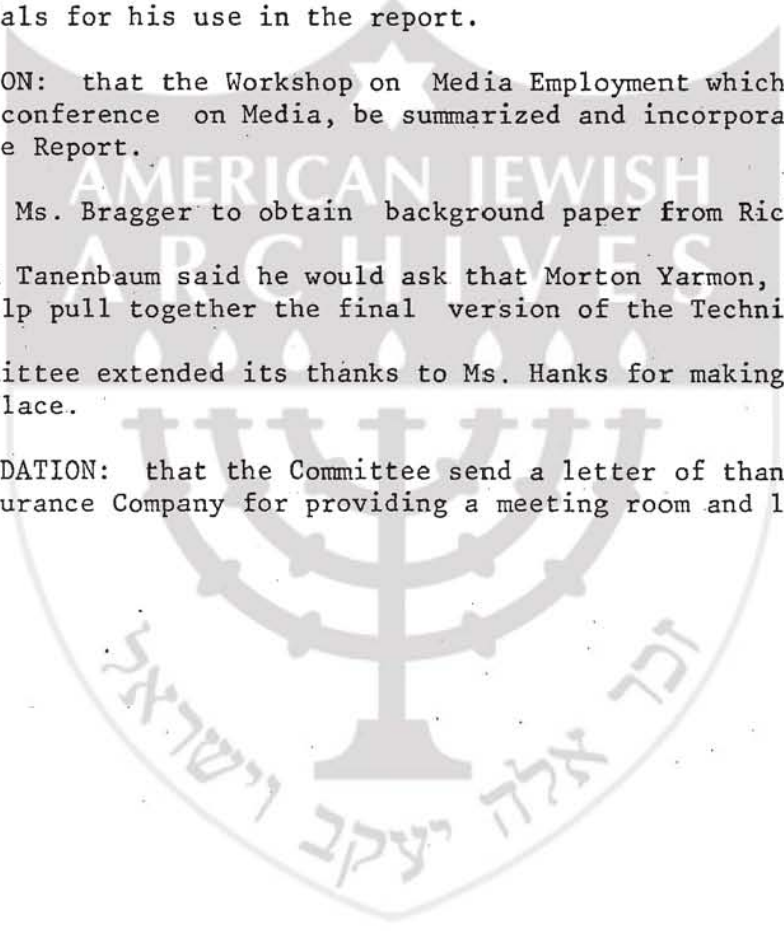
SUGGESTION: that the Workshop on Media Employment which is included in the Miniconference on Media, be summarized and incorporated in the Technical Committee Report.

ACTION: Ms. Bragger to obtain background paper from Richard Reed.

Chairman Tanenbaum said he would ask that Morton Yarmon, consultant to the Committee, help pull together the final version of the Technical Committee Report.

The Committee extended its thanks to Ms. Hanks for making arrangements for the meeting place.

RECOMMENDATION: that the Committee send a letter of thanks to the Equitable Life Assurance Company for providing a meeting room and lunch.



National Council for Children and Television

20 NASSAU STREET, SUITE 215, PRINCETON, NEW JERSEY 08540 609-921-3639

MEMORANDUM

December 4, 1980

TO: Council Members
FROM: Nicholas B. Van Dyck
SUBJECT: NCCT Winter Symposium

Plans are just about completed for the next NCCT Symposium scheduled for:

Monday, January 12, 1981

Metropolitan Club
1 East 60th St.
New York City

9:30 a.m. to 4:00 p.m.

The Council's review of "Children in Television's Global Village" will lead to assessments and recommendations on three questions:

Is it desirable and feasible to produce and distribute more programming designed to stimulate greater international awareness and understanding among children?

Is it desirable and feasible to exercise greater syndicator self-regulation of types of programming exported to markets overseas?

Is it desirable and feasible to implement a "media Marshall plan" focused on providing technical production assistance to Third World nations in order to make indigenous programming more competitive?

A brief background paper is enclosed.

-over-

More background material is being sent you in the December NCCT Information Service packet under separate cover, and in the Winter 1981 issue of Television & Children (publication date December 19, 1980).

Our guests at this symposium will include international syndicators and representatives from UNICEF and UNESCO.

I look forward to your participation. Please indicate whether or not you will attend on the enclosed REPLY CARD. A return envelope is also enclosed.

Enc.



CLAUDE PEPPER, FLA.
CHAIRMAN

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MIKE SYNAR, OKLA.
EUGENE V. ATKINSON, PA.

U.S. House of Representatives
Select Committee on Aging
Washington, D.C. 20515

TELEPHONE: (202) 225-9378

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DEPUTY CHIEF OF STAFF
VAL J. MALAMANDARIS
SENIOR COUNSEL AND
DIRECTOR OF OVERSIGHT
JAMES A. BRENNAN
ASST. TO THE CHAIRMAN
WALTER A. GUNTWART, PH. D.
MINORITY STAFF DIRECTOR

December 9, 1980

Dear Ms. Denson:

Your recent letter and enclosures which relate to problems and abuses in the nation's nursing homes have been received and carefully noted. I very much appreciate your taking the time to bring this matter to my attention. Obviously, you have done a great deal of good work in this area.

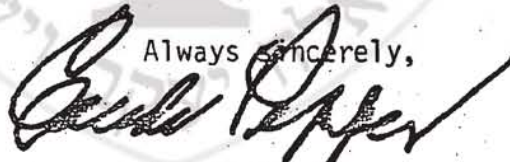
There is little I can do but agree with your views. There is so much which must be done to improve the quality of health care for older Americans who reside in the nation's long-term care facilities.

Our Committee is in the process of examining these issues and your correspondence is, therefore, most timely. You may rest assured that I will continue my efforts towards enactment of legislation designed to improve conditions in America's nursing homes.

Kindest regards, and

Believe me,

Always sincerely,



Claude Pepper
Chairman

Ms. Valeria Denson, R.N.
209-29 110th Avenue
Queens Village, NY 11429

CP:vhs

DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
NATIONAL INSTITUTES OF HEALTH
BETHESDA, MARYLAND 20205

December 5, 1980

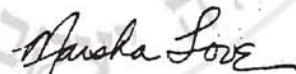
Ms. Valeria Denson, R.N.
209-29 110th Avenue
Queens Village, New York 11429

Dear Ms. Denson:

Thank you for sharing your story with us. The efforts you have made to speak out against the terrible conditions you witnessed and the inequities you feel you suffered are admirable. It is impressive to hear about a health professional willing to sacrifice financial security in favor of the patient's well-being.

We hope that you will be able to resume your career under more satisfactory working conditions and that the experiences you had will not be repeated. The materials you sent us attest to the fact that there are many patients and families of patients who must be exceedingly grateful to you for all you have accomplished. Thank you again for telling us your story and best of luck.

Sincerely,



Marsha Love
Public Information Specialist
National Institute on Aging

12/18/80

Mr. Sammy Davis Jr.

Dear Sir:

I send you this material and bring to your attention a problem in this country. I write to you as a man who has embraced an honorable faith, and appeal to you as a caring human being for your concern.

I speak of an advocacy for the aged. I seek an empathy for those who are at the end of the life cycle and those of us who must yet walk that path. I write to you as a man who is aware of the struggles to overcome obstacles, and yet aware of the greatness of this Democracy.

I continue to publicize this plight and seek all avenues because it offends my sense of humanity that the elderly can be used as a pawn for selfish needs; and I cannot bow my head before injustice.

I would be appreciative of your concern.

Respectfully Submitted

Valeria Denson
Valeria Denson R.N.

209-29 110th Avenue

Queens Village, N.Y. 11429

cc.

Johnny Carson
Della Reese
Frank Sinatra
Cardinal Terrence Cooke
Rabbi Marc Tannenbaum
Coretta Scott King
Cong. Joseph Addabbo
Jesse Jackson
Rev. Charles L. Norris
Nurses Network
Diane Lacey
Maggie Kuhn & A.A.R.P.
Senator Kennedy
Senator Padavan
House Select comm. on Aging
National Institute on Aging
National League of Nursing
Sister Marie Celeste Allen
National Council of Negro Women
Patricia Harris -H.E.W.
Nurses Assoc. of counties of Long Island
National Black Nurses Assoc
Bernice Harper- Division of Long Term Care
Professor Betty Shabazz
J.S.P.O.A.
New York Times & New York Daily News

American Nurses' Association, Inc.

2420 Pershing Road, Kansas City, Missouri 64108

(816) 474-5720

American Psychiatric Association

1700 Eighteenth Street, N.W., Washington, D.C. 20009 • Telephone: (202) 797-4900

AMERICAN PSYCHOLOGICAL ASSOCIATION

1200 SEVENTEENTH STREET, N.W.
WASHINGTON, D.C. 20036

Telephone: (Area Code 202) - 833-7600

NATIONAL ASSOCIATION OF SOCIAL WORKERS, INC.

1425 H St., N.W., Suite 600, Washington, D.C. 20005 (202) 628-6800

December 9, 1980

Dr. Marc Tannenbaum
Director of National
Interreligious Affairs
165 East 56th Street
New York, NY 10022

Dear Dr. Tannenbaum:

Recently you received information, in your capacity as a chairperson of a technical committee for the 1981 White House Conference on Aging, regarding our plans to hold a Mini-Conference on Mental Health of Older Americans. I am now writing to report on some of the broad recommendations made at the mini-conference.

The mini-conference was held November 17-19 in San Diego; it was organized and sponsored by the American Nurses Association, the American Psychiatric Association, the American Psychological Association, and the National Association of Social Workers. This conference was made possible through the generous support of the Administration on Aging, the National Institute of Mental Health, and the Retirement Research Foundation. Over 100 individuals representing some 70 national, state, and local organizations brought both their concern and expertise to the conference in an attempt to arrive at some answers regarding the mental health needs of the elderly in the United States.

Growing old involves a myriad of interrelated psychological, physiological, social, and economic changes in the life of an individual. The mental health of the aged is often both dependent on and precipitative of such

changes; these changes have ramifications for all aspects of the older person's social, economic, psychological, and physical well-being, as well as the welfare of his or her loved ones. Therefore, mental health must be approached as an integral and important part of health care and the aging process.

Conference participants were cognizant of the fact that the great majority of the elderly -- approximately 80 percent -- do not suffer from either physical or mental problems that require non-independent living. The mini-conference, therefore, expressed considerable interest in the need for mental health promotion and mental illness prevention efforts. Current federal policies in reimbursement, service delivery, research, and training place primary emphasis on the chronic, or the institutionalized, mentally ill and physically ill elderly. A better balance in the distribution of resources and services between the institutionalized elderly and community-based elderly is needed.

We hope this brief overview of the mini-conference will be of use to you and your technical committee. In the most basic sense, the conference was oriented towards creating a set of recommendations, both general and specific, for a balanced array of mental health services for the elderly. The meeting dealt with the specific service needs of seven subpopulations of the elderly, organized along a continuum from the institutionalized chronically mentally ill to the non-mentally ill elderly living independently. The recommendations are based on both the needs of the elderly and the impact of services on the elderly. Many issues were discussed by more than one work group, and the phrasing of the recommendations included in this letter represent my attempts at capturing a synthesis. The final wording will undoubtedly change. The steering committee will be meeting later this week to put together an expanded second, rough-draft report that will be circulated to the participants at the mini-conference for further review, comments, and revision. Our formal report will not be available until early February. Therefore, I thought you would appreciate receiving this preliminary communication regarding the Mini-Conference on Mental Health of Older Americans.

In the balance of this letter I will discuss reimbursement issues, public information, training policy, prevention, organization and integration service delivery, and research.

Removing Economic Barriers to Mental Health Care for the Elderly

A number of economic factors exist in the present mental health "system" which negatively influence the accessibility of mental health care for older Americans. These factors are a detriment to the mental health of the elderly and their families. They also hinder the fiscal viability of state and local mental health programs. Such barriers must be eliminated from federal reimbursement procedures to make them more responsive to the needs of the elderly. Specifically, we recommend:

Amend Medicare and Medicaid to eliminate the current arbitrary ceiling on reimbursement of mental health care, and modify the present discrimination copayment requirement for the treatment of emotional and behavioral disorders. Recognize all fully trained mental health providers and mental health facilities and reimburse their services through Medicare and Medicaid.

The present Medicare and Medicaid reimbursement policies are discriminatory, and hinder access to and utilization of mental health services by the elderly. Coverage for mental health care is limited to \$250 per year and a 50/50 copayment is required. The coverage for mental health care should be equivalent to the coverage for physical health care, namely a 80/20 copayment and no arbitrary annual reimbursement ceiling.

Mechanisms beyond those of direct reimbursement should also be utilized to make it feasible to provide high-quality mental health care to the elderly. Incentives and programs should be directed towards families, community programs, employers, unions, and insurance carriers.

Encouragements and fiscal incentives should be provided to industry, unions, and private insurance carriers for the coverage of mental health care for older Americans. Technical assistance and fiscal incentives should be provided to nursing home administrators and managers of other community residential settings to insure access to and utilization of mental health services; such incentives might take the form of differential reimbursement rates dependent on the provision of mental health services. Families of the elderly should be provided counseling to assist them in meeting the needs of the elderly in the home or the community, and financial incentives should be provided in order to prevent unnecessary and costly institutionalization.

The assurance of the availability of and utilization of needed mental health services for the elderly will only be provided in a systematic fashion when there is motivation and encouragement for all parties -- the elderly, their families, service providers, facilities, industry, unions, and insurance carriers -- to make such care available, usable, and reimbursable.

Public Information on Aging and Mental Health

The general public lacks a clear understanding of the difference between normal and abnormal aging, particularly as it relates to cognitive and emotional functioning. Factual information, presented in clear everyday language, must be disseminated to the general public regarding physical,

physiological, cognitive, and functional changes which occur as part of the aging process, so that the average individual is better able to identify atypical processes. Such information will allow the elderly and their families to better understand when there is a problem and what can be done to alter the situation. Dissemination of such knowledge will also help to reduce the stigma which is frequently attached, particularly among older populations, to seeking mental health care. Information on the "normal traumas," such as the loss of loved ones, retirement, or the partial loss of physical function, should be more widely discussed, and the normal and abnormal reaction patterns to these "traumas" better known. We, therefore, recommend:

The Administration on Aging, National Institute of Mental Health, and National Institute on Aging should jointly organize and fund a program to translate the current scientific information on all aspects of normal and abnormal processes of aging into forms usable by the general public. Material should include a balance among emphases on biological, psychological, and social issues. Such initiatives should be developed in collaboration with the four national mental health professional associations and other national associations concerned with the elderly and their mental health. Special attention should be given in such material to the role of the family in supporting the functioning of the elderly, as well as to the unique needs of the minority aged. The program should include specific plans for dissemination to the mass media, including publications frequently read by the elderly and their families, religious publications, newspapers, large market magazine publishers, and commercial and public television, as well as public educational programs offered by community mental health centers, aging agencies, and adult education programs.

Some of the "misinformation" about the elderly and their emotional functioning is the result of stereotypes held regarding the aged. Such stereotypes relate to general issues concerning the elderly as well as their mental and emotional functioning in particular. The news media and the entertainment industry could play a particular role in rectifying (or, at least, not continue) such inappropriate stereotypes about older Americans.

The Administration on Aging, National Institute of Mental Health, and National Institute on Aging should jointly organize and fund a program to identify and describe the most common and inappropriate stereotypes about the elderly presented in the media, and present the factual information about these aspects of the functioning of older Americans. The stigmatizing

effects within inappropriate stereotypes should be described, and media journalists and commentators as well as entertainment industry personnel should be encouraged not to utilize such distorted representations of the elderly and their emotional and behavioral functioning. The program should include specific plans for dissemination of information, which should include articles in newsletters and journals read by such news and entertainment personnel, as well as the circulation of such information to individuals belonging to such professional associations.

Professional and Paraprofessional Training and Retraining

The need for trained personnel, at all levels, qualified in the area of mental health and aging is urgent; it promises to become even more urgent in the coming years. There is an even more extreme shortage of minority professionals trained in mental health and aging. At the present time, most personnel trained in medicine, nursing, psychology, and social work have inadequate exposure to issues of the mental health of older Americans. In addition, paraprofessionals who work with the elderly generally lack preparatory training in this area. We recommend:

At least one course on mental health and aging should be offered in all undergraduate and/or graduate programs in medicine, nursing, psychiatry, psychology, and social work. The concurrent development of curriculum material specific to mental health and aging for each of these professions should be undertaken. Such curriculum material should include general issues related to aging and mental health, assessment of patients and their families, and follow-up therapeutic procedures. Sections of such curriculum material should address the specialized needs of minority elderly. Such curriculum material should talk about the strengths, weaknesses, and rehabilitation potentials of older individuals. Particular attention should be given to the role of family and community support systems in maintaining and/or rehabilitating older Americans.

The implementation of courses on the mental health of older Americans into the basic training of all health and mental health professionals will, of course, not have its full impact for 20 to 30 years. Many professionals in the health and mental health fields who are currently in practice lack a sufficient knowledge base in the area of mental health and aging. It is critical that mechanisms be put in place to provide such continuing education training for professionals of all types; other mechanisms should insure that they avail themselves to such training. The curricula material proposed to

be developed for incorporation to basic training for all health and mental health professionals could be adapted for use in continuing education programs. It is possible that state licensing laws relating to medicine, nursing, psychiatry, psychology, and social work could be modified so as to require periodic continuing education training related to mental health and aging. Reimbursement rates for the delivery of services to the elderly could be structured in such a manner that differential rates were provided to professionals, who if they had not received such training as part of their basic professional training, sought such continuing education training.

Many of the social services, mental health services, and health services provided to the elderly can be adequately provided by paraprofessionals. However, it is critical that pre-service training programs, in-service training programs, and curricula material be developed for the training of such paraprofessionals. Elderly individuals and members of minority groups should be particularly considered for recruitment into paraprofessional training programs. We recommend:

AMERICAN JEWISH

The Administration on Aging, National Institute of Mental Health, and National Institute on Aging should jointly organize and fund a program to develop curricula material for pre-service and in-service training for paraprofessionals who work with the elderly on mental health and aging. Such curricula material should include an appropriate balance and emphases among biological, psychological, and social issues. Special attention should be given in such curricula material to the role of the family in supporting and rehabilitating the elderly, as well as to the unique needs of the minority aged. Such a program should include specific plans for disseminating such curricula material to area agencies on aging, community mental health centers, nursing homes, departments of public health and mental health, and national professional associations concerned with the elderly, mental health, and public health. Specific programs should be implemented for funding such training programs for paraprofessionals, pre-training programs or in-service training programs.

Preventing Emotional and Behavioral Dysfunctioning in the Elderly

Primary prevention in mental health is more frequently thought of in reference to children and youth. However, significant prevention possibilities exist regarding the mental health of the elderly. Unfortunately mental illness prevention has received more "lip service" than financial support or real programmatic action at the federal level. Some see it as ill-defined; others feel the efforts are too diffuse to be adequately assessed. Yet mental health promotion and mental illness prevention remains a viable concept, and, given

systematic effort, can prove to be of enormous value in preventing serious and long-term emotional dysfunction in the elderly. We recommend:

The National Institute of Mental Health prevention program consider the elderly population, not just children and youth. Mental health promotion and mental illness prevention research at NIMH should be significantly expanded. The possibility of supporting such initiatives through the Administration on Aging and National Institute on Aging should be considered.

Mental health promotion with the elderly can include pre-retirement counseling and education efforts. Industry and unions can play key roles. The "typical" emotional stressors of aging can be anticipated, and the pre-elderly can be "insulated" against their disabling effects.

The Administration of Aging, in collaboration with the Department of Labor and National Institute of Mental Health, should support the development of model programs for counseling pre-retirement individuals about the emotional and behavioral reactions to the loss of vocation, earning power and income, partial or complete loss of physical function, loss of loved ones, and disruption or loss of social support networks. Such programs, in addition to providing information on normal patterns of emotional reactions to such events, should provide training in coping skills for dealing with such eventualities. A specific plan for disseminating information on such programs, their actual clinical procedures, and training materials should be included.

Self-help and community programs also hold tremendous potential for assisting the elderly maintain their emotional and behavioral functioning. Self-help or peer-help networks can either involve the elderly themselves or their families (or both). Religious institutions, union retiree organizations, and minority organizations can serve as the focus for such programs. These latter groups should be included in dissemination of information on model programs providing such counseling and education.

Service Organization and Coordination

The stigma attached to receiving mental health care, which appears to be more intense among the aged, leads many elderly individuals and their families to not seek such care. Emotional and behavioral problems may be so neglected that institutionalization is ultimately necessary. Outreach programs related to the emotional and behavioral functioning of the elderly are essential to meeting the mental health needs of older Americans. Such early interventions

can prevent unnecessary institutionalization, lower overall costs, and have a general health promoting and dysfunction preventing impact. Outreach efforts frequently can be innocuously incorporated into existing community programs involving recreation, nutrition, and education. It is essential that outreach workers be knowledgeable about mental health issues, regularly consult in both a general and specific way with mental health personnel, and that planned follow-up with identified cases occur, either in the form of formal treatment or planned social intervention -- whichever is appropriate. We recommend:

That national programs be developed to insure that area agencies on aging and community mental health centers actively collaborate on outreach programs related to the mental health of older Americans. Such programs should allow flexibility that enable different communities to divide the responsibilities and funding differently. However, a clear delineation of responsibilities and an active program of collaboration should be required. The goal should be to insure appropriate case detection, case finding, and appropriate follow-up, thereby insuring that those elderly in need of mental health care receive it, while minimizing bureaucratic red tape and paperwork.

Comprehensive relevant assessment is critical to adequately serving the mental health needs of older Americans. Such comprehensive assessment should be functionally based, consider both the individual and their family or community support system, be done from a multidisciplinary perspective, and be sensitive to cultural and linguistic differences. When elderly individuals enter institutional settings, either mental hospitals or nursing homes, comprehensive functional assessment should be performed by multidisciplinary teams so as to insure appropriate diagnosis, treatment planning, and follow-up. Within community programs those individuals having primary contact with the elderly should be trained to do simple yet wide-ranging functional assessments, and such workers should have available to them, as needed, individuals from a range of professions to provide consultative services.

The Health Care Financing Administration should establish procedures requiring that comprehensive functional assessments be performed by a multidisciplinary team for all elderly patients upon admission to institutional facilities as a prerequisite to those facilities receiving reimbursement for such institutional care. The National Institute of Mental Health and the Administration on Aging should collaboratively support the development of a brief training package for use by outreach workers in area agencies on aging and community mental health centers, as well as other facilities, related to performing an initial comprehensive functional assessment of the elderly and their family or community support systems. Such training materials should be widely disseminated through various sources.

The provision of appropriate, high-quality mental health care for older Americans requires that a continuum of services be available. Within institutional settings, such as mental hospitals and nursing homes, there should be a broad array of mental health services and providers available. Within the community, there should be a continuum of services available to care for those older Americans with emotional problems who have been deinstitutionalized as well as serve those experiencing less severe emotional distress and dysfunction. Services must be available not only to the elderly individual but to their family. The use of case managers could be helpful in insuring that the elderly mentally ill do not "fall through the cracks" in the health or social services delivery systems.

The Health Care Financing Administration should require that a range of mental health services be provided within all institutional programs as a condition for participation in Medicare and Medicaid. All state plans regarding aging, social services, health, and mental health should require appropriate mental health services for the elderly. The National Institute of Mental Health and the Administration on Aging should encourage local communities to insure that a range of patient services be available for the mentally ill elderly; these agencies should establish a national program that requires active collaboration between area agencies on aging and CMHCs, including designation of a case manager for those elderly individuals having emotional and behavioral difficulties. Local areas should have the option of determining within which agency the case manager function would reside.

Those portions of federal legislation relating or potentially relating to the provision of mental health care to the elderly must be fully funded and fully implemented so as to insure necessary attention to the mental health needs of older Americans. For example, all sections of the Mental Health Systems Act (P.L. 96-398) directly related to older individuals should be fully funded and fully implemented, and other sections of the Systems Act (such as prevention grants) should be defined to include the elderly, be fully funded, and implemented in a manner responsive to the mental health needs of the aged. There is a continuing need for a national plan to guide policy and service delivery regarding the chronically mentally ill elderly, which recognizes that for a relatively few mental health patients a "cure" is not possible and that "care" and partial rehabilitation are reasonable and desirable goals.

The National Institute of Mental Health should insure that all sections in the Mental Health Systems Act relevant and potentially relevant to the elderly are fully funded and fully implemented. The National Institute of Mental Health should insure that the national plan for the chronically mentally ill is reviewed, approved, and implemented at the earliest possible date.

Research Regarding the Mental Health of the Elderly

Despite the growth of research in mental health and aging over the last 20 years, there is a paucity of immediately usable knowledge relating to selected issues. Clear needs relate to epidemiological, clinical, program, and policy information needed by practitioners, policymakers, and educators. There needs to be a better balance between behavioral, cognitive, and service delivery research as compared to research of a primarily biologic nature. Such a "balance" should be achieved through expanded support of research related to the elderly, not through a decrease in biomedical research regarding aging.

The National Institute of Mental Health and National Institute on Aging should jointly organize and fund a program of support for research centers on mental health and aging. At least 20 such centers, regionally distributed, should be established and at least half of them should have a primarily behavioral or psychological orientation or emphasize service system research. Such centers should be multidisciplinary and include psychologists, social workers, psychiatrists, nurses, and other professionals.

There is a relative lack of knowledge in the quality of life of the elderly. This applies to 80 percent of the elderly who live independently as well as those older Americans who require partial or complete assistance in living. Such "quality-of-life" information is important in policy determination, particularly as it relates to the role of families, community support systems, and the minority elderly. Incidence and prevalence data on mental illness, alcoholism, and drug abuse/misuse among the elderly needs to be better established. The impact of institutionalization (as well as deinstitutionalization) and forced relocation on the mental health of the elderly and the interpersonal interactions between the elderly and their peers and families must be more thoroughly explored.

Studies of comparative "quality-of-life" of the elderly in mental hospitals, long-term care facilities, and community settings should be supported. Studies should be undertaken to determine the impact of institutionalization on the elderly, their families, and the interaction between them. The impact on the emotional, cognitive, and behavioral functioning, as well as the physical health of the elderly of forced relocation as well as similar impacts resulting from discrimination and prejudice (as reflected in zoning complications related to the deinstitutionalized mentally ill) must be explored.

Many questions about the organization of service delivery are still inadequately explored. Rigorous evaluation of alternative models for meeting the health and mental health needs of older Americans is needed. The "best"

matching of the mental health service needs of the elderly with specific clinical and supportive services, as well as service providers, has yet to be established.

Comparative evaluative data on the effectiveness and the cost-effectiveness of alternative service delivery organizations should be undertaken through collaborative funding between the Administration on Aging, National Institute of Mental Health, and Health Care Financing Administration. Information on the clinical outcome, comprehensiveness of services, and costs of services delivered by solo primary care providers, organized care settings, multiple disciplinary teams, and solo non-physician providers (with consultative back-up) should be examined. Development of various models for the integration of health, mental health, and social services should be encouraged, and such model programs should be comparatively evaluated in terms of their efficacy and cost-effectiveness as well as their ability in expanding the accessibility and utilization of mental health services by the elderly.

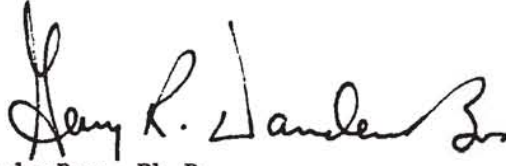
There is a continuing need to also support basic biomedical and behavioral research regarding aging and mental health. Basic and clinical research on the causes and cures of organic brain syndrome, Alzheimer's disease, depression, and psychoses must be continued, and, where possible, expanded. Basic research frequently involves the use of animal analogs; expanded support should be provided for the maintenance of colonies of experimental animals into "old age" so that such animal research is practical.

As mentioned earlier, the minority elderly are subject to special stresses that other elderly individuals do not experience. Special efforts, mentioned in most recommendations above, must be made to understand and come to grips with the unique problems that aging minorities face. Generally when the term "minority" has been used it has been used to refer to ethnic and racial groups; however, aging gay men and women have often also experienced a lifetime of social ostracism and prejudice. Research on their unique service needs are necessary, and as such information becomes available it should be incorporated into training programs and service delivery systems.

The Mini-Conference on Mental Health of Older Americans gave people deeply committed to working in the area of mental health and aging an opportunity to assess the progress made since the 1971 White House Conference on Aging. It is clear that much has been achieved. Yet it is also clear that much remains to be done. It is our sincerest hope that in a period of limited resources and policy redirection we will be able to continue to provide, and improve, the provision of badly needed mental health care through better use and coordination of existing programs, and through program expansion when expansion is possible. The efforts of your technical committee are critical to

the future mental health of all older Americans. We wish you success in your efforts, and look forward to receiving a copy of your report.

Sincerely,



Gary R. VandenBos, Ph.D.
Project Director, Mini-Conference on
Mental Health of Older Americans

APA, 1200 Seventeenth Street, N.W.
Washington, D.C. 20036
(202) 833-7612

GRVB:cw



30 Rockefeller Plaza
New York, N.Y. 10020

Room 5600

247-3700

December 10, 1980

Dear Rabbi Tannenbaum:

Nancy Hanks asked me to confirm with you the fact that the Rockefeller Foundation has offered meeting space for the White House Conference on Aging group on January 14th.

The meeting will be held in their board room, on the 23rd floor at the following address:

Rockefeller Foundation
1133 Avenue of the Americas (at 43rd Street)
New York, New York 10036.

There is a dining room and kitchen facilities adjoining the boardroom. The person to contact at the Foundation in regard to your conference is Linda Mullen (telephone number 869-8500).

If I can be of any further help, you can reach me at the above number.

Sincerely,



Celeste Sismilich

Rabbi Tannenbaum
American Jewish Institute
of Human Relations
165 East 56th Street
New York, New York 10022

cc: Marlene Johnson

MEMORANDUM

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
OFFICE OF THE SECRETARY

TO : ALL COMMITTEE MEMBERS
TECHNICAL COMMITTEE - AN AGE-INTEGRATED SOCIETY:
IMPLICATIONS FOR SPIRITUAL WELL-BEING

DATE: December 11, 1980

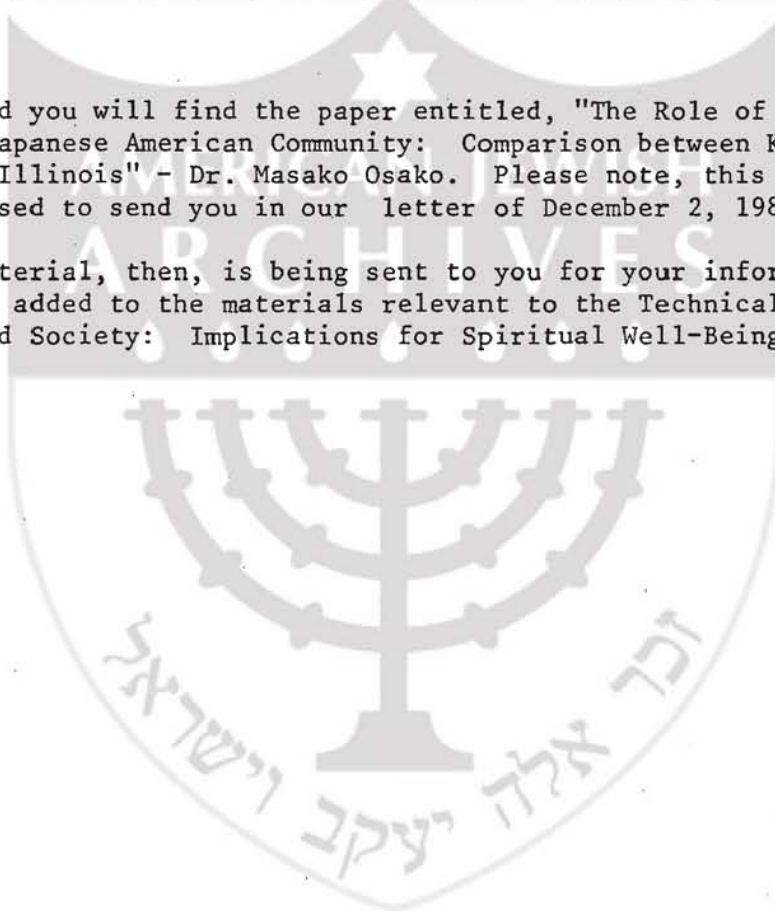
Mary Daniels
FROM : Mary Daniels, Adm. Assistant to Victorina Peralta, State Liaison Officer

SUBJECT: "THE ROLE OF TEMPLES AND CHURCHES IN JAPANESE AMERICAN COMMUNITY: COMPARISON
BETWEEN KAWAI, HAWAII AND CHICAGO, ILLINOIS" - Dr- Masako Osako

Enclosed you will find the paper entitled, "The Role of Temples and Churches in Japanese American Community: Comparison between Kawai, Hawaii and Chicago, Illinois" - Dr. Masako Osako. Please note, this is the paper that we promised to send you in our letter of December 2, 1980.

This material, then, is being sent to you for your information and file and should be added to the materials relevant to the Technical Committee - An Age Integrated Society: Implications for Spiritual Well-Being.

mld



675 WALTHER WAY
LOS ANGELES, CALIFORNIA 90049

12/11/80

REVEREND THOMAS C. COOK, JR.
NATIONAL INTERFAITH COALITION ON AGING
298 S. HULL ST Box 1924
ATHENS, GA 30603

DEAR REVEREND COOK

THANK YOU FOR YOUR CORDIAL INVITATION TO PARTICIPATE, PERHAPS ONLY BY A POINT OF VIEW, IN ASSISTING THE ECUMENICAL COMMITTEE'S PLANS FOR AN OPENING EVENT OF THE WHITE HOUSE CONFERENCE ON AGING AT THE NATIONAL CATHEDRAL ON NOVEMBER 29, 1981. I AM HONORED. UNFORTUNATELY, THE DISTANCE BETWEEN US BLOCKS ANY EFFECTIVE INVOLVEMENT ON MY PART. IN ADDITION, THE FACT THAT I AM NOT A PRACTICING CHURCHMAN MAY DISTORT MY ESTIMATE OF PRACTICALITY.

I HAVE ALSO RECEIVED, JUST NOW, THE MINUTES OF YOUR MEETING ON 11/24/80, AND ALTHOUGH I AM NOT AT ALL SURE I FIT IN HERE, I WILL OFFER A FEW OUTSIDER'S SUGGESTIONS FOR WHATEVER THEY MAY BE WORTH. BUT FIRST, IN RESPONSE TO YOUR INQUIRY, I WILL TRY TO GIVE YOU SOME FAINT IMPRESSION OF MY BACKGROUND IN THE RELIGIOUS FIELD.

TO THE BEST OF MY RECOLLECTION, THE PROBLEMS OF SPIRITUAL COMPREHENSION HAVE OCCUPIED THE MAJOR PART OF MY THINKING...AWAKE OR ASLEEP. I AM UNATTACHED TO ANY SPECIFIC RELIGIOUS ORGANIZATION; YET, I FIND MUCH GOOD IN THEM ALL. THEY CARRY THE DEEPEST YEARNING AND THE HIGHEST ASPIRATIONS OF THE HUMAN SPIRIT. FROM MY EARLIEST YEARS IN THE MIDWEST I HAVE BEEN KEENLY AWARE OF THE POWER AND PRESENCE OF GOD IN THE UNIVERSE, TRANSCENDENTLY AND IMMANENTLY, FOR I HAVE HAD, SO IT SEEMS TO ME, AN EVER-RECURRING NUMBER OF MEANINGFUL AND ILLUMINATING RELIGIOUS EXPERIENCES. CONCORDANTLY, A PHILOSOPHICAL TREND OF MIND HAS URGED ME TO EXAMINE THE BASIC TEACHINGS OF ALL THE VARIOUS WORLD'S RELIGIONS, AND TO WEIGH THEM AGAINST THE FACTS OF LIFE AS I HAVE FELT THEIR THRUST PERSONALLY AND AS I HAVE OBSERVED THEM IN SOCIETY AT LARGE. UPON OCCASION, I TEACH A SHORT COLLEGE COURSE ENTITLED: 'SCIENCE, EVOLUTION, RELIGION,' AND THE ESSENCE IS THAT I HOLD THERE TO BE NO BARRIER BETWEEN RELIGION AND SCIENCE UNLESS ONE IS INSISTENT UPON UNYIELDING DOGMA.

THE RESULT OF MY INTEREST HAS BEEN A CONTINUOUSLY GROWING AWARENESS THAT THINGS OF THE SPIRIT, WHEN PROPERLY UNDERSTOOD, ARE ABSOLUTELY REAL AND TRUE, THAT GOD EXISTS AND THAT HE, SOMEHOW, IS WITH EACH OF US AT ALL TIMES. HE IS THE CREATIVE DESIGNER AND NON-INTRUSIVE SUSTAINER OF ALL. WORKING THROUGH MANY CHANNELS, HE IS THE DEVOTED CONFIDANT AND UNFAILING ADVISOR OF ANY WHO SEEK HIS COUNCIL. I BELIEVE THAT GOD SUFFERS WITH MAN IN HIS PREDICAMENT, AND THAT HE OFFERS, BUT DOES NOT INSIST UPON, AN IMMORTAL DESTINY FOR EACH PERSON. NOR WILL HE PENALIZE US IF WE FAIL TO RESPOND TO HIS MAGNANIMOUS OFFER FOR HE LOVES EACH OF US BEYOND OUR COMPRENSION, AND HE WAITS...AS LONG AS HOPE EXISTS...FOR US TO LOVE HIM.

FROM WHAT I HAVE LEARNED ABOUT LOVE, IT CANNOT BE FORCED EITHER BY IMPLICIT THREAT OF DIRE CONSEQUENCE NOR THE INDULGENCE OF ANY PERSONAL GRATIFICATION. IT IS A MYSTERIOUS STATE OR QUALITY OF UNDERSTANDING AND RESPONSE WHICH IN MOST CASES EMERGES ONLY AFTER THE EVER-PATIENT NURTURE OF DIVINE WILL.

FOR MANY DECADES I CONSIDERED PERSONAL SALVATION TO BE THE PRIMARY, POSSIBLY THE SOLE PURPOSE AND MEANING TO BE FOUND IN EARTHLY LIFE, BUT A FEW YEARS AGO IT WAS GIVEN ME TO SEE THAT MAN HAD NO NEED TO DECIDE THE PREEMINENCE OF ANY SPECIFIC "PRIMARY" GOAL BECAUSE GOD, UNDOUBTEDLY, HAS INNUMERABLE GOALS OF WHICH I, AND MOST OF US, ARE TOTALLY UNAWARE. CERTAINLY, PERSONAL SALVATION IS ONE OF THEM, BUT I AM NOW EQUALLY CONVINCED THAT SOCIETY-IN-GENERAL AND THE WORLD AT LARGE ARE ALSO GENUINE CONCERNS OF THE ONE GOD WHO CREATED US ALL. INDEED, TEILHARD DE CHARDIN, A SCIENTIST AND DEVOTED SERVANT OF HIS ROMAN CATHOLIC FAITH, ENVISIONS A SPIRITUAL GOAL FOR HUMANITY WHICH SURPASSES ALL PRIOR DREAMS OF THE UTOPIANISTS. IN THIS, I AM WITH HIM.

FOR ABOUT FOUR YEARS, DURING W W II, I WAS A MEDIC AND ASST. CHAPLAIN WITH THE ARMED FORCES, 2 YRS IN THE SO. PACIFIC, 3 INVASIONS. A VISIONARY EXPERIENCE DURING THE LATTER PERIOD IS THE OUTSTANDING EVENT OF MY LIFE. TODAY MY FAITH IS STRONGER THAN EVER. IT IS THE HUB OF MY MANY INTERESTS, THE NUCLEAR POWER PLANT WHICH ENERGIZES THE TINY VESSEL I AM STEERING UPON UNKNOWN WATERS. TWENTY-FIVE YEARS AGO I BEGAN TOURING THE ORIENT MAKING DOCUMENTARY FILMS ON THE WORLD'S RELIGIONS..(WITHOUT SPONSORSHIP.) THEY ARE OBJECTIVE BUT SYMPATHETIC, THE WAY I HONESTLY FEEL ABOUT ALL OF THEM, INCLUDING THE WESTERN FAITHS. THEY REFLECT AN EFFORT TO MITIGATE THE TENSIONS THAT ARISE BETWEEN FAITHS, AND TO PROMOTE BETTER UNDERSTANDING AND MUTUAL RESPECT AMONG THE MULTITUDES OF THEIR MANY FOLLOWERS IN ACCORD WITH THE UNDERLYING SPIRIT OF GENTLENESS AND AMICABILITY TO BE FOUND AT THE ROOT OF ALL THE VARIOUS TEACHINGS.

MY LATEST PRODUCTION, ALTARS OF THE WORLD, CONTAINS THE BEST FOOTAGE OF MY GLOBAL TRAVELS, AND MORE...AN UPDATE ON ALL THAT I HAD PREVIOUSLY PRODUCED. NO SINGLE FILM ON THE SUBJECT IS QUITE SO BROAD IN SCOPE. THE GOLDEN GLOBE AWARD FOR BEST DOCUMENTARY OF 1976 IS MOST MEANINGFUL BECAUSE IT IS AWARDED BY THE FOREIGN CORRESPONDENTS, MEMBERS OF MANY COUNTRIES, PERHAPS, ALL RELIGIONS. THEIR DECISION, IN THIS CASE I THINK, SIGNIFICANTLY VALIDATES THE CONTENT OF THE MATERIAL MORE THAN THAT OF ANY OTHER AWARDDING BODY. TODAY, SEGMENTS OF THE FILM ARE AVAILABLE FOR CLASSROOMS, BUT I ALSO CONDUCT SEMINARS OF VARYING LENGTH SHOWING THE PIECE IN ITS ENTIRETY. FOR THIS WORK ONE UNIVERSITY CONFERRED A DEGREE IN HUMANITIES. THE ENCLOSED PROGRAMS LIST THE SUBJECT MATTER. THERE IS ALSO A BOOKLET CONTAINING THE NARRATION. YOU MAY FIND A FEW MOMENTS ONE TIME TO LOOK IT OVER. NO COMMENT NECESSARY.

AS YOU MAY NOTE ON ONE OF THE PROGRAMS, SEVERAL SHOWINGS WERE SPONSORED BY THE INTERRELIGIOUS COUNCIL OF SOUTHERN CALIFORNIA...A UNIQUE ORGANIZATION WITH UNUSUAL BREADTH OF MEMBERSHIP, AS CAN BE SEEN ON THE BACK PAGE OF THE FOLDER. ALTHOUGH I DO NOT REPRESENT A SPECIFIC RELIGION (NOR SEEK CONVERTS TO MY OWN PERSUASION), I AM HONORED IN HAVING BEEN INVITED TO MEMBERSHIP BY THE COUNCIL. THREE YEARS AGO THEY PRESENTED ONE OF THE MOST INTERESTING MUSICAL EVENTS I'VE EVER SEEN STAGED. PARTICIPATION BY OUTSTANDING TALENTS FROM EVERY VARIETY OF RELIGIOUS REPRESENTATION GAVE AN INSIGHT TO THE CHERISHED DEPTHS ON DEVOTIONAL CHANTING AND HYMN-RENDERING FROM AROUND THE WORLD: A CLASSICAL ROMAN CATHOLIC CHOIR, MORMON TABERNACLE SINGERS, AN OUTSTANDING BLACK BAPTIST CHORUS, ISLAMIC MUEZZINS FROM WAY UP IN THE BALCONY,

CLUSTERS OF CANTORS, DIVINE LITURGY OF THE EASTERN ORTHODOX, BUDDHIST SUTRA CHANTING, HINDUS, SIKHS, BAHAI, AND ON AND ON. ACTING AS NARRATOR, I INTRODUCED EACH CONTRIBUTION AND ORIENTED THE AUDIENCE IN OUR 3000 SEAT CENTRAL BAPTIST CHURCH. IT WAS A RELIGIOUS, MUSICAL SPECTACULAR...UNFORTUNATELY, NOT TAPED.

THIS, NOW, COMES AROUND TO A FEW COMMENTS REGARDING THE PRESENTATION NEXT NOVEMBER. FROM THE MINUTES OF YOUR LAST MEETING IT WOULD SOUND AS THOUGH YOUR PLANS ASSUMED THE USUAL REPRESENTATION OF PROTESTANT, CATHOLIC AND JEWISH FAITHS. BUT EVEN WITH THIS COMMONLY ACCEPTED COALITION THERE ARE A NUMBER OF DELICATE PROBLEMS FOR ANY KIND OF RELIGIOUS SERVICE...AS YOU WELL KNOW. WOULD NOT THE TERM: CONVOCATION, BE LESS DEMANDING THAN A 'SERVICE'? AND IN ACCORD WITH THE STEADILY INCREASING EMPHASIS UPON WORLD CONSCIOUSNESS AND THE HUMAN RACE AS A WHOLE, SHOULD NOT THIS SIGNAL EVENT EXTEND ITS PERIMETER OF PARTICIPATION AS FAR AS POSSIBLE? I AM NOT FAMILIAR WITH INTERRELIGIOUS ACTIVITY IN WASHINGTON BUT THE VARIOUS EMBASSIES MUST PROVIDE A WIDE-RANGING SPECTRUM OF UNIVERSAL DEVOTION FROM WHICH TO DRAW TALENT AND TESTIMONY. NOR IS THE UN TOO FAR AWAY TO ADD MORE PARTICIPANTS, EVEN FROM SOME OF THE NEWLY EMERGING STATES, PERHAPS. WOULD THEY NOT WELCOME THE OPPORTUNITY? AND WOULD NOT YOUR EVENT, THEN, BEGIN TO CAPTURE INTERNATIONAL ATTENTION....AND PRESS?

AS YOU APPROPRIATELY SAY, THE LIVES AND FUTURES OF OLDER AMERICANS (I AM 72 THIS MONTH) WILL BE AFFECTED BY THE RESULT OF THE 1981 CONFERENCE, AND I REALIZE YOU ARE ESSENTIALLY DEALING WITH LIFE IN THE UNITED STATES. SOME OF THE RELIGIONS I MENTION ARE UNQUESTIONABLY IN THE MINORITY HERE, BUT ARE WE NOT, EVERYWHERE, TOUCHED BY EVENTS AROUND THE GLOBE THESE DAYS? AS I VIEW THE INTERNATIONAL SITUATION, POLITICAL AND IDEOLOGICAL STALEMATES ARE COMMON. BRIDGING THE GAPS BY GOVERNMENTAL ACTION IS ONLY PRODUCTIVE AT THE PRACTICAL LEVEL. IT CANNOT REACH THE HEART AND CORE OF HUMAN RELATIONS, OR AT LEAST DOES NOT SEEM TO BE ABLE TO DO SO IN THESE GRIM DAYS. YET THERE IS ONE GREAT BODY ORGANIZED FOR SERVICE AND MEDIATION WHICH COULD DO SO VERY MUCH FOR BETTER WORLD UNDERSTANDING IF IT COULD ONLY DESIST FROM COMPETITION FOR A TIME AND LEND ITS MARVELOUS POWERS MORE SIGNIFICANTLY TO THE SPIRIT OF UNIVERSAL COOPERATION. OF COURSE, THIS IS A REFERENCE TO THE WORLD'S GREAT RELIGIONS, PRINCIPALLY BECAUSE THEIR FOLLOWERS OVERLAP NATIONAL BOUNDARIES AND THUS FORM THE NUCLEUS FOR THE UNIVERSAL BROTHERHOOD OF ALL MANKIND. THEY ARE THE ONES WHO SHOULD BE THE DIVINE INSTRUMENT FOR INTERNATIONAL RECONCILIATION. IF THEY COULD PLACE MORE DEPENDENCE UPON THE GOD OF LOVE AND PEACE REVERED BY ALL IN SCRIPTURE, DOCTRINE AND PRAYER THEY COULD SET THE PACE AND BLAZE THE PATHWAY TOWARD A LIFE OF FULFILLMENT NOT ONLY FOR THE ELDERS OF AMERICA, BUT FOR ALL THE PEOPLES OF THE EARTH, OLD AND YOUNG ALIKE.

RELIGIOUS LEADERS THE WORLD OVER SPEAK GLOWINGLY, MOVINGLY OF PEACE BETWEEN MEN AND NATIONS, BUT FEW INDEED WILL GENUINELY RECOGNIZE AN APPROACH TO FAITH AND SPIRITUAL SALVATION WHICH DIFFERS EVEN SLIGHTLY FROM THEIR OWN. THUS, AN UNDERLYING, UNSPOKEN ATTITUDE OF MUTUAL ESTRANGEMENT IS USUALLY PRESENT AND USUALLY SENSED BY ALL CONCERNED. THIS RENDERS NULL AND VOID MOST OF THE CHURCH'S EFFORTS TO BRING PEACE TO THE HUMAN RACE AS A WHOLE OR CONSEQUENTLY TO THE DISTURBED HEARTS OF THEIR OWN FOLLOWERS...WHO DEPEND MORE AND MORE FOR COMFORT AND SECURITY FROM SECULAR PROMISES, LESS AND LESS UPON THE INSPIRATION AND CONSOLATION OF GOD'S INVISIBLE BUT UNFAILING PRESENCE, AND UPON A GROWTH IN UNDERSTANDING OF HIS DIVINE NATURE.

THE SUMMATION OF MY COMMENTS COULD BE REDUCED TO THE FOLLOWING POINTS:

1. YOUR COMMITTEE HAS A UNIQUE OPPORTUNITY TO MAKE A SIGNIFICANT IMPRESSION NOT ONLY UPON THE MAJORITY OF AMERICAN ELDERS BUT UPON THE GROWING COMMUNITIES OF ORIENTAL AND NEAR-EASTERN MINORITIES NOW GATHERING WITHIN OUR BORDERS. 2. BY REACHING OUT FOR THE BROADEST POSSIBLE RELIGIOUS PARTICIPATION YOU HAVE A CHANCE TO EXPAND THE GLOBAL CONSCIOUSNESS OF INSULAR AMERICANS, TO CREATE A MORE WHOLESOME CLIMATE FOR WORLD UNDERSTANDING, TO MAKE AN ELOQUENT CONTRIBUTION IN BEHALF OF STRONGER RELATIONS BETWEEN PEOPLES AND NATIONS OF THE FREE-WORLD.

IN OTHER WORDS, I AM TRYING TO SAY THAT THE MOST MEANINGFUL GIFT ANY GENERATION COULD RECEIVE WOULD BE SOME GLIMPSE OF HOPE THAT THEIR LATER YEARS MIGHT BE ENJOYED IN AN ATMOSPHERE OF DECLINING WORLD TENSIONS AND POTENTIAL PEACE. IN THIS VERY SICK, VERY UNSTABLE AND VERY VIOLENT WORLD, NO OTHER KIND OF BENEFICE WE COULD BESTOW COMPARES WITH A SINCERE EFFORT TO MINIMIZE INTERNATIONAL, INTERRACIAL AND INTERRELIGIOUS ANTAGONISMS. CERTAINLY, THE YOUNGER GENERATION KNOWS THIS. ASSUREDLY, THE ELDERS FEEL IT. SO, I REPEAT, IN WHATEVER DIRECTION YOU FINALLY DECIDE TO GO TRY TO INCLUDE ELEMENTS OR SYMBOLS WHICH ARE CONSTRUCTIVE SOCIALLY AS WELL AS SPIRITUALLY. FURTHER THE CLIMATE OF AMITY BETWEEN THE MANY FORMS OF MAN'S SPIRITUAL INSPIRATION AND MAKE ALL RELIGION THE LIVING SYMBOL OF WHAT THE SECULAR WORLD MUST ACHIEVE IF IT IS TO AVOID THE TRAGEDY OF SELF-DESTRUCTION.

THIS KIND OF MOVE WOULD GENERATE AN AURA OF ENTHUSIASM AND EXCITEMENT ABOUT THE ANTICIPATED ECUMENICAL EVENT. FOR MANY PARTICIPANTS IT WOULD BE LIKE SETTING FORTH UPON AN ADVENTURE INTO NEW LANDS...AN ADVENTURE NOT FOR IDEOLOGICAL CONQUEST, BUT TO CONQUOR THE BIGOTRY AND INTRACTABILITY OF MAN'S NATURE AND TO PERSUADE HIM TO OPEN HIS HEART AND TAKE THE HAND OF A FRIENDLY RIVAL.... IN THE NAME OF ALMIGHTY GOD. AMEN.

WELL, I GUESS NOW I'VE SAID MOST OF IT, AND IN A WAY I FEEL ALMOST APOLOGETIC. YOUR CORDIAL LETTER IS OBVIOUSLY A MESSAGE FROM A VERY FRIENDLY PERSON...ONE WHO KNOWS THE REASONABLE LIMITS OF PRACTICAL IDEALISM. I ADMIT THAT I WELL MAY NOT. PERHAPS, IT IS TAKING AN UNFAIR ADVANTAGE TO INUNDATE YOU WITH PERSONAL OPINIONS LIKE THIS OUT OF THE BLUE. YET, IT IS THE "POINT OF VIEW OF SOMEONE ON THE WEST COAST", AND THE OCTOBER(?) YEARS HAVE MADE ME IMPATIENT WITH PROLEGOMENOUS SMALL TALK. WOULD YOU PLEASE ACCEPT MY WARMEST GREETINGS OF THE SEASON AND, ESPECIALLY, MERRY CHRISTMAS.

SINCERELY,



LEW AYRES