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Box 94, Folder 2, White House Conference on Aging, Undated.



Jachic,

Kathleen Jamison
has not come - could

you give a summary
of her report on
stereotyping in media?

If not, I will -

have

would like to

discuss one point

but please do the

general presentation

- Thanks

who have, be reached behind the students. There has been a new experiment which has proven increasingly fruitful, of meetings between Christian and Jewish couples. In Cleveland we helped arrange for a group of five Catholic married couples and five Jewish married couples to meet on a regular basis in each other's home on a rotating basis, and they have become so engaged in this process that they have now in a self starting way continued for 3 years and have spawned off a series of other dialogues, with a range of conversation going from the most conventional subject matter to the very hottest kinds of issues, such as why do Catholics behave and think in a certain way about birth control or federal aid to parochial schools, and why to Jews is the issue of the separation of church and state such a crucial matter on which they take such vigorous public positions. I'd like to see increasingly Jewish conventions of educators invite Christian scholars who have something to say in terms of methodology and insight to come and be exposed to and in turn to affect Jewish groups, as I would like to see Jewish speakers be invited to attend Catholic and Protestant education conferences. My own experience with a sister formation conference and with other Catholic colleges and universities and Protestant seminaries and schools has given me an insight how enormously profitable this has been. An invitation to people like Ronald Nibor to the Rabbinical Assembly Convention and other great Protestant scholars, like John Bennett to other rabbinical groups, has proven to be a new opening and a new insight which has brought great blessing to all of us. The role of the parent in the home is something which you have

TO: _____ FOUNDATION

PROPOSAL TO ESTABLISH A MODEL TRAINING INSTITUTE TO
ASSIST 500 MEMBERS OF THE CLERGY REPRESENTING DIFFERENT
RELIGIONS IN ACQUIRING THE NEW TECHNIQUES NECESSARY
TO COUNSEL TODAY'S ELDERLY



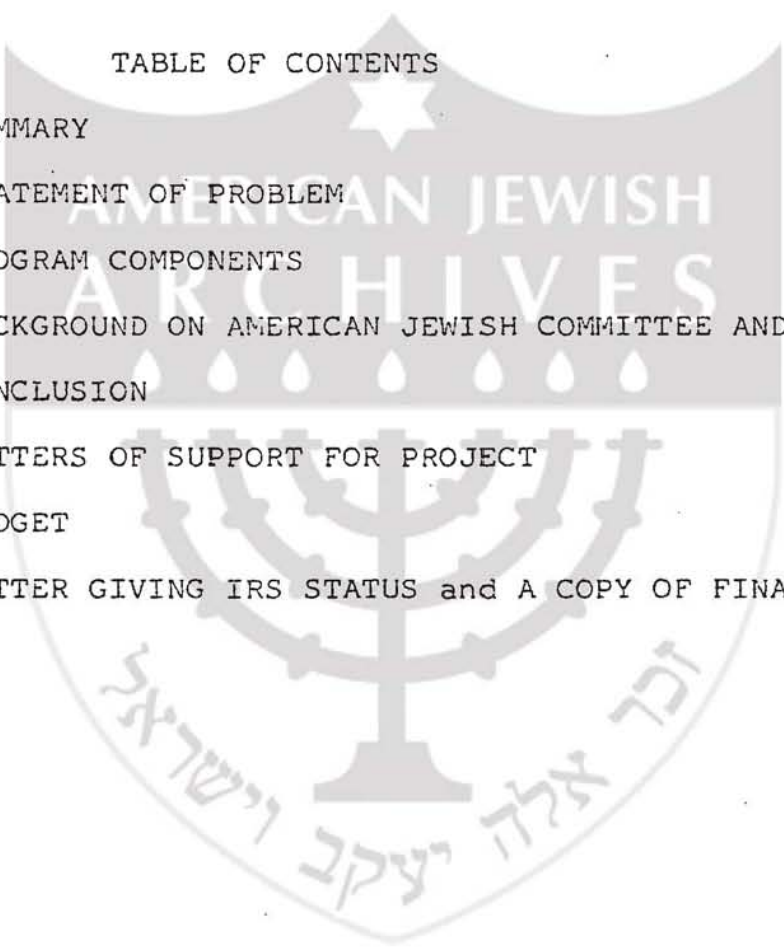


TABLE OF CONTENTS

1. SUMMARY
2. STATEMENT OF PROBLEM
3. PROGRAM COMPONENTS
4. BACKGROUND ON AMERICAN JEWISH COMMITTEE AND NEW YORK CHAPTER
5. CONCLUSION
6. LETTERS OF SUPPORT FOR PROJECT
7. BUDGET
8. LETTER GIVING IRS STATUS and A COPY OF FINANCIAL STATEMENT

The American Jewish Committee/New York Chapter is requesting a training grant of _____ from the _____ Foundation to assist 500 members of the clergy, representing¹⁸ different religions, in acquiring the new techniques necessary to counsel today's elderly.

Our goal is to create several training models for the clergy which can be replicated in other parts of the country. The counseling would focus on the techniques necessary for pastors to assist the elderly and their families in making critical decisions about their own lives and in obtaining the financial and medical benefits to which they are entitled under law.

The 10 two-day institutes will be conducted in cooperation with the Brookdale Center of Aging of Hunter College. They will be open to clergy in the five boroughs, Westchester and Long Island who are interested in participating and have a high percentage of elderly parishioners.

In 1978 the median income of elderly households in New York City was \$5,454 a year. Many of these persons and their families are faced with making critical decisions related to their living alone, with a relative, or in an institution. They do not understand, or in many cases are unaware of, their options. Many need assistance in managing their limited financial resources. Almost all the elderly and their families need information and help in negotiating the complex legal system surrounding benefits for the aged.

For many of these elderly people their clergy are the first persons (or in some cases the persons of last resort)

that they turn to when they need help.

The ministry has traditionally been a source of comfort and knowledge to older persons and their families. The problem today is that our clergy are being called upon to give counsel and make referrals in an area that has become increasingly complicated and where they have little expertise. Without some training and frequent updates in information it is impossible for them to make the appropriate referral or provide elderly citizens and their families with the practical knowledge they need to help themselves.

The American Jewish Committee was founded in 1906 to advance the cause of human rights for all persons. The New York Chapter's work on behalf of the elderly is widely known and respected by professional persons of all faiths. Through its Legal Advocacy for the Aging Program the New York Chapter of the American Jewish Committee has successfully advocated on behalf of all elderly poor for more equitable legislation. Its newsletter, Senior Rights Reporter published in cooperation with Brookdale Center's Institute in Law and Rights of Older Persons is read by many hundreds of persons of all religions serving the elderly.

In 1975 the New York Chapter of the American Jewish Committee conducted a series of widely attended conferences on "You and Your Aging Parent" and published a 48 page handbook to assist the middle aged children of aging parents. Perhaps, its most successful workshops were those held in 197 to train the legislative assistants who work in assembly, congressional, and senate offices in the entitlement rights of the elderly.

As word of the New York Chapter's expertise in conducting these workshops has spread, so have requests for other kinds of training institutes related to the elderly. We are now receiving an increase in calls for information from clergy of all religions who wish to sharpen their counseling skills and broaden their knowledge of existing programs so they can better assist their elderly parishioners. Discussions with members of the National Council of Churches and other religious groups have convinced us that this is a nation-wide problem facing congregations of every religious faith.

As more and more elderly persons can expect to live longer lives, the quality of those lives becomes a very serious concern for all of us.

In the clergy we have a built in resource for help for our aging citizens. The later years is a time in people's lives when (even if they have been only nominally religious in their earlier years) they are apt to seek solace and help from their church or synagogue.

In addition to providing spiritual guidance, we believe, our clergy can be equipped to offer practical help in survival to the elderly. What they need is training in such subjects as how to make a referral and how to make a complex legal system work on behalf of their elderly congregants and their families.

The American Jewish Committee/New York Chapter proposes to conduct ten two-day training institutes in cooperation with the Brookdale Center for the Aging and

a sponsoring organization. The sponsoring organization will vary depending on the institute and will include such organizations as the National Council of Churches of Christ, the National Catholic Education Association and individual churches. Fifty clergy will attend each institute.

Among the subjects to be covered will be: rights, benefits and entitlements; home care and institutionalization; counseling and referrals; using community resources; and protective legal services.

Talks by experts in the field of the aging drawn from the faculty of the Brookdale Center of the Aging at Hunter College and other institutions will be followed by a series of workshops.

A questionnaire distributed to conference participants before and after the institute will be used as an evaluation tool. Two products will be produced: a final report including evaluation; and a handbook entitled You and Your Aging Parishioner that will serve both as a counseling guide and as a blueprint for religious organizations in other parts of the country that wish to develop institutes of their own.

All participants in the training institutes will receive copies of the final report and handbook as well as a subscription to the Senior Rights Reporter. The publication will provide an update on legislation and other information essential in counseling the elderly.

In conducting the institutes several models will be tested. One institute, for example, will be directed to clergy who teach in seminaries. Another

will be for those who hold administrative responsibility and are in a position to train others. By training the trainers we will be maximizing the investment in this project.

Our last institute will be for directors of umbrella organizations such as the National Council of Churches and will utilize a different format. Its objective will be to lay the groundwork to replicate the project nationally.

In our institutes we will attempt to include a broad spectrum of ministers representing different faiths. We believe that whenever possible there are benefits to be derived from encouraging pastors of different religions to share their experiences, successes, and concerns regarding their older parishioners.

We estimate that each Rabbi, Priest, or Minister touches the lives of dozens of elderly persons each month. By investing in the training of these clergy to counsel the elderly we will be capitalizing on an important community resource.

Moreover, we will be creating a model which can be shared with other organizations interested in assisting the clergy to help their older parishioners and their families.

To demonstrate its support and belief in this project the American Jewish Committee is contributing \$30,000 to this program. We hope the _____ Foundation will provide us with a grant of _____ so we can help older persons and their families get the help they need from their own ministers to live and manage their own lives.

THE PROBLEM

The fastest growing population today is of people over 75 years. A generation ago far few people lived into their seventies and beyond. This phenomenon has brought new ethical and practical considerations for those of us who are concerned about the quality of life for all persons. It has also created new problems. and intensified others.

Inflation, the energy shortage, the lack of affordable housing, and the high cost of illness are problems for all of us. They are doubly difficult to cope with if you are a person of advanced age.

The National Council on the Aging reports that the income level of the aged is approximately one-half that of the younger population. In 1975, 15% of those aged 65 and over lived below the Federally established poverty line and another 25% were classified as "near poor."

Young persons who planned for their later years half a century ago did not anticipate living into advanced age. Today they must learn to live with double digit inflation, the illnesses of old age, and other factors that can wipe out their savings (and that of their families) virtually overnight.

When these elderly persons turn to their children for financial and other help they often find a sixty year old adult child who is herself confronting middle life problems. These children , who at another time would have been considered "old" themselves, are now being called upon to assist aging parents. The female in the family once relied upon to help care for an elderly or sick parent may now be holding down a job to help meet the family budget.

Several pieces of Federal legislation have been enacted to assist the elderly. Unfortunately, the numerous laws are so complex that it is almost impossible for an older person or family member to understand the benefits to which she or he may be entitled. This is further complicated by the fact that many elderly persons view any kind of assistance as "charity" and are uncomfortable applying for it.

The clergy has traditionally been a resource for older citizens and their families. Even those persons who were only nominally religious in their earlier years tend to turn to their synagogue or church as they grow older or confront difficult life situations. For many of these persons, whose friends have all died, their church, or synagogue is the only friend they have left.

Unfortunately, clergy who graduated several years ago from seminaries are finding themselves ill equipped to offer elderly parishioners and their families the kind of counseling necessary to help them manage their lives. They need training in understanding the psychology of the aged; the resources available in their communities for help and how to refer to them; and how to assist older adults and their families in getting through the bureaucracy to obtain the financial and medical benefits to which they are entitled. They also require constant updating on the changing regulations regarding benefits and the new resources which are being developed to serve the elderly.

A decision for an older person to go to a nursing home, to move in with a family member, or to remain alone

when faced with a serious disability is not easy to make. Yet, more often than not this is a decision that must be made in an emergency. A family confronted with a crises is often so emotionally involved it needs outside help to arrive at a decision. Here is a time many turn to their pastors for help.

The family minister understands the impact of a decision on the total family and has their trust. What many pastors need to acquire is an understanding of the options available to the elderly parishioner and the family. He must acquire expertise in helping the elderly and their families make use of all the resources available to them in an emergency.

Up to now training for our clergy in the area of the elderly has not taken place. By failing to offer this training society has neglected an important and cost effective means of providing desperately needed counseling aid to the elderly and their families.

GOALS

The goals of this program are :

1. To provide participating pastors with the training necessary so they ^{can} more effectively advise and assist their elderly parishioners and their families.
2. To design effective model(s) institutes which can be shared with other religious organizations in other parts of the country, concerned with helping their ~~elderly parishioners~~ clergy strengthen their counseling and referral skills in working with the elderly.



PROGRAM COMPONENTS

Time Frame

- PHASE 1 Hire staff; meet with religious organizations; plan conferences; set agendas; arrange for space; prepare and collect training materials; contact speakers; design flyers and invitations; promote conferences.
- PHASE 2 Conduct ten training institutes -twenty sessions- leaving a week between each session to record and interpret results and handle details for the next session.
- PHASE 3 Analyze overall results of training institutes and compare models; write final evaluation and report; prepare handbook, Youn and Your Elderly Parishioner ; distribute handbooks to 1500 organizations as well as program participants; begin mailing of Senior Rights Reporter.

Dr. Neugarten's Statements on Creating an Age-Integrated Society:

We hope the Issue Papers will demonstrate that the 1981 White House Conference on Aging has a double focus:

The first is on Aging individuals and improving the lives of older people: The second is on the "Aging society." The first needs no explanation. It has been the focus of earlier WHCOA and it underlies most of our local, state, and national programs and policies on Aging.

The second, however, may require further comment. The "Aging Society" is one in which the ratio of young to old is shifting and a large proportion of the population is old.

We ask what is the effect on the society at large of this shift? How do we solve the problems that arise when, historically speaking, a nation like the United States has not been prepared for the "sudden" appearance of such large numbers of older people.

How is the changing age distribution affecting the lives of everybody, young and old, in the family, the educational system, the economics, the political system, religious institutions, the health care delivery system, social services systems, the legal systems?

Presumably, our goal is to create an Age-Integrated Society, one in which all age groups share equitably in the goods and services of the society; one in which we work against Ageism (that is, negative attitudes of the young toward the old, or the old toward the young), just as we have worked against racism and sexism; one in which all people participate, not on the basis of their age, but on the basis of their needs and their abilities. How do we protect the society against competition and divisiveness among age groups? How do we work against age stereotypes? Against Age discrimination? Against those forms of Age segregation which may be destructive to society as a whole? How do we combat the view for instance that the old are a burden to society?

How do we encourage the view that the old are a resource and a major source of pride to the society?

That it is an outstanding accomplishment of our society that the majority of our citizens live to old age?

To emphasize the theme of the age integrated society, we have planned that one subcommittee should address these issues from an overall, society-wide perspective (sub-committee #9), and that other sub-committees (#10,11,12,13,14,15) should address these issues within the context of particular social institutions.

Example: Within the family how do we strengthen the multi-generational family unit and work toward positive intergenerational relations?

Within the educational system, how do we broaden educational opportunities for both young and old, and how do we enhance the contributions of the old in the education of the young?

Within the economy, how do we create fair employment practices for young and old, more effective marketing and consumer practices for the old,

more equitable taxation policies?

Within the legal system how do we create fair employment practices for young and old, more effective marketing and consumer practices for the old, more equitable taxation policies?

Within the legal system how do we combat age discrimination.

We suggest that sub-committees (#10,11,12,13,14,15) - insofar is possible - organize their outlines into three parts:

1. Changes occurring in the given social institutions because of underlying social, economic, and political trends. Example: In the economy, effect of changing technology, productivity, energy costs, occupational distributions, manpower needs.
2. How these changes affect the lives of older people. Example: in the economy, technological obsolescence in skills of older workers and retraining needs.
3. How the presence of large numbers of older people affect the institutions. Example: in the economy, effect of growing numbers of retirees and pension costs on costs of the product, or growth of Social Security on Federal Budget outlays. Example: in the media

Example: In the Media:

1. New communication technologies; educational and entertainment value of TV; effect of advertisers in creating mass audiences; recent attempts to create special audiences.
2. TV-viewing as major pursuit for older people; broader education for older people; possible effect of diminishing generation gap.
3. Special TV programs for older viewers; changing images of the old in TV programming.

WHITE HOUSE CONFERENCE ON AGING

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

1. Rabbi Marc H. Tannenbaum, Chairperson (TC)

Long involvement in social justice and
human affairs

Only Rabbi at Vatican Council II

Among 10 national religious leaders advising
President Carter at Camp David

Well respected ecumenical leader

Co-Chaired Spiritual Well Being Committee
of the 1971 White House Conference on Aging

National Director
Interreligious Affairs
American Jewish Committee
165 East 56th Street
New York, N.Y. 10022
(212) 751-4000

2. Nancy Hanks, A.B. (AC)

Former Chairperson of the National
Endowment for the Arts

Expertise in the arts and aging issues

Former chairperson of the National Council
on the Arts

Active Board member at Duke University/
Center on Aging

P.O. Box 3795
Washington, D.C. 20007
(202) 338-1432

3. Bertha Brown, M.A. (AC)

Black social activist

Background in neighborhood revitalization

Extensive work with low income minority
and other disadvantaged citizens

Founder of Our Neighbors Civic Association,
a multi-purpose Social Service Center.

Executive Director
Our Neighbors Civic Association
1645 W. Thompson Street
Philadelphia, PA 19121
(215) 763-0450
(215) 765-3118

4. Lydia Bragger (TC)

Expertise in negative stereotypes about the elderly

Former Chairperson of the Gray Panther National Media Watch Task Force

Member of National Steering Committee of Gray Panthers

Consultant
475 Riverside Drive
Room 861
New York, New York
(212)368-3761
(212)870-2715

5. Kathleen Hall Jamieson, Ph.D. (TC)

Expertise in communications arts

Former consultant to House Select Committee on Aging

Coordinated hearings on age stereotypes and has published materials on the subject in high schools

Associate Professor
Department of Communication
Tawes Fine Arts Building
University of Maryland
College Park, Maryland 20742
(301) 454-2541

6. Jackie Sunderland, B.A. (TC)

Co-founder and Commissioner of Baltimore Commission on Aging

Co-founder of the Waxter Center

Expertise in the arts and aging

Served on Lifelong Education Committee/White House Conference on Aging

Director
National Center on Arts
and the Aging
National Council on Aging
1828 L Street, N.W.
Washington, D.C.
(202) 223-6250

7. Nan Hutchison, Ed.D. (TC)

Extensive experience in education, social services, and administration

Former member of the special Joint Committee to advise Commission on Aging

Former Board member/National Council on Aging

Advisory Council, Governor's Mini-White House Conference on Aging, 1971

Executive Director
Area Agency on Aging of
Broward County
305 South Andrews Avenue
Fort Lauderdale, Florida
33301
(305) 763-4084

8. Nancy K. Schlossberg, Ed.D. (TC)

Career Development and adult counseling background

Community Service activist

Researcher

Expertise in mid-life transition/
female employment; counteracting
stereotypes

Professor
Department of Counseling
and Personnel Services
University of Maryland
College Park, Maryland 20742
(202) 229-2699
(301) 454-2026



MEMORANDUM

TO: Organizers and Chairmen of Symposium Committees

FROM: Dr. Wilma T. Donahue

DATE: May 15, 1979

There have been some additions and deletions from the committee rosters I sent you last week. If a change has occurred in your committee, you will find a revised roster for your committee included with this memorandum.

The background papers (and page listing them) which I sent you last week are being mailed to the members of your committee this week. Included is a fourth paper -- "Older Americans: An Untapped Resource" -- your copy included herewith. This booklet just came from the printer this week. Mr. Flemming and Mr. Kieffer graciously provided the copies for our symposium participants. The report has much relevance to the work of various committees.

A number of you have indicated that an exchange of information among committees about the results of workgroup discussions would be very useful and may result in a more cohesive set of suggestions and recommendations for the symposium as a whole. In line with this suggestion, I propose that:

1. The chairmen and organizers plan to meet together at the Conference Center at 5:00 p.m., May 29. Please send me soon any suggestions you would like to see included in the agenda.
2. The Committees meet twice on the 30th. Since the second meeting is in the evening, we would like to have a 7:45 breakfast meeting on the 31st with committee organizers to assess progress and consider any problems that may have appeared.

Plans have now matured for the final session (June 1) of the symposium. It is, as you know, to be a breakfast meeting. Inasmuch as it is not feasible to have 14 committees report, the format of a public hearing will be used as the mechanism for hearing from the committees. Robert Butler and Robert Benedict as the heads of the two agencies most concerned with the development of the plans for the White House Conference, Simon Bergman as an outside observer with worldwide experience, and a chairman will constitute the interrogating side of the Hearing Panel. The reporting side is to consist of four persons -- two organizers and two chairmen.

One organizer and one chairman for the "A" group committees and the same for the "B" committees would be chosen by the respective groups of organizers and chairmen. This will mean that the person chosen would probably need and want the assistance of his colleagues on the evening of the 31st when the final report is to be prepared for the Hearing the next morning.

Your assistance in refining and ensuring a smoothly operating conference is being greatly appreciated. Please feel free to send me any suggestions you may have.

Symposium Council

*Wilbur J. Cohen
Robben W. Fleming
Arthur S. Flemming
Philip M. Hauser
Margaret A. Hickey
Clark Kerr
David G. Moore
Barbara W. Newell
Robert C. Weaver*

Ex-Officio

Wilma T. Donahue

Publications Being Distributed to
Organizers and Chairmen of Working Committees
of the
Symposium on White House Conferences on Aging
As Agents of Social Change

1. The Future of Aging: The Changing Societal Environment.

This is the basic paper for the Symposium. It is suggested that all participants read the first three parts and that they read the other parts selectively according to their interest and topic of their committee assignment. When you write or talk with your chairman and committee members please emphasize the need to be familiar with this document.

2. Current and Future Outlays for the Elderly.

This paper presents a careful analysis of the economic situation -- current and anticipated. It is essential reading for those committees concerned with economic problems, but the information is also pertinent to the development of financially feasible recommendations in other areas.

3. Media in a 1981 White House Conference on Long Life.

and

Knowledge and Involvement for a 1981 White House Conference on Long Life.

These two papers by Merrell M. Clark provide an overview of his ideas about how a White House Conference on Aging ("long life" in his terminology) as a continuing educational device might be designed. The Administration on Aging hopes that the Symposium will also provide a number of models, especially models that utilize new technologies for reaching and involving the general public, older people, and the societal institutions.

The Cost Factor

The most important factor to consider in publishing materials is the cost per reader. Low production costs that result in pamphlets and manuals that are not visible, legible, or readable by a large percentage of the intended audience is a waste.

There is no actual advantage in printing a booklet in 8 point type (to get more words to the page) if the general readership will not read it because the type is too small. On the other hand, type set with three points of leading, 10 or 13, is more expensive and produces a less legible image than type set 11 on 12 using a larger type image with less leading.

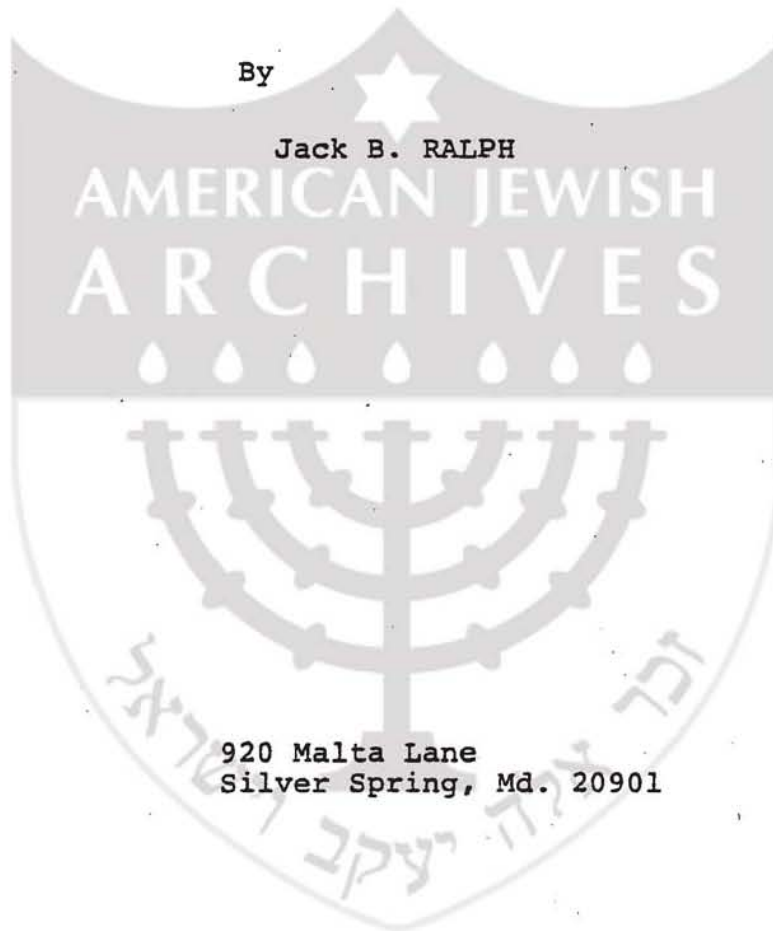
The use of colored ink, colored paper, and reversals, which cost more than black and white give a certain effect as well as some artistry to periodicals. The use of these factors can result in a waste of money. However, if the use of these factors takes away from the legibility and visibility.

Specific vocabulary using many syllables is helpful to many persons but is not readable to many more. A better and more careful choice of vocabulary will result in increased readership, increased reader understanding, and an actual saving in production costs.

DRAFT

PRINTING AND PUBLISHING GUIDELINES FOR

VISUALLY LIMITED (and other) PERSONS



The material in this paper may not be excerpted or copied
without permission of the author.

Printing and Publishing Guidelines for Visually Limited

(and other) Persons

Federal, state, county, and local governments are not getting their money's worth with the materials they publish.

The information, guidance, and services provided in these materials is not being seen and read by many constituents. Newspapers and their advertisers are getting circulation but they are not getting the readership that the circulation figures suggest. Even persons using the want ads to find jobs are unable to use the valuable information found in those pages. Magazine advertisers spend much money preparing sales messages to produce colors and color combinations that makes reading the message a problem.

The lack of readership is not because of lack of interest or desire to know. The simple fact is that, to many persons, reading pamphlets, publications, newspapers, magazines and books is really hard work or even a visual impossibility. Editors and publishers seem to have had little concern for the needs of many people who have difficulty seeing the printed word in the way it is now being produced.

Page 2 - Printing and Publishing Guidelines for Visually Limited
(and other) Persons

It is necessary, from a cost effective basis as well as from a civil rights basis, to accommodate persons with limited visual ability.

It is difficult to count the exact number of persons with visual problems because of:

- (1) overlapping visual conditions that results in counting the conditions two or more times;
- (2) some uncertain diagnoses of the conditions;
- (3) problems of how to count temporary visual problems;
- (4) incorrect design and administration of surveys to count the visually limited population,
- (5) lack of active participation in the development of some surveys by groups that know the most about visual problems;
- (6) the use of improper techniques in the selection and administration of certain visual acuity and color vision tests, producing incorrect results;
- (7) vanity on the part of visually limited persons in refusing to admit to a handicap; and in some cases,
- (8) some visually limited persons may not realize that they are supposed to see better.

Page 3 - Printing and Publishing Guidelines for Visually Limited
(and other) Persons

For this discussion, however, there are some estimates good enough to provide us with a background to address probable impact of this lack of concern for the visually limited. ("Visually limited" is used here to describe those who have difficulty reading. These persons could, with necessary changes in printing specifications, read better and faster, also increasing their understanding and memory of the material.)

- o 400,000 persons are seriously visually limited with corrected vision from 20/200 to 5/200. They need mechanical apparatus to read "regular" size print as we know it.
- o 1,000,000 persons have vision corrected to or have uncorrectable vision from 20/200 to 20/40. They can read but must work at it.
- o 8,500,000 men are color deficient ("color blind"), and graphic designers should give special consideration to them in the selection of color of ink and paper.
- o 750,000 women are color deficient ("color blind").
- o Thousands of people are color deficient on a temporary basis, the condition usually related to a changing physical condition.
- o Many people are not found out as being color deficient because the tests were given when environmental factors were not correct.

- o Up to 40,000,000 persons over age 45 have less vision for small size of print and for certain colors of the ink and paper. This limited vision is caused by increasing yellowing of the lens with age, cataracts, retinal disorders, myopia, corneal or scleral problems, multiple affections, refractive errors with lesser disability, increasing clouding of the vitreous (eye fluid) with age, and other known and unknown conditions. with age of
- o 26,000,000 deaf and hard of hearing have eye strain almost every day, using their eyes for reading sign and/or lips in addition to their regular reading.
- o No one knows how many of the 100,000,000 people who wear spectacles and contact lenses are trying to read with prescriptions that are out of date.
- o No one knows how many individuals have need of some visual correction but do not realize or acknowledge it.

There are certainly enough people with visual problems to cause changes and/or establishing some guidelines for printing and publishing. The printed word must be made more easily readable to these persons. If the guidelines are realistic and are followed, we can also make it easier for the general population to read, resulting in increased reading speed, reduction of "tired eyes" and an increase in understanding and memory of what is read.

There is very little hard scientific evidence on the causes of burning eyes, headaches, or dizziness as it relates to reading. There is no doubt, however, that reading under bad conditions, e.g., not enough light, poor contrast of printed letters against paper, very small print, glare, etc., can lead to "tired eyes."

In one study, it was shown that combining two or more bad factors in the design and printing of reading material caused a total slowing of reading speed greater than that due to each separate factor. In fact, the combination of factors, each one slowing reading speed only slightly, produced a great loss of speed.

For this discussion, factors which cause any loss of reading speed for some or all persons are the factors that we hope to change.

We will consider these factors as they affect:

"Readability": "understanding due to the style of writing."

"Visibility" : "identification of a printed character or form."

"Legibility": "the ease with which reading matter can be understood under normal reading conditions."

Some of the statements in this analysis will be in regular printers' terms to describe what is printed and its characteristics. It is hoped that the definitions and use of these terms will be understood.

The factors to be discussed are:

1. Type selection
2. Type size
3. Line leading (pronounced "leading")

4. Proportional spacing, justification, and hyphenation
5. Line width (length)
6. Columns
7. Paragraphing
8. Margins
9. Vocabulary as it relates to "readability"
10. Paper and ink, contrast and reflective values
11. Color screens and reversals

1. Type Selection

"Type," in printing language, is a small block of metal or wood that has a raised letter or character on the upper edge, that, when inked and pressed upon paper (or is manufactured with the use of photo equipment) is used to make a printed impression on the paper.

There are many designs in the appearance of type:

This line is printed in Times Roman regular type.

This line is printed in Times Roman bold type.

This line is printed in Times Roman italic type.

This line is printed in Helvetica medium type.

This line is printed in Helvetica medium bold type.

This line is printed in Helvetica medium italic type.

Type is generally classified into "serif" and "sans-serif." Times Roman is a serif type. A serif is a fine line finishing off the main stroke of the letter, as at the top of the "M" or the ending or cross stroke of the "T". Serif type is generally used in printing, although there appears to be a slight swing to the more "modern" sans serif. *Helvetica is sans-serif.* Although both serif and sans-serif are legible, a study showed that the serif was preferred by readers. (It has been concluded that a "preferred" type would not retard reading speed and comprehension.)

Bold print is a broader image of type, and "italic" is a slanted image of type. In serif, italic looks like writing. Bold and italic type are used when an author wants to show that an idea is important. It was found, however, that italic print is read more slowly than ordinary serif type, particularly when the material is read in low light or when printed in a small type size. The printing of long amounts of reading material in italics should be avoided.

It was suggested, also, that bold face type, although extremely legible, should not be used for general purposes.

The use of all capitals in reading material gives readers a new problem these days. With the use of computers, many organizations are publishing computer printouts as reading material. Computers usually use a sans-serif type with all capital letters. The use of the sans-serif in all capitals reduces reading speed from 10% to 20%. A suggestion has been made that computers be designed to use both capitals and lower case letters in serif type instead of all capitals in a sans-serif type.

THIS IS A SAMPLE OF MATERIAL PRINTED IN ALL CAPITALS IN
HELVETICA LIGHT TYPE, COMPARABLE TO THE APPEARANCE FOUND IN
A COMPUTER GENERATED REPORT.

2. Type Size

One factor affecting visibility, "identifiability of a printed character or form," is the size of type used in printing. The unit of type size is the "point." The American point is about 1/72 inch in height. Thus, a 12 point letter is about 1/6 inch in height.

This line is set in 14 point type.

This line is set in 12 point type.

This line is set in 11 point type.

This line is set in 10 point type.

This line is set in 9 point type.

This line is set in 6 point type.

This line is set in 2 point type.

It appears that all sizes of type from 9 to 12 points do not differ too much in the reader's ability to read it. Eight point type, on the other hand, slows reading very much, and 6 point type causes much more serious slowing of reading speed. Small print (6 to 8 points or smaller), which is commonly found in newspapers and in book footnotes, slows reading, and is not good for general reading.

In another study, 11 point type showed the best speed of reading, and it was concluded that 11 point type was the best for general printing use. If the visually limited persons are considered, however, it is suggested here that 12 point be used.

For those persons with seriously impaired vision corrected to 20/200 to 5/200, the smallest type size recommended is 14 point. Many of these persons can read 14 point without special magnifying apparatus.

3. Line Leading (pronounced "ledding")

One line of print is made from one row of type. Frequently, the next row is jammed directly below the first row.

Material printed in this way, with no extra space between rows of type, is said to be printed "solid." There appears to be a space between lines only because the image of the letter takes up a little less than the full height of type.

Sometimes, an editor or author would like to make space between lines. A space can be put between the rows of type. The unit of points is used to measure the space and the space is called "leading" (pronounced "ledding.") The amount of space or leading used in printing is usually 0 to 2 points. The use of 11 point type with no leading, or set "solid," is written 11/11. 11 point with one point of leading is written 11/12, etc.

This line is Times Roman type set 11/11 or solid
and demonstrates relative leading between lines.

This line is Times Roman type set 11/12
and demonstrates relative leading between lines.

This line is Times Roman type set 11/13
and demonstrates relative leading between lines.

This line is Times Roman type set 11/14
and demonstrates relative leading between lines.

This line is Time Roman Type set 11/15
and demonstrates relative leading between lines.

Leading is helpful for legibility. The benefit of leading for legibility, however, is less important for reading the larger size (11, 12 points). Two points of leading seems roughly the best for most line widths. On the other hand, too much leading (space between the lines) can slow reading

speed and understanding in addition to wasting space on the printed page. Four points of leading is much worse than two points for 10 and 11 point type. Even three point leading may also present a reading problem for reading speed and understanding in addition to wasting space on the printed page.

4. Proportional Spacing, Hyphenation

A type style that really slows reading speed is the "American Typewriter," the standard type face used on many typewriters. The use of this style must be discussed because many organizations use typewriters to make camera ready copy to give to the printer.

The forms of the letters in American Typewriter type printing are not very different from the forms used in ordinary printing. The most obvious source of problems is the same size width allowed for all letters. Letters in our language are not the same width. The letter "i," for example, is less wide than the "w." The American Typewriter type allows the same amount of width for the letter "i" as for the letter "w." The use of extra white space on each side of the letter "i" and other narrow letters, and the little white space on each side of the letter "w," retards reading speed.

IBM modern type, however, is typed with so-called proportional spacing. Proportional spacing allows for adjustment between letters to eliminate white space when it is not needed, and to allow extra space for the wider letters. This is called "justification" in regular typesetting. Speed of reading tests showed a real speed increase with the proportional spacing with no loss

of understanding by the reader.

It was also found that the more difficult the reading material (for understanding the meaning) the better was the superiority of the proportionally spaced lines. If regular typesetting is not utilized for camera ready copy, every attempt should be made to use typewriters with proportional spacing.

In both handwritten material and in typewritten material, we are accustomed to see lines that do not end at the same space in the right margin. This style is called "ragged right." A study has shown that there is no loss of reading speed with the use of irregular line lengths with no hyphenation, but there is no available study regarding the use of hyphens and their bad effect on reading speed.

It is suggested here that, because hyphens break up words and require that the reader remember the last syllable, a hyphenated syllable at the end of a long line can present the reader with a problem of testing his or her memory. Persons with limited vision and poor memory (a problem of aging) have problems getting the most from hyphenated lines.

5. Line Width (length)

The width of a line, i.e., length from left to right, is measured in picas. There are six picas to an inch. A 5 inch line is 30 picas.

There is a loss of reading speed for wider line widths, but the loss is not really important until the line width is more than 5-1/2 inches, 33 picas. For 11 point type with one point of leading, the material printed in a line width of 7 inches (43 picas) is read about 5.4% more slowly than the best width of 4 inches. Material printed in 12 point solid (no leading) with 43 picas shows a slowing of reading speed of about 7.3%. A study suggests that the speed decreases very rapidly beyond a 7 inch (42 pica) width.

In a study of line width for any of the ordinary sizes of type (6 to 12 point) printed with at least a point or two of leading, line widths giving the best reading speed is about 23 picas plus or minus 5 (4 inches plus or minus an inch.)

It appears that the very best line width for both 11 and 12 point type is just over 4 inches (25 picas) plus or minus 8 picas (1-1/4 inch).

6. Columns

The use of more than one column on a page has become very popular in textbooks and in scientific journals, and is still popular in non-technical magazines. This is one way of making full use of a piece of paper 8 1/2 inches wide. A study showed that on an 8 1/2 inch sheet of paper, 7 1/4 inches could be filled with print without slowing reading speed by having two columns each 3 7/8 inches wide with 1/4 inch margins on both sides and between the columns. It was also suggested that both readers and printers strongly prefer double column printing over the single column arrangement.

Separations between columns can vary from 1/2 to 2 picas of white space. Sometimes a vertical line or "rule" with from 1/4 to 2 picas of white space on each side is used. In a study, all arrangements shown to be were equally legible, but the readers preferred a vertical line with a 1/2 pica space on each side of the line. The most common separation used by printers is a 1 pica space.

7. Paragraphing

Splitting reading matter into short paragraphs with the first line of each paragraph indented improves speed of reading by more than 7 per cent over using fewer and longer paragraphs.

Leaving out indentation at the beginning of paragraphs may result in a pleasing "modern" look, and may save a very small amount of paper every year. However, if it takes a reader an average of 7 per cent more time to read a non-indented paragraph, the cost in reading speed of keeping the non-indented paragraph may be substantial.

Instead of indenting the first line, skipping lines between paragraphs can be used. This should provide at least as good a visual cue for paragraphs as indenting the first line.

Evidence also seems to suggest that making every sentence or two a separate paragraph allows for reading speeds higher than when the same material is printed in much longer paragraphs.

8. Margins

The use of margins is expected and is often justified on the basis of esthetics, resting of the eyes before and after each line and page, focusing the reader's attention on the reading material by the "framing" effect, allowing more space for the writing of notes and comments, and allowing for wearing of the page edges without ruining the reading area.

A survey showed that most readers believed that large margins are important for the best legibility. Actual speed of reading tests found, however, that material printed on a page with no margin space (only 1/6 inch) is read as fast as material printed with usual sample margins.

There was, however, a reduction in reading speed for "curved pages" when smaller size margins were used in text books. Although upper, lower, and outer margins do not add to or detract from legibility, inner margins should be made much wider than is usual in order to reduce the regular inner edge curve of book pages and to improve legibility.

One other margin that has not been studied much is the "wrap," "run around," or "floating margin." In some advertisements, and even in the layout of some magazine articles, a figure or photo is printed in the center of the page with reading material running along side, above, and below the figure. The typesetting of the reading material is to follow as closely the irregular edges of the figure, or photo, producing different line widths and irregular right and left margins. Persons with limited vision might give up reading any of the material because of "legibility," difficulty in following the reading material.

Although the "ragged right" margin does not seem to cause much loss of reading speed, the "wrap," as an irregular margin, certainly does cause a problem.

9. Vocabulary as it Relates to Readability

Legibility can be reduced by the use of long words and special and obscure vocabulary. There is no specific study of the use of vocabulary referred to in this discussion, but our "unfamiliarity feature of the material" certainly suggests that the wrong choice of words can slow reading speed and reduce understanding.

The level of reading skills of the general public is at elementary school level or slightly higher. This reading skill must be considered when material is written.

For a large percentage of the population, many of the words used in daily newspapers is much more difficult to understand than the words used in television or radio. Sometimes news writers and authors of instruction manuals try to impress the reader with the size of the word or the number of syllables rather than addressing the ability of the general public to understand the meaning.

Much exacting effort and money is spent translating written information for the 26,000,000 deaf and hard of hearing into a limited limited sign and lip reading vocabulary.

Senior citizens have difficulty understanding written instruction when they apply for Social Security benefits.

The use of a word with an exact and unequivocal meaning may make the idea clearer for some audiences, but the idea will be lost to most other readers. This entire manuscript was changed after the first draft to cut out the specialized words and to make understanding the material much easier.

Use of smaller words with less syllables also reduces the amount of type needed and the amount of paper and ink needed to produce the periodical. There are real cost savings for paying strict attention to easily understandable vocabulary.

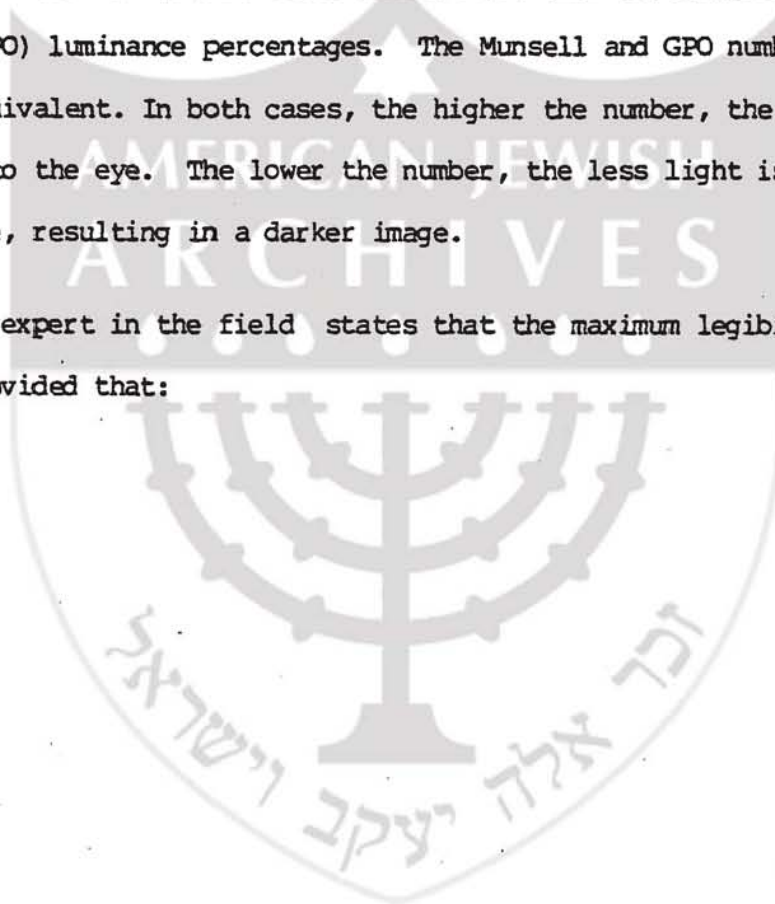
10. Paper and Ink, Contrast, and Reflectance.

For better reading speed, reader preference, reading with side vision, and ability to read at a distance, black print on a white background is the best.

Black print on a white background is also better than white print on a black background. The only case for which white on black seems to be as visible as black on white is a sans-serif type in large sizes (10 to 14 points.) In a 6 point size, white on black is much less visible in even sans serif. Thus,, white should normally be avoided in regular reading material. When white on black is used for special effect, however, a large sans-serif type should be employed.

In using various colored inks on colored paper, it is found that the lightness contrast between the ink and the paper is most important. Lightness determines the amount of light reflected into the eye. This lightness reflected into the eye is measured in Munsell value numbers and U.S. Government Printing Office (GPO) luminance percentages. The Munsell and GPO numbers are different but equivalent. In both cases, the higher the number, the more lightness is reflected into the eye. The lower the number, the less light is reflected into the eye, resulting in a darker image.

An expert in the field states that the maximum legibility is achieved provided that:



- (1) the minimum light reflectance of the paper is 70 percent,
- (2) the ink for the letters has a reflectance
of no more than 1/8 that of the paper, and
- (3) the type size is at least 10 points.

Thus, the use of black or very dark colored ink on lightly tinted paper (which may be thought of as being more appealing and/or more "restful" to the eyes than black on white) is within the limits because there is no significant loss of legibility.

The U.S. National Bureau of Standards suggests, however, that although 70% reflectance of the paper is recommended in the use of black ink on white paper, 75 percent reflectance of the paper is necessary when other than black ink is used on white or tinted paper. Translating this into numbers that can be used in dealing with paper and ink suppliers and manufacturers,

- (1) all black ink should have a maximum of 2.18/ Munsell value equivalent to 3.6% in the GPO luminance scale,
- (2) while paper should have a minimum Munsell value of 8.6/ equivalent to 70.37% on the GPO luminance scale when used with black ink, and
- (3) white or tinted paper should have a Munsell value of 8.9/ equivalent to 76.53% on the GPO luminance scale when used with colored ink. The ink must have no higher or less than a minimum Munsell value of 2.18/ equivalent to 4.61% on the GPO luminance scale.

11. Color Screens and Reversals

Instead of printing a solid image (photograph or drawing) on paper, printers break up a photo image into many dots separated by a white area. This technique, referred to as "screening," has been used, in most cases, in the printing of photographs. The photo to be copied for screening is photographed through a screen of dots, the darker images of the photo activating more dots than the lighter images of the photo. In the printing process, the areas with the most dots to the inch appear to be darker than the areas with fewer or dots at all.

Screening is also used in color ink printing to provide different reflectances or brightness of color, giving the appearance of more than one "shade" of color. Actually, the different shade of the color is a variation of the number of dots being printed per inch. On the other hand, it is the amount of white paper that is unprinted or not inked that gives the reader the feeling of seeing a different shade or color.

Graphic designers will print a darker screened ink lettering (more dots) on a lighter screened ink (less dots) background to provide some color ink contrast. That is how dark green lettering on a light screen can of aerosol seems to have two colors. If there is enough contrast between the screened colors, it may be enough contrast for the visually limited to read. In the final analysis, however, it is the contrast between Munsell values or GPO luminance of the two shades that determines whether there is enough contrast to see the lettering against the background.

Using the recommended reflectance or lightness levels of contrast of one ink (ink) reflectance to eight (paper) reflectance, it seems that, to provide the best contrast, only one shade of ink on a white background or on a light background, or on a light shade of color should be used.

Using the reflectance contrast levels in the rule of one (ink) reflectance to eight (paper background) reflectance, several ink colors of low reflectance can be used by those who like to use color. If the background is a screened color, however, care must be taken to use the same background reflectance as if a high reflectance colored paper were being used. The use of the same color ink in solid or with a heavy

The use of the same color ink in solid or with a heavy screen must still conform to the lower Munsell value or GPO reflectance for colored ink mentioned previously.

One problem in the use of screened inks is in attempting to place reverse reading material (in white) against the lighter screened colored background. There will probably not be enough contrast between the reverse (white) on the lighter screened colored ink. If two shades of the same color are to be used with a reverse in white, it is better to put the reverse into the darker color background area for maximum contrast.

Application of the Guidelines

1. The Washington Post newspaper prints its news in Raytheon (a serif type) in 8.5/9.5 points. The leading of one point is almost adequate, but the 8.5 type size is well short of our 11 point optimum for general reading use (12 point preferred). The Post also prints its classified advertisements, including , the employment want ads, in Techno (a sans-serif type) in 5.5/6 points. Not only is the leading only 1/2 point instead of from 1 to two points needed use with the small type, but the size of type is illegible to all those with limited vision. If those persons with limited vision and senior citizens wanted to find a job or buy a car through the want ads, they can not read them. This could be interpreted as a form of passive discrimination against the visually limited and senior citizens.

Not be outdone, the Washington Star uses a serif type in 9/9.5 points in the general news, a bit larger than the Post, but they also use a sans-serif type in 5/5.25 points in the classified ads. The use of such small type with only .25 point leading line separation presents a problem for persons with even "perfect" vision.

2. The manufacturer of individual packets of a sugar substitute containing a form of saccharine prints "warm red" ink on pink paper. This provides very little contrast for most people, and appears to red "color blind" persons (protanopes) to be gray on gray. The warning about the effects of saccharine are printed in process blue which, to a color deficient person, provides little or no contrast on the pink paper. The warning and the contents of the packages are printed in 2 point sans-serif type, difficult

to read, but legal under the Federal regulations. Rather than suggesting using 2 point type and not even referring the problems of contrasting paper color, if consuming saccharine is really a hazard, perhaps the regulations should suggest using a larger standard warning for saccharine in a particular standard color. This would make the the message more identifiable and more meaningful to the public. This technique is now being recommended in warnings for children against the poisonous effects of cleansers and other household chemicals. A one-inch dark green "yuck" sticker is affixed to warn children of the poisonous effects of the chemicals.

3. The telephone white page directory is printed on 6 or 6 1/2 point sans serif, well below the best range. Those persons with limited vision are forced to call "information" for the desired numbers rather than strain their eyes to read the directory. The telephone company has, without seriously addressing the problem of the senior citizen with limited vision, asked for and received approval for a fee for "extra" use of the telephone number information service.
4. Labeling of the ingredients on containers and packages of food is required under Federal regulations. The labeling is to inform the public what foods and chemicals are in the product, listed in proportion ranking by weight. The regulations insist that the lettering be at least 1/6" in height or an equivalent of 4.5 points. Where limited space does not allow for this size, an exception allows the use of 1/32 inch type or an equivalent of 2.5 points. Neither 4.5 nor 2.5 points is adequate for most people, not to mention persons with limited visual acuity.

5. "No Smoking" signs are printed with black ink on a dark red paper. The red color "blind" (protanope) sees grey on grey. Fortunately "Fire Exit" signs are usually printed with red on a white background.

6. Aerosol containers contain a warning that the container should not be stored in 120 degrees of heat and should not be incinerated. There is a danger of explosion due to the expansion of the gas. One manufacturer in the midwest sells a can of aerosol in a bright white can, and the lettering, including the warning, is in a metallic ink with a chrome or aluminum color. It does provide an exotic appearance. Due to the lack of contrast between the background and the lettering in addition to the high metallic reflectance of the ink, however, most of the information on the can, including the warning, is illegible in ordinary lighting conditions. It is necessary to tilt the can to 45 degrees away from the body to read the label. A reflectance test shows very little or no contrast between the lettering and the background, making legibility very difficult.

The manufacturer distributes a different fragrance with metallic letters printed on a dark blue background. The contrast is much better between the letters and the background, but the high reflectance of the metallic letters still forces one to tilt the can away from the body and to roll the can from side to side to read the message.

7. Automatic traffic signals use a white light bulb to shine through a colored glass lens. The "normal" colors of a traffic signal lens

is thought of as red, yellow, and green. To accommodate the color deficient, an attempt was made to adjust the red, green, and yellow hues. Unfortunately, many color deficient persons see no red when it is "on." These persons use the relative position of the lens that is the brightest to them as a signal to go or to stop. If a community were to change the positions of of the green and red, chaos would occur until the color deficient became familiar with the new positions.

The color deficient might manage traffic lights better, as might most persons, if, instead of using color lenses to control traffic, the signals might be designed to simply light up only one bright white lens to signify that it is time to stop. A caution signal could be simply a blinking white light image.

8. TTY is telephone service for the deaf. It consists of a typewriter keyboard in front of a small visual display window. The TTY connects to a telephone. To use it, a sender types the message with the keys. The message appears on the display window and on the receiver's display window at the same time so both can read the message quickly and easily.

Unfortunately, the simplest and less expensive TTY models display the message in red sans serif type on a dark background. This results in a gray on black image for the red "color blind." Some models may print out in green lettering on a dark background which could also present a problem to the green color "blind."

Other more expensive models print out the message on paper as is done by teletypewriter or by computer. A color deficient deaf person must either face difficulty with the red or green, image type, purchase the more expensive printout model, or do without TTY. Perhaps, a TTY manufacturer

might introduce a red image on a light background or one similar to the LCD watches that produce a dark letter on a light background.

9. Some of the Federal forms are printed with type size that provides many persons with reading problems:

- (1) The Internal Revenue tax reporting form #1040 is printed 8/9. The instructions are printed 8/9 for the first ten pages, then 9 point solid.
- (2) There are many sizes used in the Census reporting form but most of the forms use 9/10 size type.
- (3) The report to the public of Congressional discussions is set for the Federal Register in 9/10 size but is further reduced for printing with a 97% reduction (8.73/9.7).
- (4) A study of the Social Security Insurance benefit application form showed that the type size was too small and the vocabulary in the instructions was unintelligible to a large group of applicants.

It is obvious why many senior citizens seek help from tax services in completion of their tax returns. They cannot read the forms.

Perhaps the Bureau of the Census is not getting some forms returned from those who cannot read the print.

Because of the need to know what is going on in Congress, perhaps the type size in the Federal Register should be reconsidered. The additional expense of using a larger size type may be well worth the cost to the interested public.

Social Security benefit applications must be printed in large enough type and the instructions must be written in easier to understand language.

10. The initial drafts of this discussion were typed on a word processing typewriter. As the keys are touched on the typewriter, an image of the letter typed is displayed on a screen above the keyboard.

Not only is the type on the screen smaller than 11 point, but the image of the letters is in a medium to dark green color against a blackish background. Not only is extensive use of dark green color letter to dark background contrast difficult to work with and tiring to the eyes of a person with "normal" vision, but a green color deficient person would find it very difficult to use the equipment.

There is no information available at present that the manufacturer of the equipment is planning to use a white image on a dark background (which would be a little better for color but no better for size of type) or use a black letter on a white background.

11. The November 1980 issue of the Journal of the American Optometric Association was selected for analysis and evaluation in accordance with these guidelines. It was assumed that any issue would serve as an example of the printing in the magazine.

A four color photo or medium to high reflectance ink was printed on white paper. Contrast between shades of color was minimal. A visually limited person or person with yellowing of the lens could not tell one shade from another

The table of contents was printed in sans-serif type with nice large page numbers to locate the articles. The synopsis of the articles in the table of contents was set in about 8 or 9 points. The best type size recommended in this guideline is 11 or 12 points.

An advertisement for lenses had a black background with nice large reverse type. Instead of a white reverse to provide maximum contrast, the reverse was colored with a dark tan/yellow ink (reducing the contrast.) The text of the advertisement was set in 10 point type. By an unfortunate design specification or by printing the screens out of register (improper printing of the various color negatives), the reverse type was filled with a brownish color (reducing the contrast needed in the reverse. Yellowing of the lens of the eye would certainly restrict readability of the sales message.

The guest editorial was printed with black ink on tan paper. The paper had a low reflectance level, a 7.8/ Munsell value equivalent to 56.4% on the GPO luminance scale. This resulted in very little ink to paper contrast.

The eight pages of editorial content and other information was printed 10/13, one point too much leading for our guidelines. The three points of leading used throughout the magazine, was probably selected to provide legibility. In the pages printed on white, however, this extra space between the lines reduces legibility. Rather than use extra leading or white space, it might have been better to increase the size of type to possible 11/13 or 12/13, providing larger type size, reducing the white space, increasing visibility, and costing nothing extra in the use of paper, ink, and lineage.

An advertisement for contact lens cleaner was quite good, with nice size type and very legible. On the page facing the advertisement, however, the advertiser paid money to include a full page photo of a young lady with a contact lens on her finger tip. The photo was printed on a dark flesh tone color against almost black hair. There was no other contrast on the page. To a person with yellowing of the lens or with opacity of the vitreous, the entire photo would appear black with little or no contrast for the photo image.

An advertisement for an optical examination chair and related examination equipment with a stand contained a photo of the equipment with sans serif type text in a "wrap" or "run around" (irregular line length), thereby reducing the reading speed of the message.

A scattergram (statistical graph) contained information in typewritten explanatory copy reduced to a barely legible 3 or 4 point type.

12. A midwestern producer of air fresheners produces a solid stick standup air freshener in a six inch rectangular plastic case. The name of the product is printed on a piece of paper that peels off the front of the case when the freshener is put into use. The back of the freshener, in this instance, is solid dark blue plastic. There is a message on the dark blue plastic which is a form of explanation of the uses of the product. The printing on the plastic (embossing) is in the same dark blue of the plastic.

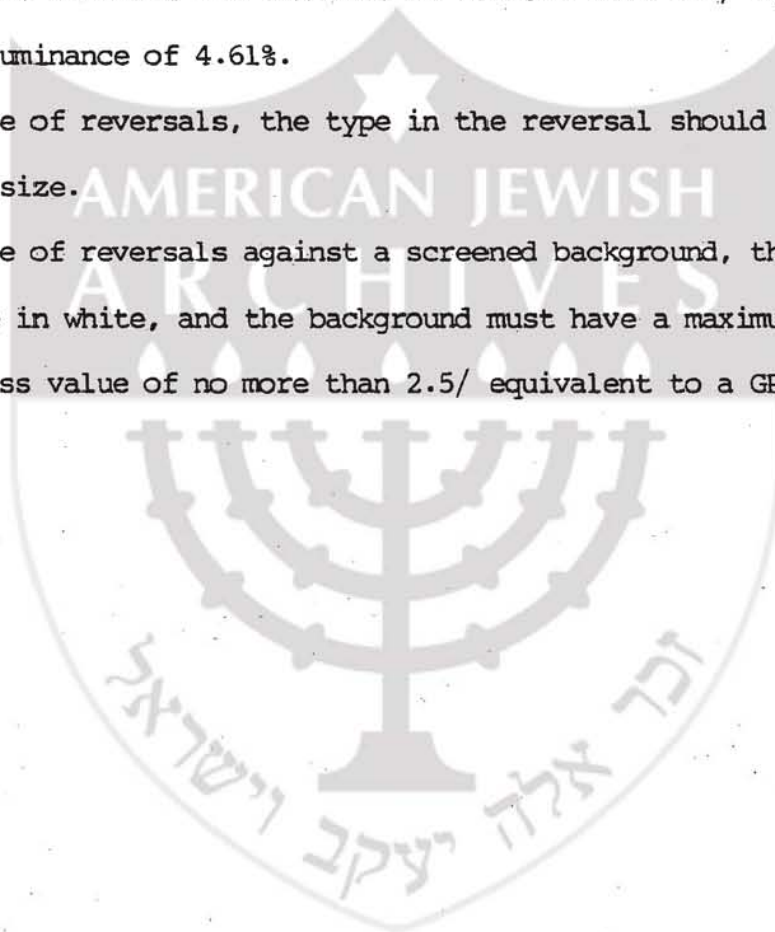
Reading dark blue lettering on dark blue background results in no visual contrast at all.

Suggested Guidelines

1. Serif face type is recommended for general text.
2. Sans-serif type is recommended for captions, headings, and for limited use in small pamphlets.
3. Bold face and italic are to be used sparingly, never in long passages.
4. Avoid the use of all capitals for text.
5. Eleven point type is the best for general printing use.
6. Twelve point type is recommended for reading by those with marginal difficulty in reading (including aging).
7. Fourteen point (minimum) is needed for those persons with seriously impaired vision.
8. Proportional spacing is recommended.
9. Hyphenation at right margins is not encouraged.
10. Two points of leading is recommended for 11 or 12 point type.
11. Four points of leading should never be used.
12. No less than two points of leading should be used with smaller than 11 point type.
13. No more than two points of leading should be used with larger than 12 point type.
14. Line width (length) of 11 or 12 point type should not exceed 42 picas (7 inches) for single column text.
15. In the use of pages with multiple columns, columns should range between 18 to 28 picas wide (3 to 4 1/2 inches).
16. Separations between columns are better with 1/2 pica on each side of a vertical rule(line).
17. Avoid "wrap" and "run around" irregular width lines as a margin.

18. Paragraphs should consist of a few short sentences with either an indent for the first line of the paragraph or a space between paragraphs if block style is used.
19. Inner margins in a text book or in pamphlets of more than 20 pages should be larger than the outer side margins.
20. For general purpose publications, it is suggested that words with less syllables replace those words with many syllables. Words with restricted or limited use definition should be eliminated.
21. Black ink on white paper is preferred.
22. In the use of white paper with black ink, the ink should have have a maximum Munsell lightness value of 2.18/ equivalent to a GPO luminance of 3.6%.
23. In the use of white paper with colored ink, the ink should have a maximum Munsell lightness value of 2.5/ equivalent to a GPO luminance of 4.61%.
24. In the use of colored paper with black ink, the paper should have a minimum Munsell lightness value of 8.6/ equivalent to a GPO luminance of 70.37%. The ink should have a maximum Munsell lightness value of 2.18/ equivalent to a GPO luminance of 3.6%.
25. In the use of colored paper with colored ink, the paper should have a minimum Munsell lightness value of 8.9/ equivalent to a GPO luminance of 76.53%; and the ink should have a maximum Munsell lightness value of 2.5/ equivalent to a GPO luminance of 4.61%.

26. In the use of screened color for background, the minimum Munsell lightness value of the screened color must be 8.9/ equivalent to a GPO luminance of 76.53%.
27. In the use of screened color for background, the maximum Munsell lightness value of the ink must be no more than 2.5/ equivalent to a GPO luminance of 4.61%.
28. In the use of reversals, the type in the reversal should be at 10 point size.
29. In the use of reversals against a screened background, the reversal must be in white, and the background must have a maximum Munsell lightness value of no more than 2.5/ equivalent to a GPO luminance of 4.61%.



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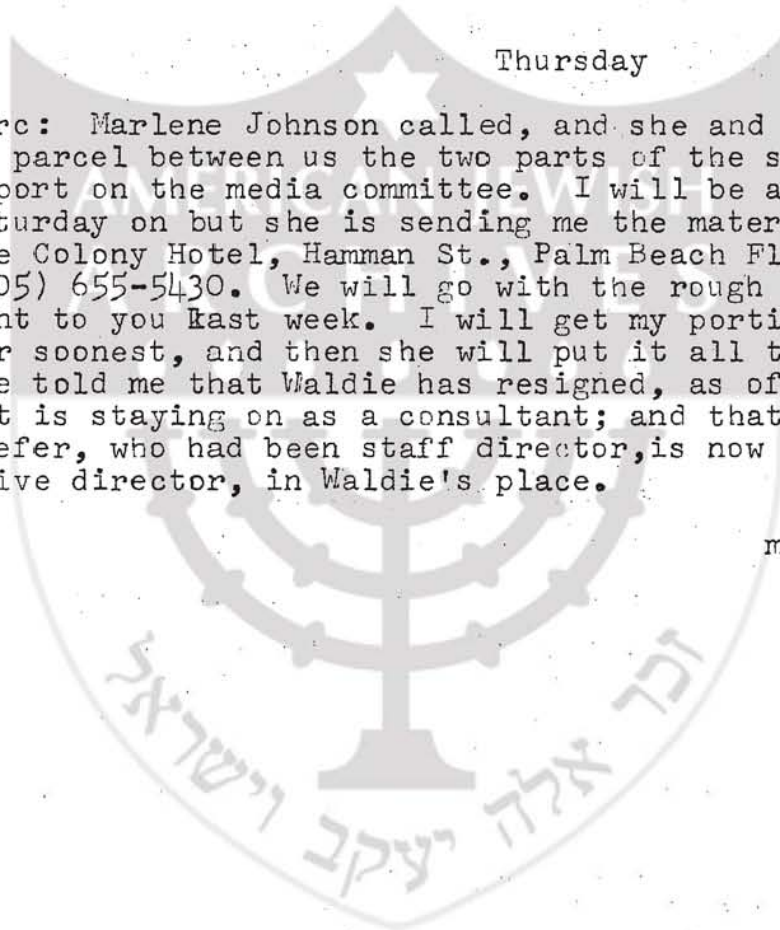
THE AMERICAN JEWISH COMMITTEE

date
to
from
subject

Thursday

Marc: Marlene Johnson called, and she and I agreed to parcel between us the two parts of the short report on the media committee. I will be away from Saturday on but she is sending me the material: to the Colony Hotel, Hamman St., Palm Beach Fla. 33480; (305) 655-5430. We will go with the rough outline I sent to you last week. I will get my portion back to her soonest, and then she will put it all together... She told me that Waldie has resigned, as of Jan. 21, but is staying on as a consultant; and that Dr. Gerald Kiefer, who had been staff director, is now acting executive director, in Waldie's place.

mort.



to: members of the technical committee on media
from: JAmieson

I am, at mArlene's suggestion, addressing a number of my comments about the final draft to the entire committee. aPologies for the typing. If I wait for secretarial time here you won't receive this for three years.

p.31. line 7: To claim that "ageism" and "sexism" are pandemic is overstatement. There has after all been improvement in recent years and we have no evidence of pandemic ageism or sexism .

p. 35. This report has not accepted the evidentiary burden of establishing that older persons are denied jobs in media. They probably are--but we haven't proven it. This page asserts that "various surveys" provide that evidence. If they do, they ought to be cited .

p. 36. I think the suppressed premise on this page is that affirmative action efforts to protect women, minorities and older persons are a recent phenomena.

p. 46. We have not established that media deny older persons jobs on air because appearance is one of the selection criteria. We have not established at younger actors and actresses often are cast as older characters. Since the industry specifically denies both of these claims and since we have no firm evidence to support either one-- I think they ought to be qualified to read "Some leaders of the Aging Rights Movement have charged that..." We could subsequently urge that the charges be examined and evidence gathered to confirm or deny them. (There are data to suggest that Walter Cronkite's success is in part a function of his "avuncular" appearance--a description which suggests that his age may work for him not against him. Note we have not particularized the claim about appearance to specify discrimination against women. Being an older male is in most commercials clearly an advantage. Being an older female is not.)

p.47. The claim that "The older adult is one of the few groups not represented among cable subscribers" seems untrue given the testimony we heard about older persons and cable at our last meeting. They may be underrepresented although we have no firm documentary evidence to establish that claim either.

p. 47. We have no evidence that guidelines for cable franchising are needed or that enforcement powers are inadequate. This statement (last recommendation on p.47.) assumes that cable is not chartered locally. Can't local government give itself enforcement power when it writes the charter?)

p. 48. I'd change the "Must-s" to "ought-s" throughout on the grounds that "must" violates first amendment guarantees.

p. 51. issue 2: we have no evidence that cable companies are refusing to provide the services they promise. In a highly competitive industry subject to re-franchisement at regular intervals--a company would be foolish not to keep its word. Besides, it is contractually bound to do so. If it doesn't, someone ought to sue.

p.51 issue three presupposes an answer. I'd rephrase it to ask "Is there a danger..."

p.51 fourth last issue is not clearly phrased

p.51 second last issue: question could be debated for eternity plus it presupposes an answer. I'd ask: Can cable etc facilitate social interaction among older persons and the delivery of social services to older persons and, if so, what are the most efficient means of doing so, are these means economically feasible and socially desirable?

p. 51 last issue. I assume the statement intends to say , How do older persons secure access to cables already franchised in a given area?

MAR 3 - 1981

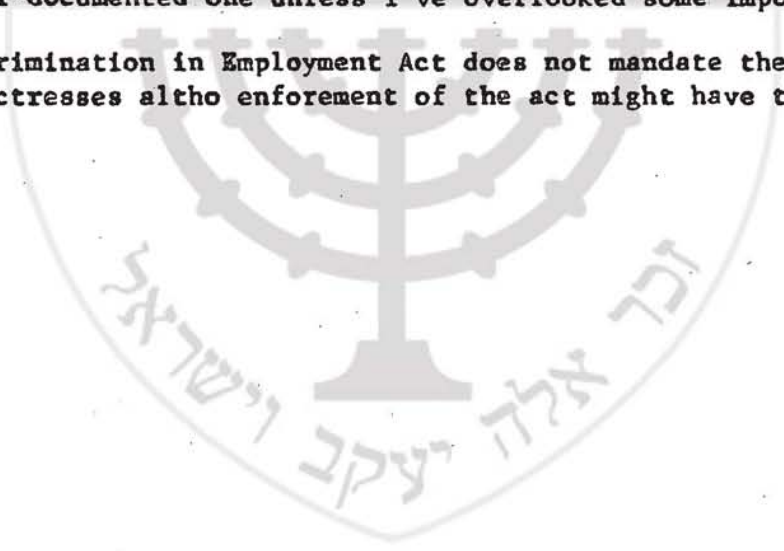
p. 52. last issue. There is no evidence that I know of to say that older persons are more likely than any other age group to view technology as a threat. Indeed, the Dankowski experiment found an eagerness on the part of older persons to explore new technology. I'm afraid that this issue as framed perpetuates the stereotypic assumptions that flexibility and productivity decline with age.

p.53. The FCC says it lacks the authority to do the sort of thing recommended in 2. And in a political environment moving toward deregulation it would be difficult to expand the FCC's mandate. Why not substitute "The US Commission on Civil Rights)(I'm not sure of its exact title--the group Flemming heads)-- There is precedent for that group examining stereotyping--i.e., Window Dressing on the Set.

p. 54 I realize that the Gray Panthers favor the phrase "realistic, attractive and enlightening". Nonetheless I would substitute "realistic, balanced and fair" on the grounds that we do not want to substitute unrealistic positive stereotypes for negative stereotypes and that the programmers do have an obligation to be balanced and fair so we are reminding them of their responsibility not urging new responsibilities on them. Finally--a balanced, fair, realistic presentation will be enlightening--so I don't think that we lose that objective in the reformulation.

p. 57. It is not a "well documented fact" that older persons are faced with discriminatory practices in the media. It may be a fact but at the moment it is not a well-documented one unless I've overlooked some important data.

The Age Discrimination in Employment Act does not mandate the increased use of older actors and actresses altho enforcement of the act might have that effect,



The White House Conference on Aging
Delegate/Observer Information Form

PLEASE PRINT YOUR RESPONSES

GENERAL

A. ALL DELEGATES AND OBSERVERS MUST COMPLETE THIS SECTION,

1. Review your name and mailing address given (in the box) above. If any of the information is incorrect, print the correct information in the space below.

Name _____

Mailing Address _____

_____ (Zip Code)

2. If the above address is not your residence, complete the following:

Home Address _____

_____ (Zip Code)

3. Please indicate by a check (✓) in the appropriate box the form of salutation you prefer.

Dr. Mrs. Ms. Sister

Mr. Miss Rev. Rabbi

Other _____
(specify)

4. Telephone:

Home ()
Area CodeWork ()
Area Code

TTY Number (if applicable) _____

COMMITTEE SELECTION

B. ALL DELEGATES AND OBSERVERS MUST COMPLETE THIS SECTION.

The issues to be considered at the Conference are divided among 14 Committees. They are:

1. Implications for the Economy of an Aging Population
2. Economic Well-Being
3. Older Americans as a Continuing Resource
4. Promotion and Maintenance of Wellness
5. Health Care and Services
6. Options for Long-Term Care
7. Family and Community Support Systems
8. Housing Alternatives
9. Conditions for Continuing Community Participation
10. Educational and Training Opportunities
11. Concerns of Older Women: Growing Number, Special Needs
12. Private Sector Roles, Structures and Opportunities
13. Public Sector Roles and Structures
14. Research

Please review attachment A which describes each committee's jurisdiction prior to completing question 5 below.

5. Every attempt will be made to assign you to one of the three committees you request. Please indicate your preferences below by filling in the appropriate Committee number and name as given above.

	Committee Number	Committee Name
First Choice	_____	_____
Second Choice	_____	_____
Third Choice	_____	_____

MEALS

C. ALL DELEGATES AND OBSERVERS MUST COMPLETE THIS SECTION.

The WHCoA plans to provide meals for all delegates throughout the Conference. Observers and spouses of delegates and observers will be given the opportunity to purchase meal tickets.

6. Meals served during the Conference will consist of basic foods to provide a well-balanced diet. We can, however, arrange for special meals for those individuals with medical or religious dietary restrictions. Do you have any medical or religious dietary restrictions?

No _____ Yes _____

If yes, please specify: _____

ACCOMMODATIONS

D. ALL DELEGATES AND OBSERVERS MUST COMPLETE THIS SECTION.

Because of the large number of Conference participants, the WHCoA has blocked rooms for double occupancy. A limited number of single rooms is available. Please answer the following questions so that we may plan accordingly.

7. Will you require hotel accommodations during the Conference?

_____ No _____ Yes

If no, please continue with Section E.

- a. Do you plan to share a room at the hotel with your spouse? (Please review paragraph 2 on page 4 of the Guidelines.)

_____ No _____ Yes

- b. Do you require a single room? (Please review paragraph 3 page 3 of the Guidelines.)

_____ No _____ Yes

TRAVEL

E. ALL DELEGATES MUST COMPLETE THIS SECTION. ONLY THOSE OBSERVERS WHO WISH TO TRAVEL WITH THE DELEGATES OR WHO WISH ASSISTANCE WITH THEIR TRAVEL ARRANGEMENTS MUST ALSO COMPLETE THIS SECTION. DELEGATES AND OBSERVERS WHO WISH ASSISTANCE FROM US IN MAKING ARRANGEMENTS FOR THEIR SPOUSES MUST COMPLETE QUESTION 11 BELOW.

8. Please provide your date of birth so that we may determine your eligibility for Senior Citizen transportation fares.

Month _____ Day _____ Year _____

9. Most individuals will be scheduled to travel by air. Please provide the name and location of the commercial airport closest to your home:

Name _____

Location _____

Approx. distance (miles) from your home _____

10. If you do not plan to travel by air, how do you prefer to travel to the Conference? Check your answer in the appropriate box and answer the supplementary questions.

a. Private auto

_____ Full size car _____ Compact car

_____ Camper _____ High-top van

_____ Other (specify) _____

Please provide the names of other delegates who will be traveling with you in the private auto.

b. Public transportation

_____ Bus (Includes charter bus plans already discussed by delegation.)

_____ Train

If you need to travel by bus or train as you specified above, please identify the station closest to your home and its location.

Name _____

Location _____

Approx. distance (miles) from your home _____

11. Do you plan to have your spouse accompany you?

_____ No _____ Yes

a. If you do, do you wish us to make his/her travel arrangements similar to yours?

_____ No _____ Yes

_____ Other (specify) _____

b. Please provide the birth date of your spouse if you answered "yes" to the previous question.

_____ Month _____ Day _____ Year

SPECIAL NEEDS

F. ALL DELEGATES AND OBSERVERS WHO HAVE SPECIAL TRANSPORTATION OR ACCOMMODATION REQUIREMENTS MUST COMPLETE THIS SECTION SO THAT, TO THE EXTENT OF AN INDIVIDUAL'S NEEDS, WE CAN MAKE THE NECESSARY ARRANGEMENTS.

This section is important because public transportation follows certain safety regulations regarding the transportation of disabled persons and any equipment which they need.

12. A shuttle bus will be provided to transport Delegates and Observers among the hotels where they will be staying during the Conference.

If you cannot travel in a standard public vehicle, please specify what you require. Otherwise, fill in the blank with "not applicable."

13. Will you be accompanied by a seeing-eye dog?

_____ No

_____ Yes

14. Please check (✓) the items which you use and plan to bring with you:

_____ mechanical wheelchair

_____ electric wheelchair

_____ crutches

_____ walker _____

_____ compressed gas device

_____ respirator _____

_____ other (specify) _____

15. It is difficult to rent suitable equipment you may need. Will you require any special supplies which you cannot bring to the Conference with you (electric wheelchair battery charger, oxygen, etc.)?

_____ No

_____ Yes

If yes, please specify.

16. Please describe any special travel needs you have. (For example, any assistance needed at the airport or other public transportation terminal.)

OTHER NEEDS

G. ONLY THOSE DELEGATES AND OBSERVERS WHO WILL REQUIRE ANY MEDICAL OR PERSONAL ASSISTANCE DURING THE CONFERENCE MUST COMPLETE THIS SECTION.

17. Will you require any scheduled medical assistance during the Conference?

_____ No _____ Yes

If yes, describe fully the type of assistance and whose services you require (nurse, physician, etc.).

18. Will you require any personal assistance (assistance with eating, dressing, etc.)?

_____ No _____ Yes

If yes, please describe.

19. Specify what communication services or specially-prepared materials you require (for example, sign language interpreters).

20. Is there anything else in particular you want us to know about your needs during the Conference?

GUIDELINES FOR COMPLETING QUESTIONNAIRE

Please review the following information prior to completing the questionnaire.

General

The White House Conference on Aging, in accordance with government regulations, will pay the travel and subsistence expenses of official delegates. Official observers are responsible for their own expenses. Spouses of both delegates and observers also are responsible for their own expenses.

Committee Selection

The Conference will do its main work through 14 committees, each of which will be concerned with particular broad issue areas. The enclosed questionnaire permits you to indicate the committee in whose work you wish to participate at the Conference. The list of these 14 committees and some of the key subjects with which they will be concerned are contained in Attachment A. All delegates and observers will serve on only one committee, and, on account of severe space limitations, the committee to which you will be assigned is the only committee whose meeting will recognize your admission pass. We are asking that you indicate your first, second and third committee preferences, since space limitations limit the numbers who will be able to serve on their "first preferred" committee.

Meals

Meals will be arranged for all delegates and observers. Payment for meals for delegates will be made directly to the Conference hotels by the White House Conference on Aging. No reimbursement can be made for meals purchased by the delegates themselves nor can cash be provided in place of meals. Observers and spouses of participants will be given the opportunity to purchase tickets to meals at the same cost the Conference has negotiated with the hotels for the delegate meals.

Delegate Travel

Moshman Associates through its travel agent, McShea Travel, will issue pre-paid tickets to all delegates for all modes of public transport. We cannot reimburse delegates or pay another travel agency or other ticket agent directly.

Itineraries will be arranged so that delegates will arrive at the hotel in sufficient time to prepare for the opening reception in the Exhibit Hall of the Sheraton Washington Hotel at 6:00 p.m. on November 29, 1981. Accordingly, delegates will not have to arrange their own flight times or connections, unless they have exercised an option described on page 4 to waive payment by the WHCoA for their delegate expenses.

McShea Travel is responsible for obtaining the most direct route at the least cost in accordance with Federal government travel regulations. Under these regulations, group fares that are advantageous to the government must be used as much as possible. To accomplish this, we need your cooperation to secure the appropriate number of persons for group travel as defined by an individual airline carrier.

Other group travel arrangements such as chartered buses also must be arranged by Moshman Associates. This will be done in cooperation with the White House Conference Coordinator in each State.

Delegates' Special Travel Requests

Special requests may be considered from delegates wanting to take a circuitous route to the Conference. However, before we can respond to these requests, we must first assemble the travel groups. If we then find that an individual delegate can be accommodated without jeopardizing a group rate, Moshman Associates will make every effort to do so and will contact those delegates. Any additional fare costs for circuitous routing will be the responsibility of the delegate.

Travel for Observers and Spouses of Delegates and Observers

Observers and spouses of delegates and observers who wish to use the services of McShea Travel are invited to do so. However, they may use another travel agency or purchase their tickets directly from the airline, railroad, or their own agents. If you do plan to use McShea Travel for these purposes, we would like to know now so that we can include you in planning our group travel or other discount fares which may be a saving to observers and spouses as well as to the Conference. McShea Travel already has reserved large blocks of space on popular flights to Washington from many of the major gateways across the nation for Sunday, November 29th, in anticipation of the very busy holiday weekend. Accordingly, there may be an advantage to you in working through McShea.

Observers Making Own Travel Plans

Observers making their own travel arrangements are requested to send their itineraries including dates and times of arrival and departure directly to Moshman Associates. This information is needed for arranging your hotel accommodations. Hotel rooms have been reserved by the WHCoA for the nights of November 29 through December 2. As noted below under "Housing", we cannot insure availability of rooms if you plan to arrive earlier than November 29 or depart later than December 3, nor, since observers are paying for their own lodging, can we guarantee that, if such additional lodging becomes available, it will be at the Conference's negotiated rate. However, Moshman Associates will receive requests for additional nights and make whatever arrangements are possible to accommodate you. Moshman Associates is serving as the White House Conference on Aging housing bureau for delegates and observers and, therefore, reservations for the Conference period cannot be made directly by delegates and observers with the two Conference hotels, the Sheraton Washington and the Washington Hilton.

Special Needs

Volunteers will be available during the White House Conference on Aging to help delegates and observers who have special needs. These needs include any disability, health, or other assistance required to allow full participation in the Conference. Therefore, it is important that you give special attention to Section F of the questionnaire. If we have not considered some service that you require, please be sure to include it in your response to the final question. We suggest that you bring with you to the Conference your physician's name and telephone number, should you need to refill a prescription or have a medical problem.

Housing

The White House Conference on Aging has reserved sleeping rooms for double occupancy and a limited number of single rooms at the Sheraton Washington Hotel and at the Washington Hilton Hotel. The White House Conference on Aging will pay the hotel directly at the per person double occupancy rate for delegates. The government cannot pay the housing expenses of delegates who choose to stay elsewhere. Delegates who require a single room will be accommodated within the limitations of availability but must pay up to \$30.00 per day from their own funds depending

upon the hotel in which their committee is scheduled to meet. This additional cost for delegates' lodging in single rooms is the difference between what the White House Conference will pay and the price of the single room. Please keep this in mind when completing Section D.

The White House Conference on Aging has only limited accommodations to house delegates and observers. Therefore, we need to know whether you intend to bring a spouse. If you do and the space will be available, you will be responsible for paying up to \$44.00 per night, the cost of one-half the rate for a double room. On account of space limitations, the White House Conference on Aging cannot accommodate other relatives or friends at the Conference hotels.

Roommate assignments for double occupancy will be coordinated by the White House Conference Coordinator in your State after we have received all completed questionnaires and know the Conference committee in which you will participate and which committees will be meeting at each of the two Conference hotels.

Delegates Desiring to Pay Own Expenses

Some delegates have indicated their desire to participate in the National Conference without the government paying for their travel, meals, and lodging expenses. While the Conference is assuming the responsibility for these expenses for all delegates, the option does exist for delegates, who so desire, to pay all or some of these expenses. We are enclosing a special pink form to be completed by those delegates who wish to waive the payment of their expenses by the government. If you decide to pay for some or all of your expenses, send the signed Waiver Statement along with the completed questionnaire to Moshman Associates in the enclosed postage paid envelope.

Some delegates also have asked for information on how their Conference expenses, if not covered by the government, would be treated for tax deduction purposes. You will find enclosed a copy of a special opinion obtained from the Internal Revenue Service on the tax deductibility provisions on this subject.

WORK PLAN PROPOSAL
FOR THE

TECHNICAL COMMITTEE ON CREATING AN AGE-INTEGRATED
SOCIETY - IMPLICATIONS FOR SPIRITUAL WELL-BEING

AMERICAN JEWISH
ARCHIVES

WHITE HOUSE CONFERENCE ON AGING



I. INTRODUCTION

The White House Conference on Aging has requested that each Technical Committee submit a work plan covering the key areas that it will address, the tasks that will be carried out to address these key areas and the budget necessary to successfully complete the duties of the Committee.

A. KEY AREAS TO BE ADDRESSED BY THE COMMITTEE

As indicated in the report of the Technical Committee Meeting on Spiritual Well-Being of July 24, 1980, the Committee developed three themes:

- A. Religious institutions as providers of formal and informal services.
- B. Religious institutions as architects of the attitudes of society toward the elderly.
- C. The role of religious institutions in meeting the spiritual well-being needs of the elderly.

B. COMMITTEE REPORT

The charge of the Committee is to deliver a final report to the White House Conference on Aging by February 1, 1981. Basically, the report is to include the following elements:

1. Present an objective state-of-the art on spiritual well-being and the elderly, as well as future prospects of our society with regard to this issue area. In the collection, review and analysis of existing research and information, the objective of the Committee might be to examine spiritual well-being in light of the following:
 - a) Changes occurring in the religious sector because of underlying social, economic and political trends.
 - b) how these changes affect the lives of older people; and
 - c) how the presence of large numbers of older people affect religious institutions.
2. Present a detailed analyses of underlying factors that emerge from #1 and identify policy options and alternatives.
3. Identify and make specific recommendations regarding such alternative courses of action available to our society - both public and private - for dealing with the issues.

The specific tasks described in the next section would be conducted consistent with the above approach.

II. PHASES OF THE WORK PLAN

Phase One (August 1 - November 1)

The end product under this phase would be an interim report for the Committee, presenting an overview of the future course of the religious sector in light of a rapidly increasing older population.

Task 1: Develop Basic Information Needs and Resources - This task would involve identifying basic information needs and key sources of information. (to be completed by October 1)

Task 2: Collect and Assemble Information - This task would consist mainly of gathering data and organizing and abstracting existing research. If appropriate, this task might also entail analysis information. (October 1 - 15)

Task 3: Preparation of Phase One Report - This task would involve the distillation and analysis of the information assembled in Task 2 into a report for Committee consideration. (October 15 - November 1)

Option 1: A full Technical Committee Meeting (one day) to review the findings of the Phase I Report and to provide future direction to staff and consultant as to the policy options which the Committee wishes to have researched and analyzed might be appropriate.

Option 2: To mail out a copy of the report to Committee members for review, analysis and comment.

Phase Two (November 1 - December 30)

In this phase the Committee might want to identify and evaluate key policy alternatives addressing the issues and problems evolving out of Phase I.

Task 4: Based on the direction of the Committee, it might also be appropriate for the Consultant and staff to analyze policy options identified by the Committee. The product of these analyses would be reported back to the Committee by way of working papers.

Option: Committee meeting the week of November 17.

Phase Three (December 30 - January 30) Preparation of the Final Report

This phase would result in the development of the Committee's final report which would bring together the elements in Phases I and II.

Task 5: Preparation of Draft Final Report - Based on input from the meeting held in either October or November, the staff/consultants would

Task 5: prepare a draft final report for review by the Committee. A draft
(cont.) final report should be provided to each member of the Committee
at least one week prior to the formal Committee Review Meeting.
(Week of January 5, 1981)

Task 6: Prepare Final Report - This final task would be devoted to incorporating
revisions to the draft report as agreed upon by the Committee
members.

