

Carl Anthony— There are things unrepresented at the bioregional congresses like the phenomenon of "the Frontier of Abandonment" in places like Detroit where patterns exist of a privileged place becoming the victim of throwaway culture. I like the idea of watersheds coming into context here. I'd like to see a closer examination of these places, like West Oakland, in this context of cultural overlays/multiculturalism. Making connections is more important than where the gathering is located and my commitment would involve carving out a specific project.

•MK— Can we each put in a couple hours a month?

PB— There's a need for representing Northern CA interests in a way other than the existing electorate. Shasta Bioregion is a great way to see that force. A different idea of N. CA exists before any ideology like bioregionalism. Sustainability within bioregions a good idea—esp. in light of recession. The idea that the Bay Area is an urban entity unto itself is wrong because it relies on the hinterlands. N. CA has a unique way of expressing itself and a bioregional gathering is a great way to show it. I'll put my weight behind it fully with Planet Drum as a central contact.

***[Everyone agrees that Planet Drum should be the clearinghouse.]

JT— "500 Years" should be the central theme—it is for the planning of the next continental congress.

Richard Gustavson— I agree and think 1000 people is too large for a first time event.

Cal Broomhead— Concrete results will have to wait. Alliance building and the way we operate our processes will be more important.

BC— I need to see this moving towards the political. An important element is for it all to connect spiritually.

Danny Moses (DM)— 1991 may well be the year of war in the Persian Gulf. How it affects the bioregion and articulating a statement about that will be important then.

•MK— Planet Drum will then be in a defining and checking role.

DM— I see a more nodular structure with Planet Drum as a main node, Freeman House as a "Mattole Node," etc. with each putting info into a network.

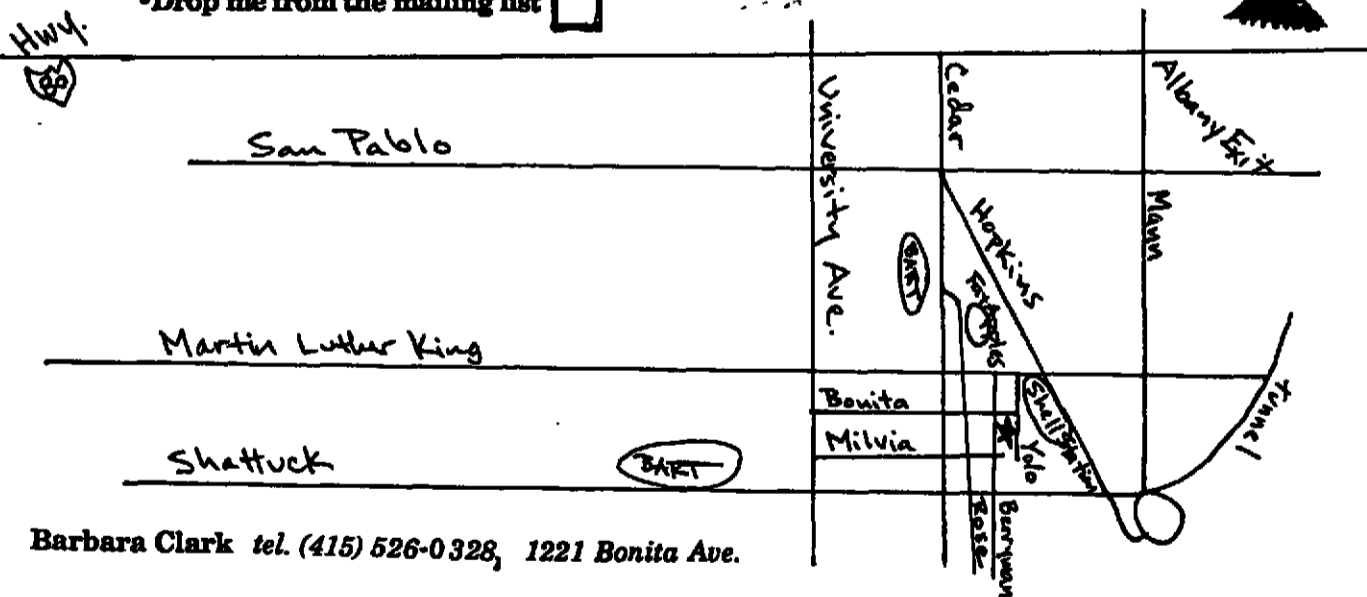
MAdair— More regular meetings could be established with Planet Drum reporting minutes.

JT— Cosponsoring is also an issue. We already have \$200 promised from New Society Publishers in Santa Cruz.

Arthur Monroe — It seems like the gathering should be geared toward structuring a new politics.

Discussion continues and establishes Planet Drum as a informational clearinghouse. The Planet Drum address is PO Box 31251, San Francisco, CA 94131 Shasta Bioregion; tel. (415) 285-6556. The next planning meeting will be on Sunday, January 13th at the home of Barbara Clark in Berkeley @ 4 pm. Her address is 1221 Bonita Ave. (directions enclosed). Attendees should bring recommendations for sites, dates, groups, cosponsorships, foci and themes as well as something edible to share. If you can't make this meeting, let Planet Drum know if you'd still like to continue receiving these mailings. We received \$25 to help with these costs so far— donations for Shasta Bioregional Gathering mailings are welcomed and encouraged to help keep PD above the proverbial waters!

•Keep me on the mailing list •Here's \$_____ for mailings!
•Drop me from the mailing list



Barbara Clark tel. (415) 526-0328, 1221 Bonita Ave.



BOX 31251, SAN FRANCISCO, SHASTA BIOREGION, CA 94131, USA

ADDRESS CORRECTION REQUESTED

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Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702

SHASTA BIOREGIONAL GATHERING

Minutes of the first planning meeting of 12/14/90

Attendees:

*Margo Adair	*Mary Anderson	*Carl Anthony
*Peter Berg	*Cal Broomhead	*Barbara Clark
*Melinda Compolpiando	*John Coveny	*Kurt de Boer
*Crofton Diack	*Marie Dolcini	*John Garn
*Judy Goldhaft	*Richard Gustavson	*Brian Hill
*Freeman House	*Marc Kasky	*Arthur Monroe
*Danny Moses	*Blair Sandler	*Juan-Tomás Rehbock
*George Tukel		

This first planning meeting for a Shasta bioregional gathering was called as the result of several informal meetings held at this past summer's North American Bioregional Congress (NABC) in the Gulf of Maine. Marc Kasky(MK), Director of Fort Mason Center, acted as facilitator. Participants were asked to discuss what they would expect from a Northern California bioregional gathering, how it would be organized and where. The minutes of the discussion were as follows:

John Coveny (JC)— I want the discussion to address what kind of framework could work best for a bioregional gathering.

•MK— There should be agreement on who should plan it.

Mary Anderson — The natural, social, political, cultural entity is the watershed and this is where community awareness comes from. It's like a pyramid... watersheds come together to form a different kind of group. We need better communication and I thought this would be a beginning so all of us could be better equipped. What are the bioregions missing?

Peter Berg (PB)— The coast ranges, central valley and Sierra Nevada.

Crofton Diack (CD)— What about representing urban community districts?

Judy Goldhaft — Planet Drum has never tried to have a meeting like this

PB— It could potentially fill the Cow Palace. Shasta is a very big bioregion.

JC— There are such differences in all the watersheds/bioregions within Northern CA. Should the gathering be designated just for bioregionalists?

Juan-Tomás Rehbock (JT)— To have a gathering in eight months is very short—many of the prime sites are already booked. Outreach in this amount of time for unrepresented areas like Fresno, etc. is not possible, but the urban/rural connection into bioregionalism is important for this first gathering.

MAAnderson— What are people's visions for a gathering?

Barbara Clark (BC)— I've been to events full of workshops and others with open, unstructured time. I'd like it to be a blend.

Margo Adair — The NABCs are a good working model.

Marie Dolcini — I think it's important to emphasize the cultural—especially for this first time gathering when many participants are bioregional but aren't necessarily familiar with the term.

JGoldhaft— Bioregionalists get together in many different ways. The NABC is just one. Some groups publish a journal to do outreach, some get together in councils that make recommendations. Some have committees with things they consense to do, other gatherings are mostly cultural (solstice events/poetry) and some do restoration work. There are single issue groups that also consider themselves bioregionalists (Earth First!).

JC— It should be more a celebration than a gathering.

CD— The word "congress" is too heavy [as in NABC].

PB— Meeting other bioregionalists in the bioregion is the main reason for me.

Blair Sandler— Maybe it should have a Bay Area focus. It wouldn't preclude people from the North from participating. The focus could be smaller. There is a congruence between the political and the geophysical in the 9-county region.

•MK— What are some previous efforts?

JT— Planet Drum's "Listening to the Earth Conference" in 1979 for 3 years up North and there was a yearly bioregional congress in the Siskiyou.

John Garn— I'm intrigued by taking things back to the watersheds—how about a coordinated effort to reach smaller groups? It's important to find pockets where these smaller groups are—they do little gatherings all the time.

Brian Hill— We [a small group] are a life unit, but how do we fit together and identify ourselves as a whole life system and where do we go from there?

•MK— It sounds like people need to know of each other's existence. What does this build towards?

MAdair— So much is happening in 1991 with the marking of the "500 Years of Resistance and Dignity." The bioregional movement is in a position to bring together all the things going on—replenish, create context, celebrate all the things going on—because it's about culture/place. There's too much urban going on—we need more rural.

JC— N. CA's so diverse. It would be great to go to the country. The first gathering could be in the Bay Area and the next in another part of the bioregion.

•MK— It could move around and some group would host it. The idea is to get people working together.

MAAnderson— If we are talking about similar things, we eventually have to come together.

JT— Comments to me seem to be of two different types of interest. One is people doing things in the country that urban folks don't know about so we need networking. The other is that urbanites can learn from how others live bioregionally. But city folks already have too many meetings—urban groups are swamped and in general won't be interested in getting involved with a bioregional gathering unless it's concrete.

4114 Park Blvd.
Palo Alto, CA 94306
March 8, 1985

The Community Memory Project
916 Parker Street
Berkeley, CA 94710

Dear Community Memory:

I thought you might be interested in the enclosed idea, which I am attempting to launch in Palo Alto through the neighborhood associations. It seems like it would be a natural for your kind of service. It could be encoded in spread sheet form with a means of accumulating opinions on the weights attached to the values, and a means of entering scores for evaluating specific projects. Do you have means of providing hardcopy output to your users? Such capability would be almost mandatory to support use of an evaluating tool like the one I'm proposing.

I'm already on your mailing list as the result of my contribution sent earlier this year.

Sincerely,

William H. Cutler

William H. Cutler

"The Palo Alto Way" Project

Palo Alto is endeavoring to define its future. The recent spurt of building, and concerns about housing and traffic, have focussed attention on change and the need to guide it. This is good, but the tools we are attempting to use, such as zoning and traffic regulations and the attendant planning and approval processes, are inadequate.

We rely on zoning regulations because they deal in measurable quantities (heights, coverage ratios, setbacks, parking spaces, and the like) and can be institutionalized readily through legislation. Actually, the supposed objectivity and legal precision are an illusion. The regulations are far too clumsy, coarse, indirect, subject to compromise, and full of loopholes, and therefore are incompetent for the job.

Using these tools is like trying to communicate with a foreigner through a third language neither of us knows very well. I might be able to communicate with a Russian who knows German, but the communication would be limited to getting directions or ordering a meal. Discussion of the beauty of the scenery or foreign policy differences would be impossible.

1. The "language" of zoning regulations is too limited to express the range of issues involved in community development decisions.

People are concerned about the total effect of property development on their everyday environment. We try to control change by enacting regulations which place limits and will, we hope, guide development in favorable directions. These limits, while simple and enforceable, only indirectly reflect the features of the environment which are really important to us.

For instance, I am not directly affected by the precise number of feet of building height or setback, or the precise ratio of floor space to lot area. I am affected by the way the building appears in its setting, and the minutes of delay added to my morning commute by the traffic generated by the development.

When people are forced to translate a complex range of experience values into a much simplified set of rules, much is lost in the translation. Usually, an attempt is made to overspecify in order to compensate for the ineptness of the rules as a means to achieve the desired result. This overspecification cramps the developer and may inadvertently rule out creative alternatives.

The developer then sets out to work within the rules, stretching them to the limits, looking for loopholes, and asking for exceptions, in order to maximize profit within his/her concept of responsibility to the community. The result often bears little resemblance to the intent of the rule makers.

Conflict ensues, in which adherence to the regulations serves more as a barrier than an aid to communication, and the outcome is determined by power politics. The opportunity to find a better solution of benefit to all parties is often lost.

2. Reliance on regulations and approval processes creates an illusion of objectivity where none exists. To operate under illusion is to guarantee failure. We are dealing with issues of value and taste which are inherently subjective. We need a decision tool which supports a subjective decision process.

Fortunately, methods are available which provide a rational, orderly framework for achieving consensus on subjective issues. The essence of this process is to establish agreement on a value system of general applicability prior to and independently of any particular development proposal. This value system must be able to:

1. Identify and describe those attributes of our community which we value (peace and security of neighborhoods, access to needed services, convenience of travel, aesthetics, preservation of heritage, etc.)
2. Assign a weight to each attribute expressing its relative importance (arrived at subjectively).

Once established, the value system can be used to evaluate development proposals and even point to developments which ought to be proposed. The evaluation proceeds by scoring the proposed development on its ability to provide each of the desired attributes, and then adding up the weighted scores. While this appears objective, in reality it is not, because the identification of attributes, their weighting, and the scoring of the proposal are all subjective processes. The effectiveness of this process is in its power to untangle the confusion of a myriad of conflicting values by bringing them each into the open one by one, and providing a memory of the decisions made regarding each.

The residents of Palo Alto's neighborhoods need a tool like this to become more effective in the city planning process. We usually find ourselves in a defensive position regarding efforts to change the city, making spot objection to specific projects. Behind the objection is a value system, unstated but implicit in the stand we take. By clearly stating the value system, we:

1. Establish credibility and clout by having a recognized, consistent, and respected basis for the objection we raise.
2. Take a positive, creative position leading to proposals for development and other changes which enhance rather than degrade the city, by using the value system as criteria for examining the city as it exists and identifying its shortcomings.

"The Palo Alto Way" Project is a proposal to develop such a value system for the city, or rather, to develop an integrated set of value systems reflecting the unique characters of the various regions of the city. This value system would exist as an informal and ever-changing document, probably having several versions in circulation at any one time. It would be "owned" and maintained by the people as a grass-roots project, with inputs made freely by individuals and community groups. Local press, cable TV, and personal computer networks might publish and circulate updated versions. It would have no legal status, but could not be ignored by developers and city officials since it would be the most complete and current expression of the desires of the populace. A proposed development project which scored high should be assured of approval, and low-scoring projects could expect to succeed only with significant modification.

I would not expect a single value system to emerge for the entire city. There will be areas of unanimity (if we dig deeply enough I believe we will find these wider than many might expect), but there will be differences as well. Differences will exist from neighborhood to neighborhood, and among various interest groups. Where differences exist (e. g. between commercial areas and the adjoining residential areas), a clear statement of the values on each side provides grounds for mutual trust and respect, and a basis for negotiations.

To get the ball rolling, I have drafted a first cut at a value system, which is admittedly my own perception of the values held by residents of the Charleston-Meadow neighborhood. I am soliciting feedback from the residents of

the neighborhood which, as time permits, I will integrate into an updated version of the document. Please expand upon the list I've made by adding attributes that I've overlooked. Separate out distinct attributes that I may have lumped together, or combine items that I've separated where no separation actually exists. Within each attribute, suggest sub-attributes to clarify or expand upon the theme. Readjust the weights.

I would hope that other neighborhoods and interest groups would follow our lead and prepare their own versions of a community value system. The Palo Alto Weekly might pick up on the project by publishing the results, highlighting the values held in common and contrasting the differences among neighborhoods and interest groups.

Some ground rules for constructing value systems are in order.

1. Any person or group has the right to express sincerely held values. Where these differ from the consensus, they should be included as a minority view (this is how change is initiated). Conversely, no one has the right to object to or denigrate the values of others, but may attempt through logical argument to persuade others to alter their views.
2. Values are abstract qualities (see the attached list for examples), not specific types of development which someone may wish to advocate or oppose.
3. The selection of attributes and their relative weighting are to be supported on the basis of:
 - a. Benefit to individuals living or working within Palo Alto, each individual given equal worth.
 - b. Responsibility of the City of Palo Alto to surrounding communities, the region, the State, and the Nation.
4. Justifications should be traceable to the root value system of our society (it would be interesting to explore how much consensus exists regarding that).

The weights I've proposed for the attributes in the list which follows were allocated by first dividing the listed attributes into three groups, relating to the individual, society, and the physical environment. I considered each of these to be of equal importance, and assigned each a total of 100 weighting points. The attributes within each group were then assigned a portion of the 100 points according to the

relative importance I saw for each within its group.

THE PALO ALTO WAY

Charleston-Meadow Subset

William H. Cutler October, 1984

The following is a list of attributes or qualities to be used as criteria for evaluating the merit of proposed developments or other measures which would affect the quality of life in Palo Alto. The evaluation is accomplished through a weighted scoring process.

1. For each attribute listed, score the proposal on a scale of -10 to 10. A score of 10 means the proposal fulfills that attribute to the highest possible degree. A score of 0 means "neutral" or "no impact", and -10 means that maximum detriment will occur.
2. For each attribute, multiply the score for that attribute (from step 1. above) by the weight for that attribute, to obtain the weighted score.
3. Sum the weighted scores to obtain the overall score for the proposal. The preferred alternative is the one with the highest score. In cases where a single alternative is being evaluated, it should be compared with the alternative of simply doing nothing.

This process sometimes leads to a result which is not satisfactory, which does not feel right. In other words, the wrong alternative comes out on top. When this occurs, re-evaluate the scoring or readjust the weights until the result does feel right. This is not cheating. It is simply a matter of making the subjective choices out in the open where everyone can share in them.

The following are the community attributes held to be desirable by residents of the Charleston-Meadow neighborhood.

JUSTICE AND EQUITY (weight: 20)

All groups and interests within the community must be treated fairly, regardless of size, geographical location, economic and political power, or ideology.

Both benefits and burdens associated with community development must be allocated in equal proportion to those affected. Where benefits, either financial or improvement in quality of life, accrue to one group, the associated burdens

of cost, traffic, crowding, or other deterioration of the amenities, should be borne by the same group, and not by those who are excluded from the benefits.

The rights of minorities must be protected while at the same time minorities must not block measures which are for the general good. Balance must be maintained between the importance of the individual and the collective.

As many people as possible, of all economic and ethnic groups, should be able to enjoy the benefits of residence in Palo Alto, to the extent possible without causing deterioration of those benefits through population pressure.

POSITIVE SOCIAL CONTACT AMONG A DIVERSITY OF ETHNIC, ECONOMIC, CULTURAL, VOCATIONAL, AND AGE GROUPS (weight: 20)

A socially diverse and interactive community strengthens its members by providing support and stimulating them to broaden, while strengthening the community through increased flexibility, adaptability, exchange of ideas, and practice in reaching mutual understanding.

PRESERVATION OF COMMUNITY HERITAGE (Weight: 20)

The heritage of a community is embodied in its architecture, its institutions and customs, and the character of its neighborhoods. Preservation and enhancement of this heritage maintains a sense of rootedness and belonging which is a source of strength to the residents. The old has an authenticity which is lacking in the new no matter how well thought out, charming, or efficient the new may be. Conversely, the new is the source of added richness for the heritage of the future.

CONTINUED LEARNING AND CULTURAL DEVELOPMENT FOR ALL RESIDENTS (Weight: 20)

Opportunities to improve skills, acquire knowledge, and broaden culturally must be provided to residents of all ages and interests. The physical, intellectual, cultural, and spiritual development of the citizens is the foundation of all desirable attributes of the community, and the source of the community's contribution to the surrounding world.

(This community attribute needs expansion to provide criteria for decisions regarding the educational system (from

pre-school through K-12 to junior college, college, and adult levels), libraries, art and theatre, sciences, crafts and vocations. What are the roles of municipal and state government, non-profit, and commercial entities? What are our criteria for managing school closures?)

CITIZEN PARTICIPATION IN CIVIC AFFAIRS (Weight: 20)

Encourage residents to participate in local government, civic, and social action groups. The benefits are obvious.

PROVIDE NEEDED TRANSPORTATION AT MINIMUM COST, TIME USED, AND STRESS (Weight: 20)

Transportation of people, goods, and information is absolutely necessary but, with the exception of minor recreational value, transportation as such is entirely a burden on the community. The amount of transportation activity must be reduced to a minimum, and for that irreducible minimum, the dollar cost, energy consumption, time used, personal stress, pollution, noise, and land use must be minimized.

ACCESS TO COMMUNICATION MEDIA (Weight: 15)

Information is becoming exceedingly important. Individuals, and commercial, civic, and social groups, acting as both originators and receivers, require the support of communications networks of print and electronic media for exchange of messages, dissemination of ideas, and access to data.

CONVENIENT ACCESS TO GOODS, SERVICES, AND ACTIVITIES (Weight: 20)

In our complex and highly interdependent society, individuals and groups cannot function at their highest without access to goods, services, and activities provided by others. Convenience, diversity, completeness, and personal care in delivery must be maximized in shopping, restaurants, service establishments, entertainment, recreation, and education.

CONVENIENT ACCESS TO MEANS OF LIVELIHOOD (Weight: 20)

The community must provide ready access to a diversity of jobs and careers suited to the capabilities and desires of

the full range of its residents.

HEALTH AND FITNESS (Weight: 15)

The community benefits from supporting the health and fitness of residents of all ages through the increased productivity and reduction in the burden of caring for those of reduced capability.

SELF-RELIANCE OF RESIDENTS (Weight: 10)

By empowering residents to become self-reliant, the community improves its sense of collective well-being and reduces the burden of caring for the dependent.

AESTHETICS (Weight: 15)

The aesthetics of the urban environment are an important factor contributing to the economic strength of the community, and the functioning and well-being of the residents. Aspects of aesthetics are: harmonious landscaping, architecture, and urban layout; maintenance of property in a clean and well cared-for condition; and screening of unsightly equipment or commercial operations.

NEIGHBORHOOD PEACE AND SECURITY (Weight: 20)

The peace and security of neighborhoods is of fundamental importance. Privacy and the absence of stress from intrusion (actual or anticipated) are necessary for the well-being and optimal functioning of the residents. This requires the absence of obtrusive noise, strangers, through traffic, and non-resident parking, and protection from crime, drug use, and public drunkenness.

UNOBSTRUCTED VIEW OF HILLS AND SKY (Weight: 15)

A sense of spaciousness and access to light, air, and the natural beauty of the hills support personal well-being and good functioning of residents and workers.

CONSERVATION OF RESOURCES (Weight: 15)

Conservation of resources is a value of benefit on a regional and national scale, in which our community should continue

its pathfinding role. We will reap environmental and economic benefits, and also benefit from our reputation of leadership. Elements of conservation include recycling and refurbishment, efficiency improvement in residential and commercial energy use, higher energy efficiency in transportation through fewer and shorter trips using more efficient vehicles or alternative transportation modes, reclamation of energy from the non-recyclable portion of the waste stream, use of renewable resources, and substitution of non-resource-consuming modes to accomplish needed functions.

POLLUTION CONTROL (Weight: 15)

Pollution is entirely detrimental to society. It is usually the side effect of some profitable activity, the burden falling on a segment of society which has little or no share in the profit. The pollution sources of major concern in our community include waste and toxic materials, and vehicle exhausts.

PRESERVATION AND EXPANSION OF NATURAL HABITATS (Weight: 20)

Our wetland, riparian, meadow, and hillside environments are prolific renewers of our planet's life support systems, are places for relaxation, contemplation, and spiritual renewal, are educational resources for learning from natural processes which we can apply both to specific areas in management of human activity and as a metaphor to guide our lives, are unique and irreplaceable natural works of art, and are a source of peace of mind just knowing they are there.

entered in CM

9/4/90

Public Interest Clearinghouse

Correspondence: 200 McAllister Street, San Francisco, California 94102-4978
Location: 110 McAllister Street, 2nd Floor, San Francisco

(415) 565-4695

August 30, 1990

Dear Friends:

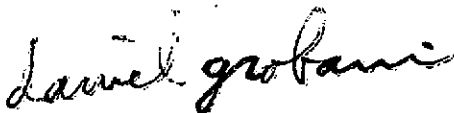
As a result of a grant we have received from the Telecommunication Education Trust of the California Public Utilities Commission, the Computer Project of the Public Interest Clearinghouse is looking to hire a Telecommunication Trainer/Computer Support person.

I have enclosed a copy of the job announcement for this position, and would greatly appreciate if you would post, circulate and/or publish this information. We are accepting applications from now until the position is filled. We particularly appreciate your efforts to let women, people of color, elderly persons, and persons with disabilities know of this employment opportunity.

You should know that the Clearinghouse can help your organization when you have a staff position to fill. We can publicize your jobs in our biweekly Public Interest Employment Report, which lists openings in legal services programs and other nonprofit organizations. There is no charge to list a job -- just mail your job announcements to us at 200 McAllister, San Francisco, CA 94102.

Please call if you have any questions about our services or this position. And thanks for helping us fill it!

Best wishes,



daniel grobani
Public Interest Computer Project

BOARD OF DIRECTORS

Affiliation listed for identification only

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TELECOMMUNICATION TRAINER/COMPUTER SUPPORT
Public Interest Clearinghouse (San Francisco)

The Public Interest Clearinghouse is a legal services support center that publishes the Public Interest Employment Report, trains law students to pursue careers in the public interest, provides coordination of legal services programs on the West Coast, and assists legal services programs in making effective use of microcomputers. The Clearinghouse currently employs eight part and full time staff.

Under the supervision of the Computer Project Coordinator, and working directly with a statewide Advisory Group, the Telecommunication Trainer will be responsible for designing and implementing telecommunication training for legal services programs throughout California. This project, made possible by a grant from the Telecommunication Education Trust, includes conducting needs assessments, developing a telecommunication manual for legal services, researching options and costs, developing a training design, and offering trainings and workshops throughout the state. In addition, this person will offer follow-up technical assistance, expand a network of volunteer consultants, provide some in-house computer assistance, and otherwise provide computer-related support to legal services programs in California. This is initially a one-year position with the possibility that it will be extended.

Requirements: Demonstrated commitment to working in the public interest; good working knowledge of and three years experience with personal computers; computer training experience and ability; excellent written and oral communication skills. Prefer specific experience with telecommunications and on-line information services, experience with nonprofits, and experience working in a legal environment. Equal opportunity/affirmative action employer. Women, people of color, elderly persons, and people with disabilities encouraged to apply.

Salary: \$24,000 + depending on experience.

To apply: Send resume and letter to:

Telecommunications Search Committee
Public Interest Clearinghouse
200 McAllister Street
San Francisco, CA 94102-4978

For more information, call 415/565-4695.



*Public Interest
Clearinghouse*

**a report on our first ten years:
1979-1989**

our board of directors

Dean Florian Bartosic

Florian Bartosic, Dean of U.C. Davis School of Law, has served on our Board since 1988. An expert in labor relations law, Bart served as counsel to the International Brotherhood of Teamsters for over a decade, and has held several teaching positions at law schools throughout the country. He is a member of the American Bar Association Section on Labor and Employment Law and the ABA Section on Legal Education.

Andrew Michael

Andy Michael, our student representative on the Board, will graduate from Hastings College of the Law in May, 1990. His areas of interest include whistleblower protection, environmental, employment, and election law. While in law school, he interned with the Christie Institute in San Francisco and was a summer law associate with the Government Accountability Project in Washington, D.C.

Jose Padilla

Jose Padilla, our Board Chair, has been Executive Director of California Rural Legal Assistance since 1984. He is also a member of the California/Nevada Project Directors Association Executive Committee, and is involved with the Hispanic Legislative Caucus Network, the California La Raza Lawyers Association, and the Northern California Community Loan Fund. He was a founding member of the Pesticide Education and Training Center in San Francisco.

Dean Frank T. Read

Tom Read, who joined the Board in 1988, is Dean of Hastings College of the Law in San Francisco. After beginning his career in private practice, Tom served as dean at several law schools throughout the country during the last decade before coming to Hastings in 1988. He is a member of the Board of Trustees of the Law School Admission Council, and is also active in the American Bar Association Section on Legal Education and in the Association of American Law Schools.

Lois Salisbury

Lois Salisbury has served on our Board since 1984. She is Managing Attorney at Public Advocates, Inc., in San Francisco, where she has developed expertise in low-income consumer issues, health and employment discrimination, and other areas of public interest law. She serves on the Board of Health Access, the Mayor's Task Force on the Commission on the Status of Women, and the Governor's AB 350 Task Force on developing statewide universal health coverage.

Dean Gerald F. Uelmen

Jerry Uelmen, Dean of Santa Clara University School of Law, has served on our Board since 1986. He is vice president of the California Academy of Appellate Lawyers, and served as president of California Attorneys for Criminal Justice. Jerry has written extensively on the California Supreme Court, and co-authored the 1987 best-selling *Disorderly Conduct*, a collection of humorous happenings in courtrooms.

Joan Messing Graff

Joan Graff, who joined our Board in 1984, has been Executive Director of the Employment Law Center in San Francisco since 1981. She also served on the Board of the Bar Association of San Francisco. Joan has extensive experience in employment law, in particular sex discrimination, and was co-founder of Equal Rights Advocates, one of the first law firms in the nation dedicated to legal issues affecting women.

Bea Moulton

Bea Moulton joined the Board in 1985 and served as Chair from 1988-90. She is a Professor of Law at Hastings, where she teaches lawyering skills and is developing a new clinical program. Bea previously practiced law with the Western Center on Law and Poverty and was Supervising Attorney in the clinical program at Harvard. She also directed training for the Legal Services Corporation in Washington, D.C.

Dean Anthony Pagano

Tony Pagano, who joined the Board of the Clearinghouse in 1988, is Dean of San Francisco's Golden Gate University School of Law. Tony practiced law in San Francisco for five years at Morrison & Foerster and Crown Zellerbach before joining the Golden Gate law faculty in 1970. He has taught as visiting professor of law at the University of San Francisco, the University of San Diego, and the University of Idaho.

Charles F. Robinson

Charlie Robinson is a partner with the San Francisco law firm of Heller, Ehrman, White & McAuliffe, where he specializes in commercial litigation. He joined our Board in 1989. He is a member of the Committee on Minority Employment of the Bar Association of San Francisco, and also serves on the Board of La Raza Centro Legal and the Northern California Steering Committee of the NAACP Legal Defense Fund.

Robert A. Thompson

Bob Thompson, who joined our Board in 1984, is a partner with the San Francisco law firm of Pettit & Martin, specializing in real estate law. Bob is active with several bar associations and serves on the Boards of Legal Aid Society of San Francisco, Youth Law Center, Chinese Community Housing Corporation, and San Francisco Lawyers' Committee for Urban Affairs. He is a frequent lecturer for California Continuing Education of the Bar.

Wayne Woody

Wayne Woody, who has served on our Board since 1981, is a professor at Hastings College of the Law, and served as Academic Dean at Hastings from 1981-85. He also serves on the Board of Directors of the South of Market Child Development Center. Wayne worked for a private law firm in New Orleans before entering academia.

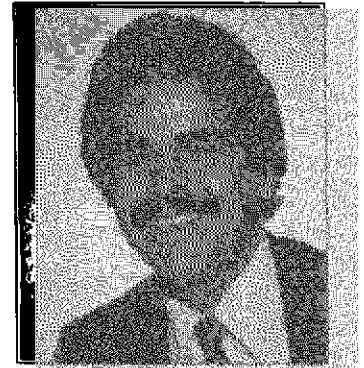
report from the board chair

It is with great pleasure that I took up the role of Chair of the Clearinghouse Board of Directors, following such dedicated people as Joan Graff, Doug Young, and Bea Moulton. I have a strong sense that, through this position, I will fulfill a responsibility to do my part in furthering the goals of the legal services community at large.

In the past decade, I've witnessed retrenchment throughout the legal services community — yet the decade has been a period of consistent growth for the Clearinghouse. I believe the success indicates that a community need is being met, particularly the inter-program sharing and communication that allows us to become cohesive and to form an authentic "community."

The Clearinghouse has come to serve as a nerve center for the legal services provider, and the Board is proud of the accomplishments made possible by a very skilled, dedicated staff. The Public Interest Law Program, which ensures the continued commitment of new lawyers to careers in public service; the Placement Service, which is one of the few services designed for the public interest community; the development of a national telecommunication system for legal services — these are all accomplishments of which we can be proud.

While we are reflecting on the past decade of achievement, it is also critical to look forward and strengthen our determination to "do justice", a resolve without which we cannot successfully meet the many more trials that lie ahead. I am confident that the Clearinghouse will assist us to maintain that sense of union that will, in the end, help the legal services provider community create the more just society it seeks. Adelante y hacia la luz.



Jose Padilla
1990-91
Board Chair

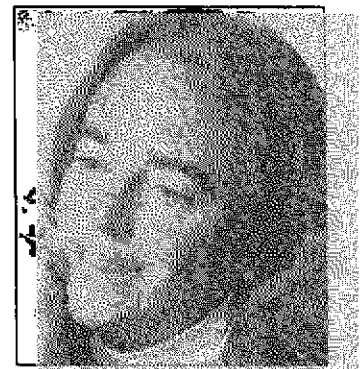
report from the executive director

In the early 1980's, it was hard to maintain faith that the Public Interest Clearinghouse could ever be as large, stable, or well-known as it is today. During our first few years, we waited for the mail each day, hoping that we would receive enough \$10 directory orders or \$15 placement subscriptions to cover payroll. But the staff and board maintained a belief in our mission — to build a strong, well-coordinated legal services/public interest community providing more effective and efficient legal services to the poor and under-represented.

That perseverance has paid off. The Clearinghouse today is a vital institution, serving as a central source of information and support for our many constituents. As the pages of this 10th Anniversary Report will attest, our many projects have come a long way. For the 300 students in the Public Interest Law Program, and the 350 subscribers to our employment service, and the thousands of staff members of legal services offices on the West Coast, the Clearinghouse is the place to turn for job listings, computer technical assistance, and management training — and for help with the questions that no one else knows how to answer.

There are many people who deserve credit for our success: law students who volunteered on numerous projects over the years, Board members who devoted time and energy to planning and development, and legal services project directors and staff members who worked closely with us every step of the way. And finally, I must acknowledge the many dedicated, talented staff members who have served the Clearinghouse during the first decade. Their diligence and creativity have made us what we are today.

We look forward to the next decade of building the public interest community and helping to strengthen and expand legal services to the poor. If we accomplish as much in the next decade as we did in the last, we'll have much to be proud of.



Mary C. Viviano
Executive Director

our mission

In some U.S. cities, there is only one poverty lawyer for every 13,000 poor people. It is thus vitally important that advocates be able to provide legal services to the poor as efficiently and effectively as possible. Toward this end, the Public Interest Clearinghouse functions as a support center for legal services programs and other advocates for the poor in California, Nevada and the Pacific Northwest, helping poverty law advocates share information, materials and expertise. Our support services focus on four distinct areas of assistance: the Public Interest Law Program, the Coordination Project, the Public Interest Employment Service, and our Computer Projects. Each of these projects is described in detail on the following pages.

the public interest employment service

Linking Public Interest Employers and Job-Seekers Since 1981

Until the early 1980's, the West Coast's vital public interest community had no centralized forum through which to publicize job opportunities in legal services and other public interest organizations. The Clearinghouse established the Public Interest Employment Service in 1981 to meet this need. Since its inception, the Employment Service has helped hundreds of dedicated, highly-qualified public interest job-seekers link up with like-minded employers. Our services include:

- The bi-weekly **Public Interest Employment Report** lists over 80 job openings per issue for both attorneys and administrative staff. To ensure that the **Employment Report** is accessible to as wide a variety of public interest employers and job-seekers as possible, we do not charge employers for listing jobs, and ask only a nominal fee from subscribers. Over 250 individuals and 75 colleges and other institutions currently subscribe.
- **The Career Resource Center**, open to the public, houses a collection of job announcements, organizational directories, career guides, informational files, and other career development tools. Project Coordinator Jessica Manly Bucciarelli provides orientations and assistance to hundreds of job seekers each year.
- **Recruitment advice** is provided on an ongoing basis to legal services programs. Staff members also participate in several local and national career fairs each year, and are active with the National Association for Law Placement and the National Association for Public Interest Law.

In addition to our ongoing activities, we are currently working to strengthen our ties with other career resource centers in the Bay Area and throughout the country, with the goal of collectively serving the legal services and public interest communities as thoroughly and effectively as possible.

*“Your listings
helped me
broaden my
job search
beyond
the more
traditional
avenues.”*

*—Maureen Parton,
Successful Job-Seeker*

Jessica Manly Bucciarelli, Project Coordinator

Jessica Manly Bucciarelli joined the Clearinghouse in July 1989, shortly after graduating with honors from Oberlin College in Ohio with a degree in Women's Studies and English. Before coming to the Clearinghouse, Jessica worked as an Upward Bound counselor, journalism instructor, administrative assistant, peer writing tutor, and research assistant, all of which have given her the breadth of experience needed to coordinate our placement services.

the coordination project

Centralizing Management Resources and Information

Over 130 nonprofits on the West Coast provide legal services to the poor. Working in conjunction with entities such as the Legal Services Section of the State Bar of California, the Legal Assistance Association of California, and Project Directors Associations, the Clearinghouse plays a leading role in planning for the long-term stability and effectiveness of these programs.

We developed the Coordination Project to provide support for legal services, with the goal of making their administrative and managerial systems as effective as possible. By enabling programs to share information and expertise, we help avoid unnecessary duplication of effort so that programs can better serve their clients.

Funding for the Coordination Project comes from two major sources: a contract with the LSC Project Directors Association, funded with a subgrant of funds from the Legal Services Corporation; and an annual support center grant from the Legal Services Trust Fund of the State Bar of California. The Project priorities, recommended by an Advisory Group, include:

- A bi-monthly **Legal Services Bulletin** reporting on developments affecting legal services, including Trust Fund activities, new LSC regulations, staff changes, recruitment and management tips, and resource recommendations. Distributed to over 300 offices throughout the West Coast, it is relied upon as a timely source of relevant information within the legal services community.
- A monthly **Legal Services Events Calendar** listing meetings, conferences, fundraising dinners, trainings, and other events.
- **Trust Fund Liaison** activities, helping to provide field input to the Trust Fund on policy and administrative issues, and offering technical assistance to legal services programs on all aspects of Trust Fund regulations, monitoring, and compliance.
- **Coordination of Project Director and Litigation Director meetings**, including both substantive design and logistical arrangements for six meetings a year, at which directors share information, ideas, strategies, and materials.
- **Management Materials, Technical Assistance and Referrals** on all aspects of operating a legal services program, including personnel manuals, salary scales, evaluation forms, employee benefits, recruitment and fundraising.
- **Preparation of Manuals** for legal services programs, such as the Compliance Manual and Connect Kit (described on page 9).

“I get stacks and stacks of mail, but the Legal Services Bulletin is the one publication I read cover to cover.”

*—Kathy Krause,
Legal Aid Foundation
of Los Angeles*

Mary Coffman Viviano, Executive Director

Mary Viviano, the Clearinghouse's director since 1980, has become a central figure within the legal services community. She is an advisor to the Executive Committee of the State Bar Legal Services Section, and serves on its Standing Committee on Legal Services to the Poor. She is on the State Bar's Blue Ribbon Task Force on Loan Forgiveness, and is also a member of the Board of Directors of the Bar Association of San Francisco, serving on advisory boards for both its Voluntary Legal Services Project and the Homeless Advocacy Project. For eight years she served on the Board of the San Francisco Neighborhood Legal Assistance Foundation, and is past president of the Legal Assistance Association of California. Mary graduated from the University of Michigan Law School in 1977 and worked with the firm of Lillick, McHose & Charles before joining the Clearinghouse. She was a founder of the Human Rights Association in Ann Arbor, Michigan, and served as Assistant Grievance Officer for the City of Ann Arbor.

Mariana Talbot, Administrative Assistant

Mariana, who joined the staff in 1989, works on the Coordination Project; produces newsletters, flyers and other documents on the Clearinghouse's in-house desktop publishing system; and is involved with other projects such as fundraising and event coordination. Prior to coming to the Clearinghouse, she was a Coro Fellow in Public Affairs, and also has several years experience as a journalist, specializing in poverty issues. A graduate of Mills College, in 1982 Mariana helped found an organization devoted to providing counseling, information and referrals to pregnant teens.

the computer project

Using High Technology to Pursue High Ideals

With a collective national caseload of more than one million clients per year, poverty lawyers have long been eager to tap the powerful time-saving capabilities of computer technology. The Clearinghouse developed the Computer Project in 1985 to help legal aid programs use their computers to better serve the poor. The results have been phenomenal. In the five years since its inception, this innovative project has become a nationally-recognized model. Our services include:

- **The Public Interest Computer Users Group.** The Computer Users Group brings together new and experienced users from throughout the legal services community to exchange ideas, resolve problems and offer mutual support. The Clearinghouse regularly holds meetings, on topics ranging from word processing and case management, to accounting and desktop publishing. To date, more than 250 legal services staff members from some 80 public interest law offices have benefitted from this unique opportunity to exchange computer information with their colleagues.
- **The Technical Assistance Project.** Co-sponsored with the Bar Association of San Francisco, the Technical Assistance Project pairs volunteers from the private bar with legal services offices in need of some high-tech hand-holding. Since TAP volunteers are familiar with the day-to-day context in which legal services providers use technology, they are ideally suited to provide both basic support and more in-depth consultations on unique law office functions such as case management and litigation support. More than a dozen public interest law offices have received some form of assistance through TAP.
- **Information sharing.** Our quarterly newsletter, the **Public Interest Computer News**, features developments of special interest to poverty lawyers and advocates, reviews of new programs and applications, and pointers on how to make new technologies serve clients more effectively.
- **A resource library.** We maintain information files on all aspects of computerization, from hardware reviews and tips on choosing the right computer, to updates on health and ergonomic issues.
- **Ongoing technical assistance, advice and referrals.** We regularly assist staff members of legal services programs, through both telephone consultation and on-site visits, with specific computer questions for which they need trouble-shooting or advice.

“Being connected with the Clearinghouse is like having a myriad of technical consultants on staff.”

*—Clint Hockenberry,
AIDS Legal
Referral Panel*

daniel grobani, Project Assistant

daniel grobani has extensive experience in helping nonprofits use technology to improve the delivery of public services. Before coming to the Clearinghouse in April, 1989, he was Program Director at the Washington, D.C.-based Public Interest Computer Association, where he provided nonprofit organizations with training in, and access to, a wide range of microcomputer applications. He also worked with Public Technology, Inc., a nonprofit association that provides technical assistance to municipal governments. In addition to his work at the Clearinghouse, daniel is a computer consultant to the American Civil Liberties Union of Northern California. daniel received his Bachelor's degree in Computer Science from the University of Maryland in 1979.

legalaid/net

Connecting Legal Services Program From Coast to Coast

For years, poverty lawyers have dreamed of a computer network they could call their own. They sought a quick, reliable and inexpensive way to share litigation strategies, request assistance, and exchange briefs and pleadings with their colleagues. Through the efforts of the Clearinghouse, that dream has become a reality. A new network designed for legal services programs has made it easy and cost-effective to move critical information among legal services organizations working at the national, regional, and local level.

Known as LegalAid/Net, the network contains information "folders" on major areas of law such as health, public benefits, employment and housing, as well as specific folders for legal services managers and administrators on funding and resource issues. In addition, through its parent network, HandsNet, poverty lawyers are put directly in touch with other advocates and service providers nationwide.

LegalAid/Net has already begun to transform the state's legal services community from a loosely-knit group of isolated agencies into a cohesive organization that more closely resembles one large law office for the poor. In the year since it was launched, more than 200 legal services offices from 30 states have begun to use the network, including 15 national back-up centers and several state support centers. In California, we are pleased to report that virtually every federally-funded legal aid program is now on-line.

Following LegalAid/Net's highly successful debut in California, the Clearinghouse joined with a national computer advisory group to expand the network nationwide. Our goal is to link the more than 1,000 legal services offices located throughout the United States.

The ultimate beneficiaries of the network are the homeless, the elderly, the disabled and others who critically need free legal advice and representation on matters that affect their health, their homes, their jobs and their families. The last year has taught us that a communications tool as powerful as LegalAid/Net can go a long way toward improving the delivery of legal services to the poor.



David Goldsmith, Project Coordinator

Through his work on the Computer Project, David Goldsmith is recognized nationally as a consultant and trainer on a broad range of computer-related issues and applications. He serves on the Executive Committee of the Bar Association of San Francisco's Law Office Automation Section, and has conducted trainings for national and local nonprofit training centers. In 1987, David organized the Bay Area Nonprofit Computer Consortium, a working group of Bay Area organizations providing computer-related assistance to nonprofit agencies. He served as a member of the Harvard Providers' Advisory Group, a group which advises Harvard Law School on projects designed to facilitate the computerization of legal services programs.

After graduating from Western Washington University in 1983, David gained extensive experience in journalism and was involved in environmental activism and other work in the nonprofit sector. Before coming to the Clearinghouse, he was a reporter and editorial coordinator for the San Francisco Bay Guardian.

the public interest law program_____

Nurturing the Next Generation of Public Interest Lawyers

Ten years ago, Bay Area law students seeking a career in public interest law had no centralized support system to provide them with information, advice, career counseling, and other forms of encouragement. One of the first tasks of the newly-formed Public Interest Clearinghouse was to help fill this void. The creation of the Public Interest Law Program represented the first joint effort of its size by U.S. law schools to acknowledge and address the responsibility of law schools to train students to serve the under-represented.

Since 1979, the Program has helped local law schools promote public interest law as a viable alternative to corporate law. Now offered at U.C. Davis, Golden Gate, Hastings, and Santa Clara law schools, the Program provides students with academic and career counseling, placement assistance, and a monthly newsletter, the *Public Interest Advocate*, which contains information on upcoming events, job announcements, and developments in the public interest community. Faculty advisory committees at each of the participating schools help to tailor the Program's resources to the unique needs of each campus. In addition, the deans at each school have been of invaluable assistance in supporting the Program's goals and growth. In fact, 1990 will mark the graduation of the largest group of Public Interest Scholars to date.

The Program has helped hundreds of public interest law students graduate from law school with their goals and ambitions intact. Program graduates work in public interest organizations ranging from the Family Violence Law Center to Legal Services of Northern California to various judicial and legislative offices.

Students are not the only beneficiaries of the Program. Public interest law firms and legal services programs, which frequently hire local law students as clerks and new attorneys, find that Program participants are dedicated to their work and possess insights into legal issues that affect impoverished communities. Project Coordinator Jody Lerner fosters this link between students and the public interest community by coordinating an ongoing series of conferences, workshops, and speakers on issues relevant to both public interest law students and practitioners. In addition, through the Academic Project that we co-sponsored with the Legal Assistance Association of California, we have developed a network of law professors willing to provide *pro bono* assistance to legal services programs. Clearinghouse staff have also taken a leading role in advocacy efforts to establish loan repayment assistance programs on law school campuses throughout the state.

“The Program provided a nurturing and supportive environment as I launched my public interest career.”

*—Hillary Kramer,
Hastings '88*

Jody Lerner, Project Coordinator

Jody Lerner joined the staff of the Clearinghouse in October 1986. She previously worked in private practice, where she represented clients in civil rights cases. Jody attended U.C. Berkeley and graduated from U.C. Davis School of Law in 1985. During law school, she worked for numerous public interest organizations, including Public Advocates, the American Civil Liberties Union, and the Office of Lieutenant Governor. This experience has served her well in her current responsibilities as Project Coordinator of the Public Interest Law Program.

resources available at the clearinghouse

Directories

- **Directory of Public Interest Law Firms in Fifteen Northern California Counties, Second Edition, 1990.** A listing of 200 firms and individuals, indexed by county and by area of law. Contains information on for-profit law firms which devote a substantial portion of their practice to public interest cases.
- **Directory of Bay Area Public Interest Organizations, Third Edition, 1987.** A directory of 600 nonprofit organizations in the nine-county Bay Area, listed alphabetically and indexed by subject.
- **Catalog of Client Education Videotapes, First Edition, 1990.** A compilation featuring descriptions of 100 videotapes useful for educating clients of legal services programs. Developed in conjunction with the State Bar of California's Legal Services Section.
- **Directory of Senior Litigators, 1987.** Lists experienced litigators by program and by subject matter.
- **Directory of Computer Use in Pacific Region Legal Services Programs, 1990.** Based on a comprehensive survey of legal services programs' computerization, the directory includes listings by organization and by computer hardware and software applications, so that programs can contact other users within the legal services community.

Newsletters

- **Legal Services Bulletin.** Keeps legal services program staff up-to-date on developments affecting recipients of the Trust Fund and Legal Services Corporation, and provides information on staff changes, recruitment and management ideas, and useful resources. Published bi-monthly.
- **Legal Services Events Calendar.** Lists meetings, conferences, trainings, and other events of interest to the legal services community. Published monthly.
- **Public Interest Advocate.** Gives public interest law students monthly updates on upcoming events, job opportunities, and developments in the field.
- **Public Interest Employment Report.** Centralized listing of public interest jobs for attorneys and all other staff positions. Published bi-weekly.
- **Public Interest Computer News.** Features information and advice, product reviews, and other developments of concern to poverty lawyers. Published quarterly.

Other Resources

- **Public Interest Employment Service.** Our Career Resource Center, located in our office, contains job announcements, directories, and other career development tools.
- **Connect Kit.** Designed to help new employees and board members become acquainted with the legal services community. Contains a history of legal services, a summary of the services available from support centers, contact names and phone numbers, a list of acronyms, and other orientation materials.
- **Compliance Manual.** Created to help program directors and administrators successfully navigate the maze of reporting requirements faced by all legal aid offices. Includes information on LSC regulations, cross-references to California Trust Fund requirements, a schedule of filing deadlines, and other reference materials.
- **Management Resources.** Includes salary surveys, fundraising tips, and other sample materials. For more information, see description of Coordination Project on page 5.

administration and finance

A Decade of Growth

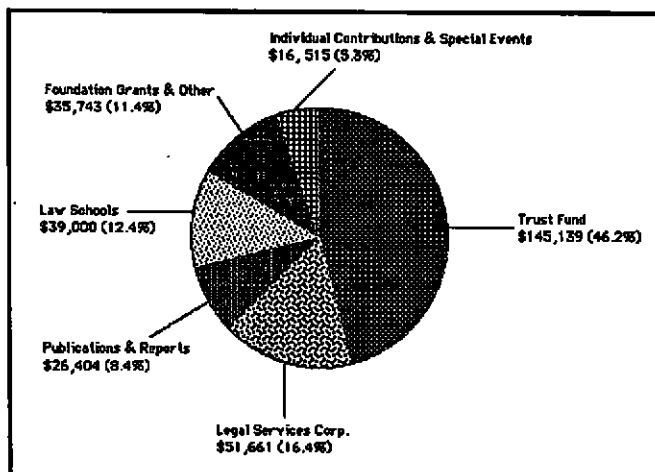
The Public Interest Clearinghouse has grown substantially during its first decade. From an initial staff of two, we've grown to include eight regular employees and several volunteers. We have achieved stable funding through support from the law schools at Hastings, U.C. Davis, Golden Gate, and Santa Clara; an annual support center grant from the Legal Services Trust Fund of the State Bar of California; and an annual subgrant of LSC funds from the California/Nevada Project Directors Association. Fees for services support some of our projects, such as our Public Interest Employment Service and our Directory of Public Interest Organizations, and foundation and corporation grants provide seed monies for new projects.

With the *pro bono* assistance of Carol Babichuk from the National Center for Youth Law, and Arthur Andersen & Co., we computerized our accounting system in 1988. We are now better able to project income and expenses and allocate expenditures by funding source.

For the past three years, our financial statements have been reviewed by Arthur Andersen & Co., who have found them to be in conformity with generally accepted accounting principles and have recommended no material modifications.

Sources of Funding

The Public Interest Clearinghouse receives funding from a variety of government and private sources, including the Legal Services Corporation, the Legal Services Trust Fund of the State Bar of California, the four Bay Area law schools that participate in the Public Interest Law Program, private law firms, and individuals. The chart below depicts our sources of income for fiscal year 1989-90.



1979-80: \$106,400	1985-86: \$259,600
1980-81: \$ 83,500	1986-87: \$256,494
1981-82: \$ 96,100	1987-88: \$292,753
1982-83: \$112,550	1988-89: \$306,955
1983-84: \$128,955	1989-90: \$327,874
1984-85: \$186,063	

Regina Marchione, Administrator

Regina Marchione practiced law for several years before coming to the Clearinghouse as Administrator in November, 1987. She received her J.D. from Golden Gate University in San Francisco. Prior to obtaining her law degree, she gained extensive experience in the public sector, having worked for government entities as well as nonprofit organizations. Regina received her undergraduate degree in history from George Washington University.

Mary Gonzales, Administrative Assistant

Mary Gonzales joined the Clearinghouse staff in August, 1989. With a background in marketing and community organizing, Mary brings considerable experience to her position as Administrative Assistant. Before receiving her marketing degree from the University of Utah in 1988, Mary was involved in numerous campus and community activities. She coordinated publicity for the Chicano Student Association, taught basic English to immigrants, and worked to persuade her University to divest its funds from South Africa. Her previous work experience includes jobs in sales and administration.

our supporters

Law Firms Providing Financial, Pro Bono, and In-Kind Assistance

Following is a partial list of the many law firms that have provided invaluable support during the past decade:

Bancroft, Avery & McAlister	Landels, Ripley & Diamond
Brobeck, Phleger & Harrison	Lillick & Charles
Bronson, Bronson & McKinnon	McCutchen, Doyle, Brown & Enersen
Cooley, Godward, Castro, Huddleson & Tatum	Morrison & Foerster
Dretzin, Kauff & McClain	Orrick, Herrington & Sutcliffe
Farella, Braun & Martel	Pettit & Martin
Friedman, Sloan & Ross	Pillsbury, Madison & Sutro
Hanson, Bridgett, Marcus, Vlahos & Rudy	Saperstein & Seligman
Hedani, Waki, Choy & Perdue	Skjerven, Morrill, MacPherson, Franklin & Friel
Heller, Ehrman, White & McAuliffe	Townsend & Townsend
Howard, Rice, Nemerovski, Canady, Robertson & Falk	

We especially wish to recognize the extraordinary dedication and support given by the following individuals:

Barry Abbott (Morrison & Foerster)	Jack Londen (Morrison & Foerster)
Steve Cone (Farella, Braun & Martel)	Donna Luxom (Pettit & Martin)
Charlie Freiberg (Heller, Ehrman, White & McAuliffe)	Nancy Seigel (Morrison & Foerster)
Robert Hawley (Landels, Ripley & Diamond)	Dave Teitelbaum (Morrison & Foerster)
Jim Kleier (Morrison & Foerster)	Bob Thompson (Pettit & Martin)
Diana Lindsay (Morrison & Foerster)	Douglas R. Young (Farella, Braun, & Martel)

Foundation, Corporate, and Institutional Supporters

We gratefully acknowledge the following foundation, corporate, and institutional supporters who have made our work possible:

Access Softek	HandsNet
Advanced Software	Hastings College of the Law
Aldus Corporation	Hornblower Yachts
Apple Computer, Inc.	Jurisoft Inc.
Arthur Andersen & Co.	La Crema Vineyards
askSam Systems	Living Videotext
Association of Legal Administrators	Lotus Development Corporation
The Bancroft, Avery & McAlister Foundation	Macy's of California
Bar Association of San Francisco	Micro Logic Corporation
Bar Association of San Francisco Law Office Automation Section	Microsoft Corporation
Borland International	Mirassou Co.
Breakthrough Software	Multisoft Corporation
Broderbund Software	National Association for Law Placement
Buena Vista Vineyards	The New World Foundation
Caere Corporation	North Edge Software
California/Nevada Project Directors Association	Persoft Inc.
Central Point Software	Peter Norton Computing
Chevron, U.S.A.	Pro/Tem Software
Claris Inc.	Quark Inc.
Computer Associates	Reference Software
Copy Factory	San Francisco Bar Association Foundation
Eastman Kodak	San Francisco Foundation
Fifth Generation Systems	Softcraft Inc.
Folio Corporation	U. S. Department of Health, Education and Welfare
Ford Foundation	University of California at Davis, King Hall School of Law
The Friendship Fund	University of San Francisco
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our supporters

Individual Supporters and Contributors

We would like to acknowledge the dedication, support and hard work of these former members of our Board of Directors and our Advisory Committee:

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Hon. Taketsugu Takei
Georgianne Tirre
Prof. John P. Wilson
Douglas R. Young

We extend our special thanks to the following individuals, including legal services staff members, law school administrators and faculty, private attorneys, and former Clearinghouse staff, each of whom has given us extraordinary support over the years:

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Public Interest Clearinghouse ■

Correspondence: 200 McAllister Street, San Francisco, California 94102-4978
Location: 110 McAllister Street, 2nd Floor, San Francisco

(415) 565-4695

Spring, 1990

Dear Friend:

I am pleased to offer you the enclosed Report on Our First Ten Years, outlining our growth and accomplishments during the past decade.

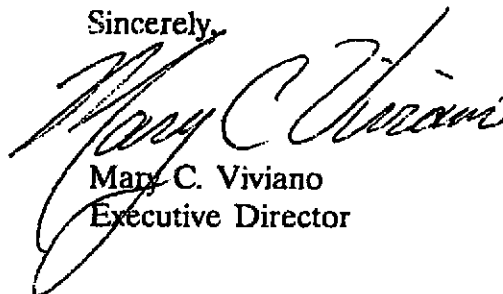
I would like to extend my warmest thanks to all of you who have helped to make the Clearinghouse the vital organization that it is today. It is your support and dedication that has truly made a difference.

Now more than ever, the Clearinghouse offers a broad array of services -- everything from job listings to computer assistance -- for those working in the public interest arena. I think you will find the Report useful in identifying ways in which the Clearinghouse can be of assistance to you.

Please pass this Report on to others whom you feel should know more about the Clearinghouse. If you would like additional copies, we would be happy to send them -- just call us.

Once again, thanks for your continued support. It's been a decade of great challenge and achievement -- and I feel confident that the next one will be even better!

Sincerely,



Mary C. Viviano
Executive Director

Enclosure

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15



Planet Drum Books
P. O. Box 31251
San Francisco, CA 94131

Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702

SHASTA BIOREGIONAL GATHERING
September 12-15, 1991 in the Napa River Valley
MINUTES OF THE FIFTH PLANNING MEETING

PRESENT: Estelle Akamini, Peter Berg, John Davies, Craig Dremann,
Sue Dremann, Luis de Leon, Joan Gaunt, Judy Goldhaft,
Juan-Tomas Rehbock, Patrick Walkinshaw.

CONTENT OF MEETING:

Judy presented the promotional flier for the Gathering to the group for comments, criticism and/or corrections. Suggestions were incorporated through consensus. Peter submitted Gary Snyder's suggestion of the name "Northern California Big Time!", and it will be added to the flyer. We hope to get the fliers out in the next couple of weeks.

Juan-Tomas suggested that any donations we get above the costs of this Gathering be put aside as seed money for future Gatherings.

Judy then presented the grant requests that were to be sent out to businesses. The requests included a budget (which indicated the need to raise over \$9000 to cover the costs of the Gathering) and a letter that urged businesses to support low-income persons so that they could attend the Gathering. Much of the discussion about the requests centered around intended target businesses and whether the letter had enough incentives for them to respond. It was decided that we would target local environmentally sensitive businesses and that people already sponsoring the Gathering would assist in rewriting the letter.

Freeman House phoned in to suggest that anyone who has a presentation or lecture for the Gathering contact the planning committee either by phone or letter. (Remember that the final agenda will be set Thurs. night, Sept. 12.)

The idea of a pin or medallion for attendees was discussed. This medallion could be made on-site and could identify people by the watershed they live in and/or the vegetation characteristics of their region. It would provide people with some totemic affinity (in Peter's words) and would give proof of registration.

John volunteered to design a Gathering logo and T-shirt. Anyone else out therewith ideas is encouraged to send designs to Planet Drum.

Judy has been discussing inviting Native Americans to present arts and crafts demonstrations/workshops with Malcolm Margolin.

Craig suggested having an opening ceremony that includes requesting permission to use the land for the Gathering from Native Americans.

SPONSORS SO FAR:

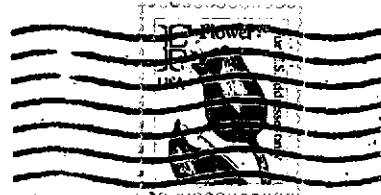
Barbara Clark, Cal Broomhead, Thomas E. O'Conner, Juan-Tomas Rehbock, Ralph Metzner/ Green Earth Foundation, New Society Publishers, Mattole Restoration Council, Planet Drum Fdn., New Dimensions Radio, Craig Dremann/ Redwood Seed Company, and Rhodes Hileman.

NEXT MEETING: POILUCK!!! Sunday, June 2, 5:30pm at 451-30th St., San Francisco. Public transportation -- J Church, 24 Divisadero, 49 and other Mission Lines, 24th St. BART -- call Planet Drum if you need exact directions. (415)285-6556.

HELP! HELP! HELP! HELP! HELP! HELP! HELP!
The flyer for the Gathering is ready to print and mail out. We will need about \$300-\$400. Any donations towards these costs are welcome and necessary.


Planet Drum Foundation, P.O. Box 31251, San Francisco, CA 94131,
Shasta Bioregion, (415) 285-6556.

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SHASTA BIOREGIONAL GATHERING
September 12-15, 1991 in the Napa River Valley
MINUTES OF THE FOURTH PLANNING MEETING

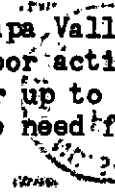


PRESENT: Peter Berg, Crofton Diack, Judy Goldhaft, Brian Hill, Freeman House, Juan-Tomas Rehbock, Patrick Walkinshaw, Phyllis Wilner.

PURPOSE OF MEETING:

Determine time, place, cost, and general format of gathering. Discuss content of gathering, outreach, announcements and mailings.

Judy described the Enchanted Hills camp in the Napa Valley, site of the Gathering. Good kitchen/cafeteria, theater, indoor activities space. Some cabins plus much tent space, comfortable for up to 350 people. Judy presented a rough menu plan and stressed the need for both food donors and kitchen coordinators.




Crofton discussed costs, which will average \$75 per person for food and lodging for the duration of the gathering. Four radio contacts have shown interest in helping with outreach.

Juan-Tomas has maintained contact with people at 500 Years of Resistance, Urban Habitat and Mt. Shasta Bioregional Ecology Center. We need people to attend meetings of the first two groups and contact people for the subregions of Northern California.



LOGISTICS:

Suggested cost of registration--\$100 for the event or \$35 per day with special arrangements available which encourage people to come for the whole weekend. Suggest cost of sponsorship be bumped to \$125. These prices will support a few "scholarships."



Parking at the site is limited. It will be necessary to set up a shuttle service from Napa to the camp.


Carpools to Napa will be generated and childcare needs determined through registration forms.

We need volunteers for food supervision, health care center people, and arts and crafts supplies and food donors.

CONTENT AND STRUCTURE:

Goal: to experience and articulate life in the Shasta Bioregion. Agenda will be fine-tuned by attendees: Thursday evening, and again at the beginning of each day.

Each day, blocks of time (1-2 hrs.) will be set aside for plenary and/or small group meetings. Plenary meetings can be used to discuss Gathering resolutions, relations with other groups, urban/rural relationships, etc. In smaller groups possible topics are: map making/education about Northern California, bioregional industries/economics, current resource issues (water, forests, etc.), future visions, etc. Cultural presentations could be presented in the evenings.



OUTREACH:

Planet Drum will attempt to mass-mail registration form and additional information by the beginning of April. Send us addresses for this.

NEXT MEETING:

Sunday, April 28th at 5 pm at the home of Juan-Tomas Rehbock, 339 Connecticut St. on Potrero Hill in San Francisco.

SPONSORS:

Barbara Clark, Cal Broomhead, Juan-Tomas Rehbock, Ralph Metzner/Green Earth Foundation, New Society Publishers, Mattole Restoration Council, Thomas E. O'Connor, New Dimensions Radio, Craig Dremann/Redwood Seed Company and Rhodes Hileman.



Politics: Top-down resource management versus local control is not enough that formerly antagonistic parties in the Mattole have come together on this one. This needs discussion as a general problem.

Economics: Integration of urban/rural accountability in economic/ecologic realms. Ownership of land. Restructuring of public vs. private control of natural elements. A new social structure is necessary.

Education: "Tips for the Tenderfoot" -- Watch the land sales; distribute a welcome wagon pamphlet sharing local knowledge about house sitting, road building, erosion control, etc. to new landowners. Objective is to avoid the same mistakes, and to introduce newcomers to local issues.

Transportation: Must get off gasoline. Need for a rural model.

Celebration: SBG is a celebration as well as conference and exposition.

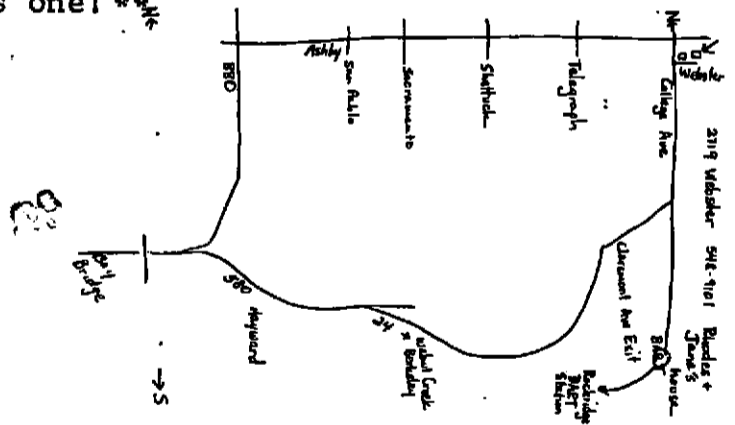
Spirit: We need to examine the spiritual dimensions of bioregional living. If we are going to create something new, we must start inside.

Community: What social behavior is appropriate to bioregional values? We must examine community relations between diverse residents of the bioregion. We need to create more effective group process. We must maintain open communication and cooperation in the community. We are too small a group to let any talent go to waste. These issues must arise in all small watershed groups. SBG is an opportunity to examine them and to share techniques.

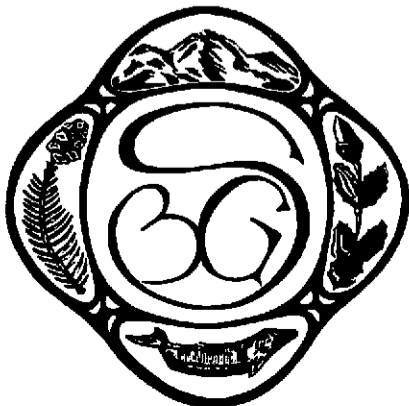
Cities: What are city residents doing to integrate work/food/residence functions?

Finally it was noted that "Planet Drum is providing the circus but none of the acts." The watersheds are responsible for content. All of it. PD is providing the framework, coordination, setting, logistics & promotion.

** Next SBG Planning Meeting: June 23rd, 4:00pm at 2719 Webster St. in Berkeley. (Rhodes' & Jane's house) 548-9101. Take BART to Rockridge Stop or if driving, take Claremont Ave. Exit. Left on College, Right on Webster. Bring snacks to share. Meetings are starting to take off. Don't miss one! **



SHASTA BIOREGIONAL GATHERING/PLANET DRUM FOUNDATION
P.O. Box 31251
San Francisco, CA 94131



Community Memory Project
2617 San Pablo Ave.
Berkeley, CA 94702



SHASTA BIOREGIONAL GATHERING
MINUTES OF THE SIXTH PLANNING MEETING

PRESENT: Peter Berg, Jane Deer, Crofton Diack, Craig & Sue Dremann, Judy Goldhaft, Rhodes Hileman, Marilyn Jackson, J-T Rehbock, Meagan Williams, Philip Booth, Joanna Pertz.

The group discussed the sponsorship letter and made suggestions and criticism for layout and design.

LOGOS: It was decided that John Davies' submission of a logo will be used for all printed letter material i.e. letterhead for the sponsorship letter. Craig Dremann's colorful logo will be used as a flag at the site. And Joanna Pertz's submission will be the T-shirt design.

The group rallied to the idea of silk-screening our own T-shirts at the Gathering. Joanna will investigate this.

A great portion of the meeting was spent discussing logistics of the event. It was the group's decision that each logistical area have a manager so that the event runs smoothly. The following is a list of positions that need a manager. These are honored positions for which volunteers can accept responsibility with commitment and efficiency. PLEASE CALL PLANET DRUM (415) 285-6556 IF YOU WOULD LIKE TO TAKE ON ONE OF THE POSITIONS LISTED :

Food	Childcare	Information Table
Transportation	Community Outreach	Vendors(Craig)
First Aid	Program Production	Cultural Events
Registration	Program Management	Recycling
Crafts(Joanna)	Trouble-Shooter(Crofton)	

MORE VOLUNTEERS NEEDED!!!!!!

Craig proposed that we make medallians out of unfired clay with native seeds that can be planted after the Gathering. The group loved the idea and Craig will take the responsibility to make them.

It was suggested that volunteer work jobs during the Gathering be organized by watersheds with awards given to groups in various categories on the last day. (At a Watershed Rodeo?)

Marilyn will call Real Goods to see if they want to set up demonstration composting toilets at the site.

A bioregional marketplace will have a space for sponsors to show/sell their products. If nonsponsors want to vend there will be a table fee.

There was a lively discussion about community outreach and promotion -- Help! Help! Help is needed to ensure that the Gathering reflects the diversity of Shasta. Please attend meetings of groups who might otherwise be left out but you want represented and urge them to attend. Send us addresses and we'll mail invitations. Suggest scholarship candidates. Don't just criticize about this -- actively assist to bring unrepresented groups to SBG!!!!

The following is Rhodes Hileman's notes from the meeting in the Mattole Valley that discussed the SBG on 5/26/91 at Freeman's.

About 25-30 people mostly from the Mattole Valley attended. Four proposals for SBG were put forward with personal commitments to make presentations (written proposals are forthcoming).

A discussion of salmon. (Freeman House).

A discussion of bioregional strategies at the state level. (Freeman)

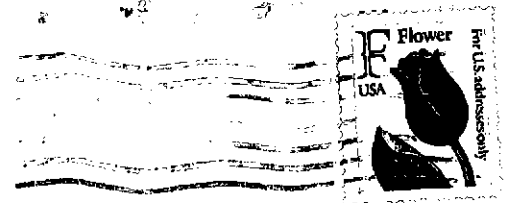
A discussion of geographic information systems. (Rhodes & George Tuke)

A cultural presentation. (David Simpson)

Several other issues were thought important enough to rate placement on the agenda, but did not have presenters committed to them:

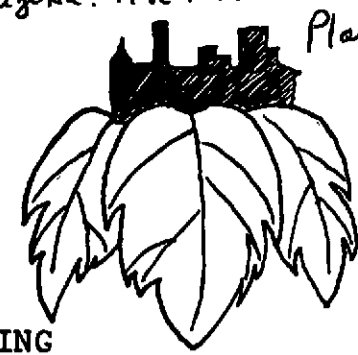
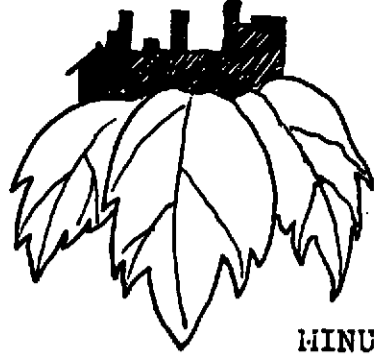
Journalism: A bioregional newsletter or journal (such as "Upriver/Downriver") needs to find support. No volunteers yet, but deemed valuable.

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Berkeley, CA 94702

Eigena: File: Other Groups:
Planet Drum



SHASTA BIOREGIONAL GATHERING
MINUTES OF THE THIRD PLANNING MEETING

 PRESENT:


- Peter Berg, Planet Drum
- Marie Dolcini, Planet Drum
- Craig & Sue Dremann, Redwood City Seed Co.
- Judy Goldhaft, Planet Drum
- Marc Kasky, Fort Mason Center (Moderator/ facilitator)
- Cara Lamb, Global Design Center
- Grace Nichols
- Tom Parrish, East Bay Citizens for Creek Restoration
- Joanna Pertz, Planet Drum
- Juan-Tomas Rehbock, Turtle Island Bioregional Congress

PURPOSE OF MEETING:

What the gathering will be about, to nail down a site, and a date. Discuss who may be interested in co-sponsoring

Judy and Juan-Tomas reported on eight possible sites for the gathering, and the consensus was that the gathering be held at Enchanted Hills in Napa. However, World College West would be reconsidered if someone checks it out and comes back with a raving review. Enchanted Hills was visited by Judy and Peter and it is a camp on Mt. Veeter in oak/madrone woodlands which sleeps 150 inside and 200 camping outside. Cost would be \$12-14 per person with food extra. HOT SPRINGS only 5 miles away.

TIME FOR CONFERENCE: Weekend of September 13- 15.

WHAT IS THE GATHERING GOING TO BE: 

Judy: Gary Snyder said it should be fun cultural/serious cultural and very enjoyable; and that will be a success. Freeman House thinks it should address the meaning of bioregionalism for Northern Californians and provide an opportunity for participants to map their own regions.

Marc: I was recently at a meeting with little structure and workshops spontaneously evolved. The meeting was defined by the people who were there.

Sue: People are each off doing there own things, but is there a unifying culture developing? One that unites all of us?

Cara: Our meeting will be that we're fun and we can prove it.

Sue: Possible title, "Taking time to think about our Bioregional Culture."

Craig: The universe is an infinite space and the meeting might be a tool and safe place within which to develop a culture.



SPONSORS: Individuals and organizations can become sponsors for \$20 or more. Sponsors will receive planning meeting minutes, be listed, have a table at the gathering and for each \$100 donated can send a person (from their staff or a low-income person) to the gathering. If you have ideas for sponsors, send them in!

NEXT MEETING: March 10th at 4:00pm. 451 30th St., between Noe and Sanchez Streets. (Public transportation -- J Church, 24 Divisadero, 49 and other Mission lines, 24 St. BART --- call Planet Drum if you need exact directions.)

SPONSORS: GREEN EARTH FOUNDATION, D. & Z. KARZAG, MATTOLE RESTORATION COUNCIL, REDWOOD SEED COMPANY, Juan-Tomas Rehbock.



Planet Drum Fnd, P.O. Box 31251, SF, CA. 94131, Shasta Bioregion, (415) 285-6556

Minutes of the 2nd meeting of the Shasta BioGathering Planners 1/13/91

People present:

Barbara Clark, of the Earthsteward's Network and Urban Ecology

Shirley Runco

Grace Nichols, of Bay Area Earth First!

Juan Thomás Rehbock, of Turtle Island Bioregional Congress

Diane Thomas, from the American Indian Movement

Roberto Mendosa, from the Maine Committees of Correspondence

Jeff Martz, from Global Exchange

Jerry Quintero

Blaine Sandler, from the Greenletter Collective

Marie Dolcini, from Planet Drum

Peter Berg, from Planet Drum

Cara Lamb

Tom Parrish, of East Bay Citizens for Creek Restoration

Judy Goldhaft from Planet Drum

Barbara Clark as facilitator outlined topics for discussion:

What do we want to do?

Where?

How will we fund it?

Why are we doing it?

Who are we?

What's the next step?

\$200 has been spent. Income to date is \$25. Most important funding source may be cosponsorship by organizations.

JG Crofton & Marie investigated sites with a capacity of 250-500.

[site report and discussion PB and MD continue investigation of sites.]

BC Expressed concern about how the event would be funded. The conference needs to be funded with gifts.

JG Suggested that we ask everyone present whether their organization would sponsor the event, and that the next minutes go out with a mail-in coupon for contributions.

BC promised \$25.

GN offered to do outreach in general, specifically to call Claire Greensfelder, to look into Ben & Jerry's and the Grateful Dead Fund.

BS offered to call Grateful Dead

TP said he'd call Claire. He also said Earth Day 1990 on peninsula has resources, offered to make contact.

JM said he had contact at Dead, would call. Offered a copy of the Ben & Jerry's letter. Their deadline is Feb 15.

BC moved discussion to what the conference will do.

JR bring together people in Rural Northern California with people in bay Area. He was very concerned that people from rural areas have a say in the planning.

JG wanted name speakers, media attention. [This began a side discussion of whether media attention was good or bad. Conclusions: that we should be open to the media. That we should prepare a good press packet beforehand.]

MD Weekend, 3 days, one day as outreach.

TP Our impact is tremendous. We need to look at sustainability. We need to reach tiny bioregional groups who don't know they're bioregional. Friends of creeks. Garden clubs.

BC At last meeting we decided we wanted "500 Years of Resistance" to be a focus. I'd like to have one segment devoted to hearing from elders from areas represented.

JR "500 Years" group is meeting at this same time. We should go to their meetings if they don't come to ours.

[after discussion, JR and GN agreed to go to meetings of "500 years" groups. We agreed that we needed regular communication with these groups.]

PB displayed a map of the bioregion, discussed what kinds of cultures and groups it includes.

[a lot of discussion on how to put the word out. JQ offered to write or translate announcements in Spanish. Discussion about what to call ourselves. We chose Shasta ^{Bioregional} Gathering Planners.]

PB [back on objectives of gathering] Recognition that we live in a bioregion.

JM two objectives: sharing our uniqueness with each other and general public outreach.

MD themes: what is northern California, 500 years, and alliance building.

BC I see it as a celebration with a big component of storytelling. The emphasis shouldn't be just on workshops.

GN Precedent at Earth First! rendezvous. Lots of people never go to workshops.

[meeting turned to discussion of dates. Dates discussed included August 16, 17 and 18; August 23, 24, 25; August 30, 31 and September 1, and September 6, 7 and 8. Back to discussion of purpose.]

BS If we really want normal people we have to consider working people's time and make childcare a priority.

CL Publicize the event without jargon.

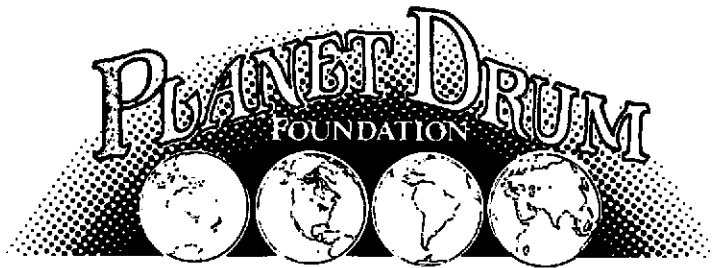
SR Educational focus.

[some discussion of alternative ways to structure future meetings to allow more informal interchange, celebration.]

Nilo Cayuqueo of South & Meso American Indian Information came in at the end. He said Anglos wanting more information on "500 Years" should contact John Curl at Earth Island in San Francisco. - ALSO, SEE ENCLOSED FLYER

Next meeting set for 7pm. February 8, in San Francisco: 147 Bartlett Street (between Valencia and Mission, between 22nd and 23rd. Call Planet Drum, 285-6556 for further details.

NOTE TO READERS: We want to include as many people as possible in planning this gathering, BUT we can't afford to keep mailing to people who aren't interested. Please send us this coupon with a contribution towards our copying and postage costs (suggested contribution \$10). Also, we're looking for group sponsorship (suggested \$25 to \$100). You will NOT receive the next minutes unless we hear from you!



FOR IMMEDIATE RELEASE
February 16, 1989

CONTACT: Marie Dolcini
285-6556

**Local Groups Collaborate to Produce "Green City": A Program to
Make the Bay Area More Livable and Self-reliant**

The Bay Area could have more self-reliant and livable cities by the year 2000 according to *A Green City Program for San Francisco Bay Area Cities and Towns*, newly published by Planet Drum Foundation. Developed in collaboration with representatives of over 150 local groups, the 92-page Program calls for major changes in municipal policies covering nine crucial areas of urban sustainability -- recycling and reuse, small businesses and cooperatives, urban planting, transportation, sustainable planning, renewable energy, celebrating life-place vitality, urban wild habitat, and neighborhood character and empowerment.

A Green City Program for San Francisco Bay Area Cities and Towns is written in a non-specialized way that is accessible to and can be acted on by the public at large. Each of the nine areas follows a similar format that describes the present condition, lists benefits that can be derived from each area, and provides agendas of both short and longer term changes that people can work for in their communities. Finally, a "fable" illustrates how individuals and city agencies can mesh their efforts to create change, and a "vision" describes a near-future Bay Area where *A Green City Program* has been carried out.

How could cities be "greener" than they are now? Picking from dozens of recommendations in *A Green City Program*, these are some possible actions that would have significant and visible impacts:

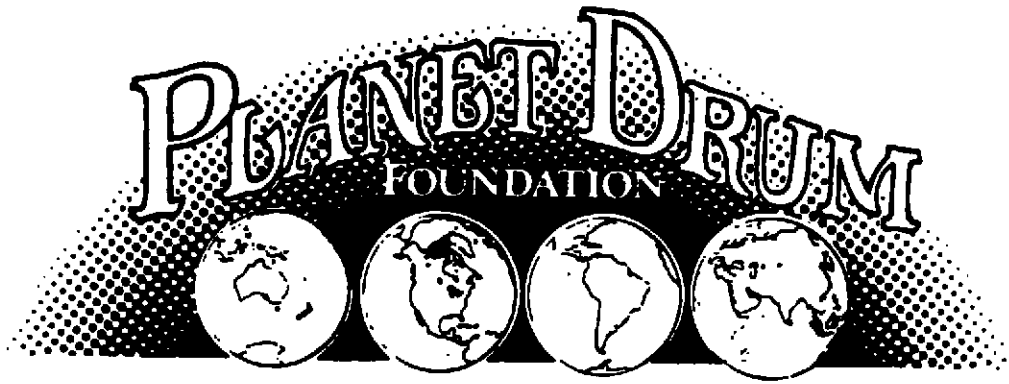
- *Curbside recycling pick-ups and small secondary materials industries can be started.
- *Many downtown streets can be closed to create pedestrian malls.
- *New developments could be required to leave space for sidewalk trees and roof top gardens.
- *All public buildings could begin converting to renewable energy use for lighting, power, heating and cooling.

— over —

These changes need to be started soon before the arrival of nearly one million new people who are expected in the region by the 21st century. According to Peter Berg, Director of the international ecology organization, San Francisco-based Planet Drum, "There needs to be a profound shift in the fundamental premise and activities of city living. Urban people have to adopt conservator values and carry out more responsible practices in wide areas of daily life. Municipal governments need to restructure their priorities so that long-term sustainability can become a feasible goal." People have to change the way they live in cities, and city governments have to accept sustainability as their most serious priority.

A Green City Program for San Francisco Bay Area Cities and Towns is a 5 1/2" X 8 1/2" 92-page perfect-bound book. It is available from Planet Drum Foundation, P.O. Box 31251, San Francisco, CA 94131, Shasta Bioregion, for \$7 postpaid. Telephone (415) 285-6556 for more information.

#



February, 1989

Dear Friends,

Planet Drum Foundation is celebrating the vernal equinox (the first day of spring) by presenting ***A Green City Program for San Francisco Bay Area Cities and Towns*** to the public on March 20th at 2:30 p.m. at the Fort Mason Center Firehouse. This book contains visionary ideas and practical applications and is the culmination of two year's work with over 100 Bay Area organizations. It addresses ecologically responsible and ultimately sustainable topics ranging from smart transportation and recycling to urban wild habitat and neighborhood empowerment. This free event will feature guest speakers giving short presentations on each of the topics as well as a followup discussion and light refreshments.

Celebrities attending include:

Peter Berg, Director of Planet Drum Foundation.

Ernest Callenbach, author of *Ecotopia* and *Ecotopia Emerging*.

Peter Calthorpe, co-author of *Sustainable Communities*.

Anthony Holdsworth, Bay Area cityscape artist.

Marc Kasky, Director of Fort Mason.

Cheryl Kollin, Program Director for Friends of the Urban Forest.

Nancy Morita, publisher of *The Wild in the City Map* and *The Wild in the City Curriculum Guide*.

Marvliou Vanderventer, co-author of *Total Environment*.

The Community Memory Project

2617 San Pablo Avenue, Berkeley, California 94702 (415) 841-1114

August 2, 1986

Seth Zuckerman
Planet Drum
Box 31251
San Francisco CA 94131

Dear Seth,

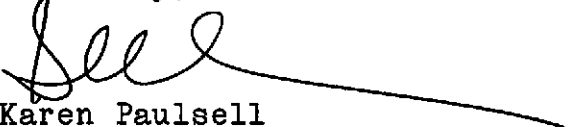
I'm responding for Carl Farrington, who participated in your discussions. I'm not sure that I understand the entire process, but it looks like in the Green City Project, we've been pigeon-holed because of our organizational structure into participating in a somewhat inappropriate discussion.

Are you discussing, anywhere in your other planks, what sort of computer resources and skills are appropriate for your Green City? Such projects as shared access to computers for "office automation" functions, while certainly a service, seem to reflect a rather limited vision of the role that computers could play.

One slightly more visionary idea would be that the "directories of existing collectives and cooperatives" and many, many more Green City resources should be available on-line, at public terminals. City dwellers should be able to comment and add their own information, to find out about events and services, and to interact on the system, too.

This is Community Memory's goal -- to help create community-level information resources. We hope that it fits somewhere in Planet Drum's Green City proposals.

Sincerely,



Karen Paulsell

The Community Memory Project

2617 San Pablo Avenue, Berkeley, California 94702 (415) 841-1114

August 2, 1986

Seth Zuckerman
Planet Drum
Box 31251
San Francisco CA 94131

Dear Seth,

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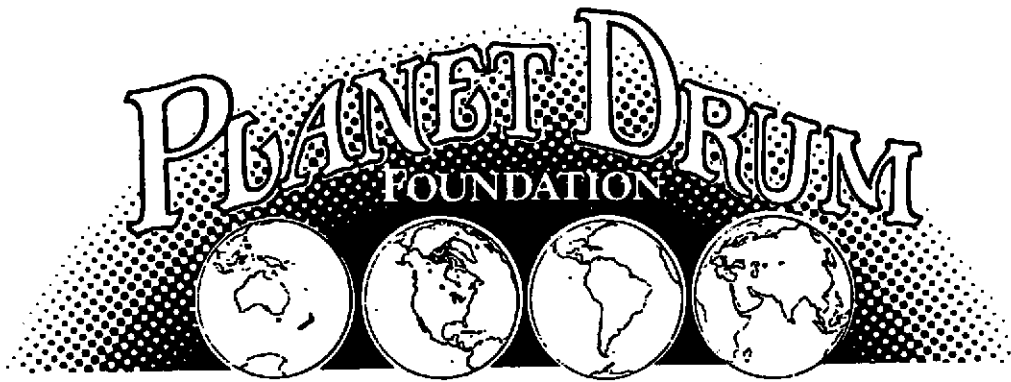
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This is Community Memory's goal -- to help create community-level information resources. We hope that it fits somewhere in Planet Drum's Green City proposals.

Sincerely,

Karen Paulsell



JULY 16, 1986

Dear Participant,

Thank you for taking part in the development of the Green City Position on Cooperatives and Collectives. Now that comments are in on the write-up of our meeting, I have tried to synthesize and flesh out the ideas for specific policies or local actions that emerged from the process. This second draft is enclosed.

We would like to thank everyone who has lent a hand so far, including those who were unable to attend the initial meeting but whose written comments have been incorporated into this draft.

At this stage, your critique of our evolving position is especially important. Because some of the ideas embodied in this draft came from comments on the write-up of the meeting, they have not been annealed in the fire of group process, and would likely be improved by your responses. Please send them to me at Planet Drum, P.O. Box 31251, San Francisco 94131, **by August 2.** (I wish we could offer more time, but we have to prepare a dozen of these planks for our program, and are thus obliged to keep to relatively tight deadlines.) If we plan significant changes to this paper, we will circulate it once more for comments; otherwise, we will contact you when we have finished the entire platform of which this paper is a part.

Thank you for your interest in Green City and in this topic. We look forward to hearing from you.

Best regards,


Seth Zuckerman
GREEN CITY STAFF

BOX 31251, SAN FRANCISCO, CALIFORNIA, 94131, USA

COOPERATIVES AND COLLECTIVES IN GREEN CITY: DRAFT TWO — JULY 16, 1986

Cooperatives and collectives contribute to the economic health and stability of their communities. Cities should encourage and support them through the following policies:

ACCESS TO CAPITAL

- Provide credit to collectives to assist them in starting cooperative businesses, buying existing businesses and converting them to cooperatives, and expanding businesses that are already cooperatively structured.
- Create "small business incubators" — places where new collective businesses can set up shop, pay low rent, and share services and office equipment such as computers and photocopiers with other collectives.

FAVORABLE BUSINESS CLIMATE

- Establish zoning policies that promote stable land-use so that cooperatives won't be driven out of business by gentrification because they do not show a high profit per square foot.
- Repeal local tax regulations that complicate barter and work exchange systems.

ACCESS TO INFORMATION

- Establish a municipal office to support collectives, providing assistance to new collective businesses similar to that offered in the past by the Small Business Administration (advice, loan guarantees, etc.), and to help out new collectives of other sorts, such as childcare, education, housing.
- Make available information about working models of collectives and cooperatives, including examples from the immediate area as well as other regions and countries (such as Mondragón in Spain). Disseminate such information in special sections of public libraries, at street fairs, and so on.
- Develop directories of existing collectives and cooperatives, for the benefit of the groups themselves and people who may wish to patronize them.

High-tech small talk offered at S.F. cafes

By John Flinn
OF THE EXAMINER STAFF

It's a bustling Monday night and the usual coffeehouse bull session is in full swing, careening from the pros and cons of anarchy to the wit and wisdom of Bart Simpson.

But there's one big twist: These latter-day William Saroyans aren't in the same cafe. They're sipping espresso in coffeehouses scattered

around San Francisco, linked by a first-of-its-kind computer network that may one day connect them also to the cafes of Paris and Vienna.

From Cafe La Boheme in the Mission District to Ground Zero in the Haight, the spirit of Kerouac is meeting the spirit of Wozniak.

Since SF Net went on-line four weeks ago, members of the leather-

and-Mohawk crowd at the Horse Shoe Coffee House in the Haight have logged on to debate the Clarence Thomas nomination with young BMW drivers at South Beach Billiards.

At the same time, hipsters at Brain Wash in SOMA might be discussing cold fusion or the latest Schwarzenegger flick with nouveau bohemians at La Boheme.

"The person at the other end might have a spiked Mohawk or a business suit, or they might be a homeless person with a Ph.D. in English lit," said founder Wayne Gregori. "It doesn't matter. If they have ideas to share and are somewhat literate, that's all that counts."

As Gregori pecked away at the

[See CAFE, back page]

102.00. All by Evan-Picone, sizes 4-16.

In Town Square.

nordstrom

alleria, San Francisco Shopping Centre, Broadway Plaza in Walnut Creek, Stoneridge Mall in Pleasanton, Hillsdale Shopping Center, Stanford Shopping Center, Valley Fair, Oakridge Mall and Arden Fa

◆ CAFE from A-1

S.F. cafes offer electronic chitchat

keyboard of the terminal at La Boheme, coffeehouse regulars eyed him curiously over the tops of their copies of the New York Times and Le Monde.

The terminals are built into what look like ordinary cafe tables, with plastic covers to shield keyboards from the inevitable cappuccino spills. Cafe customers buy \$1 tickets at the counter, good for 20 minutes of computer time.

Computer networks and electronic "bulletin boards" are nothing new, but they traditionally attract what has been called — perhaps a bit unkindly — the shirt-pocket protector set.

Gregori, a computer consultant and real estate broker, has logged many hours in the cafes of Paris. He hit on the idea of combining the rich conversational tradition of coffeehouses with the modern technology of computers.

Coffeehouse denizens can link with counterparts across town in electronic bull sessions about politics, the environment, books and poetry, sports, movies, travel and other topics.

SF Net also enables them to buy and sell used compact discs and look for a soul mate through a computerized "Love Connection" feature.

Hooked on the network

"You can vent your political spleen or have a meeting of the mind," said B. Stuart, a 29-year-old actor who works part time at La Boheme and has gotten hooked on the network.

He said users of the network range from a white-haired man in his mid-60s to an 8-year-old who signs on under the moniker "Batman Dude."

"You're not biased about what the people at the other end look like," Stuart said. "You're getting into their hearts and minds. They might look like Joe Moron and be able to quote Kierkegaard."

The electronic conversation isn't limited to coffeehouse regulars. Home-computer owners can fix themselves a cup of Folgers Instant and join the discussion through their phone modems.

In fact, a substantial portion of the 300 to 400 people who comprise this new electronic cafe society are doing so from home, according to Gregori. Home users can subscribe for \$5 a month.

They include Don Coco, who loves the intellectual give-and-take of coffeehouses but can't get out as often as he likes, because he has been blind since birth. He logs on from home, using a computer with a Braille keyboard and a speech synthesizer.

More terminals coming

"A handicapped person like me can sit here in front of a computer screen and talk back and forth with so many different people," Coco said. "I think it's marvelous."

Five San Francisco coffeehouses house SF Net terminals, and Gre-



EXAMINER/KIM KOMENICH

Joan Turner chats by computer to friends around town at Brain Wash, a Folsom Street coffeehouse.

COMPUTER CAFES WITH SF NET

Currently installed

Cafe La Boheme

3318 24th St.
San Francisco

Brain Wash

1122 Folsom
San Francisco

Horse Shoe Coffee House

566 Haight St.
San Francisco

Ground Zero

783 Haight St.
San Francisco

South Beach Billiards

270 Brannan St.
San Francisco

Coming on-line soon

Cafe Milano

2522 Bancroft Way
Berkeley

Espresso Roma

2960 College Ave.
Berkeley

The Musical Offering

2430 Bancroft Way
Berkeley

The Coffee Bistro

1110 Burlingame Ave.
Burlingame

Central Park

32 East Fourth Ave.
San Mateo

The Coffee Club

21st and Valencia
San Francisco

NOTE: To sign up for home access, call 695-9824.

EXAMINER GRAPHICS

gori plans to install more soon in Berkeley, San Francisco and the Peninsula.

He's already looking into the possibility of linking Bay Area coffeehouses with those in Seattle,

and one day he hopes to enable customers at La Boheme or Cafe Milano in Berkeley to connect with cafe hoppers at La Rotonde on Boulevard Montparnasse in Paris or Cafe Central in Vienna.

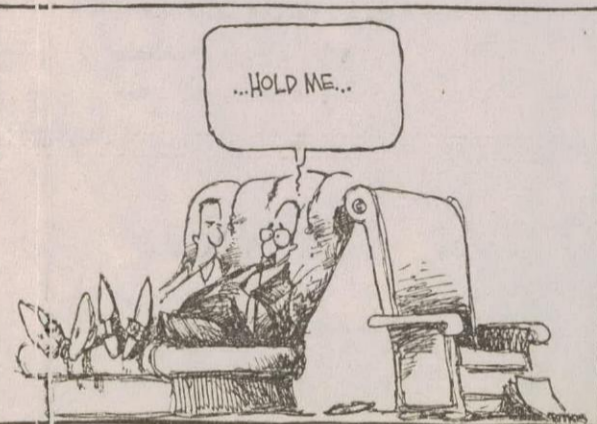
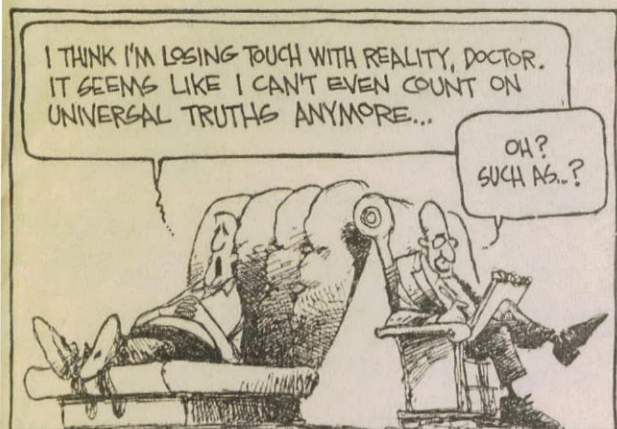
Not everybody is thrilled about all this. Some regulars grumble about the intrusion of blinking computer screens and clicking keyboards into the traditional coffeehouse milieu.

They say computer networks are ruining face-to-face conversation and adding to the alienation of today's society. Cafe customers sometimes are more eager to link electronically with someone across town than they are to start a conversation with the person sitting next to them.

Gregori has heard these arguments, and he blows them away like the foam off a double latte.

He notes that "people used to say the same thing to Alexander Graham Bell."

WILEY'S VIEW



STEPHANIE SALTER

tourist abroad in S.F. --- warts and all

collisions, but. . .

NO FAIR. Privileged information. Start again. Pretend.

OK. This waterfront is interesting. Is that the freeway that was damaged in the earthquake? When was that? October 1989? Why's there so much left to tear down?

Cheap shot. Start again.

The bus from the foot of Market Street costs 85 cents but the fake tourist cheats with her Muni Fast Pass, which just went up two bucks to \$30. She sits in an empty seat whose upholstery is ripped; it is one of many. But she reminds herself that a Fast Pass is good on San Francisco's legendary cable cars, which cost real tourists \$2.50 and much of their day because nobody tells them they can get on some place besides Powell and Market.

An insane woman boards the bus, carrying a plastic cleaner bag

with the same grime that covers all of Market Street, the grime of a city that has no more water to spare than it has money.

Not fair. Start again.

In the parking area between the tents of the AIDS/AEC vigil and City Hall, three real tourists with French on their maps get out of a rental car and survey the neighborhood. A good place to leave the car?

Until dark, the fake tourist thinks. If the trunk's empty.

Among the cropped plane trees around what used to be the Civic Center reflecting pond, a shabbily

A young man lies passed out in the blazing sun

People say a different mayor would fix all of this. The fake tourist dearly wishes she could believe that but she doesn't — unless one of the candidates has learned how to part the Bay and turn six loaves of sourdough into 6,000.

NO FAIR. Start again.

Out comes the sun and dries up all the rain and the smell of fresh, dark espresso seeps from a spirited Van Ness eatery called Spuntino. Inside, the fake tourist stands behind two real tourists who speak German and try to figure out if they must get their own food.

People at every table read newspapers and nurse coffee. Angelo Badalamenti's sexy soundtrack from "Twin Peaks" musks up the air and, for a few minutes, the fake tourist has her forgiving myopia.

Half an hour later, at Van Ness and Broadway, the fake tourist walks by the kind of motel she

CHRIS MATTHEWS

Democrats head for the icebox

Defeated in the Washington 1960 presidential election, defeated in California's 1962 race for governor, Richard Nixon confronted a politician's most dreaded disease: unelectability.

To keep his White House hopes alive, he moved to New York, became partner in a Wall Street law firm and waited out the liberal heat wave. Six years later, he re-emerged to win the presidency.

John Ehrlichman, the White House aide-turned-novelist, coined a phrase for his ex-boss's strategic retreat of the mid-1960s. He called it Nixon's "cryogenic storage." Like a person gripped by a fatal disease, the former vice president had decided to freeze himself until a cure could be found for the daunting popularity of the New Frontier.

A generation of Democratic presidential hopefuls are now taking the same desperate course. They have decided to enter the political deep freeze. They are super-cooling their ambitions, hoping to survive the Reagan-Bush years just as Nixon did the Kennedy-Johnson era.

New Jersey Sen. Bill Bradley, 48, will wait until his "internal clock" tells him to strike; Missouri's Dick Gephardt, 50, will fulfill his duties as House majority leader; West Virginia's Sen. Jay Rockefeller will suspend his ambitions until he is "ready" to be president.

What has driven each of these men — there may soon be others, such as Tennessee Sen. Al Gore — into hibernation is a malady that has reduced the odds of a Democrat winning the presidency to an incredible long shot. The symptoms of the disease are political and personal. The root cause is economic: a party that believes in active government can no longer afford it.

It was not always this way. In 1964, Lyndon Johnson could promise voters a wide array of progressive social legislation. He could promise better education, better health, a better life for everyone from the economic hotshot to the down-and-out.

How? Because the economic expansion of the mid-1960s created a rising tide that lifted all boats. With each new dollar of GNP, there would be a chunk of change to finance Medicare and higher education and food stamps. Even inflation helped. The more dollars people earned, the higher their bracket, the bigger Uncle Sam's take.

No more.

When Hubert Humphrey ran for president in 1968, he champi-

11 machines

Wayne Gregori

10/10/91

① San Anselmo - Cafe

Weaver

② Braier Wash

③ La Boheme

④ Ground Zero

⑤ Horse shoe - Haight/Fillmore

⑥ South Beach Billiards

⑦ Musical Offerings - night move to EC

⑧ Twenty Tank

* ⑨ Orbit Room

⑩ Royal Grounds - Polk at Sacto

* ⑪ Edible Complex -

works where there's community
in cafe -

extension of peoples social
life →

① Business considerations

② disappointed in on-line community

chat mode = 25 lines →

issues of hooking in

- dos base - TBBS by esoft.

user group meetings in cafe →
"rules & regulations"
"harassment"

- dirty language
- racial slurs -

chat area as motor of system →
can block particular users.

dial in subs #5 / month
60% of 24 hr period -

hooked up w/ SF Weekly -
publish list of
Club of Comedy Shows -
→ way to contact
editors -

SF Web Fete 24TH of Oct.
South Bay Billiards
6:30 - 9:00 -

One on One Online →

Compact Disc Exchange - 1200 CDs
for sale -

TEN TIPS
for
DOCUMENTING
EVENTS



PUBLIC VIDEO

Supplement #1



PUBLISHED BY

Public Video Agency
842 Folsom St., Suite 149
San Francisco, CA 94107
(415) 773-9722

VIDEO IS EASIER THAN YOU THINK! Documenting your event can be as simple as turning on a tape recorder or as complicated as making a Hollywood movie. It's up to you.

Most nonprofits and public agencies have to work within a limited budget. These tips will be especially useful if you are planning to spend less than \$5000 to create a useful video record of your training session, seminar, or planning retreat. Even if you have just a few hundred dollars, following these suggestions should improve the quality of your finished tape.



1 Evaluate your audience. Before doing anything else, take some time to think about who will be using the tape. For instance, is it primarily for staff or for clients? Will it stand alone or be accompanied by written materials? Will it be viewed at home, or in an office setting? Take the time to write a one page description of how your tape will be used before you make any production arrangements. This will pay off! (We promise.)

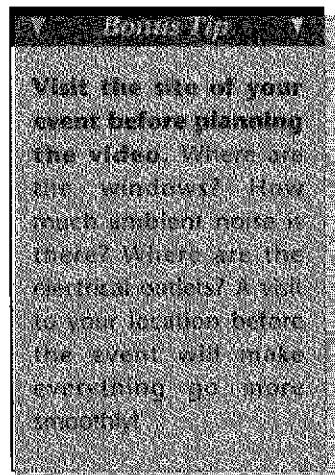
2 Schedule extra time. Every event has a few key moments. It is often difficult to know beforehand what these will be. When you are scheduling the event, ask the principal participants to schedule a little extra time to repeat key sections just for the camera. This is especially important if you are doing the video yourself. Not only do you get some insurance against technical glitches, but you are able to choose which "take" to use in your final version.

3 Use visual aids. Find out what visual aids will be used during your event. Videotape these separately. Now you don't have to worry about cutting away from the speaker or the audience and zooming in on a chalkboard or a flip-chart. You also get to examine how the visual aids will look on camera, and have them redrawn if necessary.

4 Can you hear me? Audio is the number one problem with event documentation. If possible, use a wireless microphone and have the presenter, if there is one, repeat all questions from the audience. Whether or not you are using a wireless microphone, do a careful, painstaking “sound check.” You can do a sound check before the event starts, but you must check again when the audience is in the room. A crowd of people changes the sound. If possible, have a back-up recording system, which can be as simple as an audience member with a good cassette recorder and microphone. That way, if you lose a few minutes of sound, you can fill it in later. If you are considering hiring professionals to document your event, make sure they do excellent audio!

5 Edit! You don’t need a document that includes every minute of the event. Take it from us, you really don’t. There are very few people who will watch more than forty-five minutes of a video for anything other than entertainment. If you have more material, consider breaking it into two or more tapes. But remember, every minute you edit out of your tape makes it stronger. If you are considering spending some money on professional production, here’s one of the most important places to spend it. Find a professional editor to spend a day reducing the document to its most important and exciting elements. You shouldn’t have to pay more than \$500 for this.

6 Use supplementary materials. Videos work very well in conjunction with written materials. You can even offer a full transcript, with notes that connect it to the video excerpt. Additional illustrations can be provided, along with a summary of key points. Supplementary materials will help translate your edited video into a comprehensive document.



7 Camera work. We've all seen those videos. The camera is mounted at the back of an empty room, and a small figure down front is gesturing with a pointer at tiny numbers on a chalkboard. We've seen them, but we've never watched them for long. Video viewers need dynamic images. Alternate between close ups and medium shots. If possible, use two cameras. Fill up the room, or ask people to sit close together and near the front. A professional camera operator is a valuable resource. He or she will usually charge \$450 to \$550 to spend a full day taping the event and providing clear, stable, and interesting images.

8 Audience participation. Did someone ask a good question? Consider having them repeat it for the camera during a break. Remind people to stand up with their questions and remind the presenter to repeat them for the microphone. A good audience can really contribute to a good video! Consider using a shot of the audience taken from the front of the room at the beginning of the video. This will help the viewer feel that he or she is part of the scene.

9 Titles. Your video needs titles. Even if they are just black lettering on white paper, you need titles to give the video a clear beginning and end. Simple, professional titles are not expensive. This is another place to invest a few dollars if you have them.

10 Update. Your video can last a long time. If a few things become outdated, update them in the supplementary materials, or add a few minutes to the video. Viewers like to know that the video reflects the latest information!

GOOD LUCK! If you would like more information about documenting events, or would like a list of qualified editors and producers committed to helping public agencies use video, contact Gary Wolf at the Public Video Agency, 773-9722.



VIDEO WORKSHOP FOR NONPROFITS



On **TUESDAY, SEPTEMBER 24, 1991**, PVA will be joining with the Bay Area Video Coalition (BAVC) to sponsor a workshop for arts and nonprofit administrators who need **EFFECTIVE, LOW-COST VIDEOS** for training, fundraising, or public education. The workshop will be held at the BAVC video facility, **1111 17TH STREET** (near Mississippi) in **SAN FRANCISCO**, from **7 TO 10 P.M.** Enrollment is limited. Contact BAVC, (415) 861-3282 for information on fees and registration.



PUBLIC VIDEO

PUBLIC VIDEO AGENCY, 842 FOLSOM STREET #149, SAN FRANCISCO, CA 94107 (415) 773-9722

August 2, 1991

Evelyn Pine
The Community Memory Project
2617 San Pablo Avenue
Berkeley, CA 94702

Dear Ms. Pine,

Thank you for your interest in PUBLIC VIDEO. Here is a copy of our first supplement, TEN TIPS FOR DOCUMENTING EVENTS. I hope you find it useful.

PUBLIC VIDEO and TEN TIPS are published by the Public Video Agency. Our mission is to match experienced video professionals with nonprofit organizations.

Good luck with your video!

Sincerely,


Gary Wolf

PUBLIC VIDEO

PUBLIC VIDEO AGENCY, 842 FOLSOM STREET #149, SAN FRANCISCO, CA 94107 (415) 773-9722

June 25, 1991

Dear Nonprofit Administrator,

Enclosed is the first issue of *Public Video*. I hope you like it!

Public Video is published by the Public Video Agency. Our goal is to help nonprofits and government agencies use video more effectively.

The best thing about *Public Video* is that you can use it to make a connection to a video producer who will be sympathetic to your budget and needs. There is a strong, highly-talented community of progressive video producers in the Bay Area who make nonprofit projects a regular part of their schedule. *Public Video* can help you find out who they are.

I hope you will return the enclosed response card and let me know if you want to receive future issues. Our newsletter is free, but we don't want to send it where it isn't needed. Please tell us if we're on the mark.

Also, please let me know if you have a video project that is working well. Perhaps other agencies should hear about it!

Public Video is a forum for sharing experiences and valuable information, as well as for making contact with producers and production resources. Good luck!

Sincerely,



Gary Wolf
Editor, *Public Video*

PUBLIC VIDEO

Published by the Public Video Agency

Volume 1, Number 1

NO VIDEO, NO GRANT?

California Arts Council requires video documentation

Are you an artist or arts organization seeking California grant support? Then you might want to know something about video. One of the state's largest grant makers is now requiring all applicants in the performing arts to submit video documentation of their work.

Budget cuts have forced the California Arts Council (CAC) to eliminate much of its site-visit program, making the artists' videos the single most important piece of evidence in evaluating grants.

According to spokesperson JoAnn Anglin, the CAC is encouraging artists to pay more attention to the quality of their videos. "When our arts administrative staff goes out to do consultations," Anglin reports, "they really stress that applicants turn in the best quality videotape they can."

This doesn't mean that the video is the only factor in determining who gets grants, says Anglin. "We also look at promotional materials, history and goals of the company, who their audience is, and so forth. Still, it is pretty hard not to be swayed by the quality of the tape. It is

just human nature that a clean, clear, and well-focused tape is going to be more persuasive to a panel-member."

The CAC asks grant applicants to submit either a short tape or a tape that is cued to a short section. The panel that reviews grants seldom looks at more than five to ten minutes of tape.

Anglin says that panelists try not to be swayed by fancy special-effects. "It is not so important that the tapes have special

**THE SUSPENSION OF
OUR SITE VISIT PROGRAM
WILL MAKE A VIDEO TAPE
CRITICAL IN DETERMINING
ARTISTIC QUALITY.
— CALIFORNIA ARTS
COUNCIL**

effects as that they be really clear both visually and aurally. Also, of course, the video must contain the necessary action for the panel to understand what the company is doing."

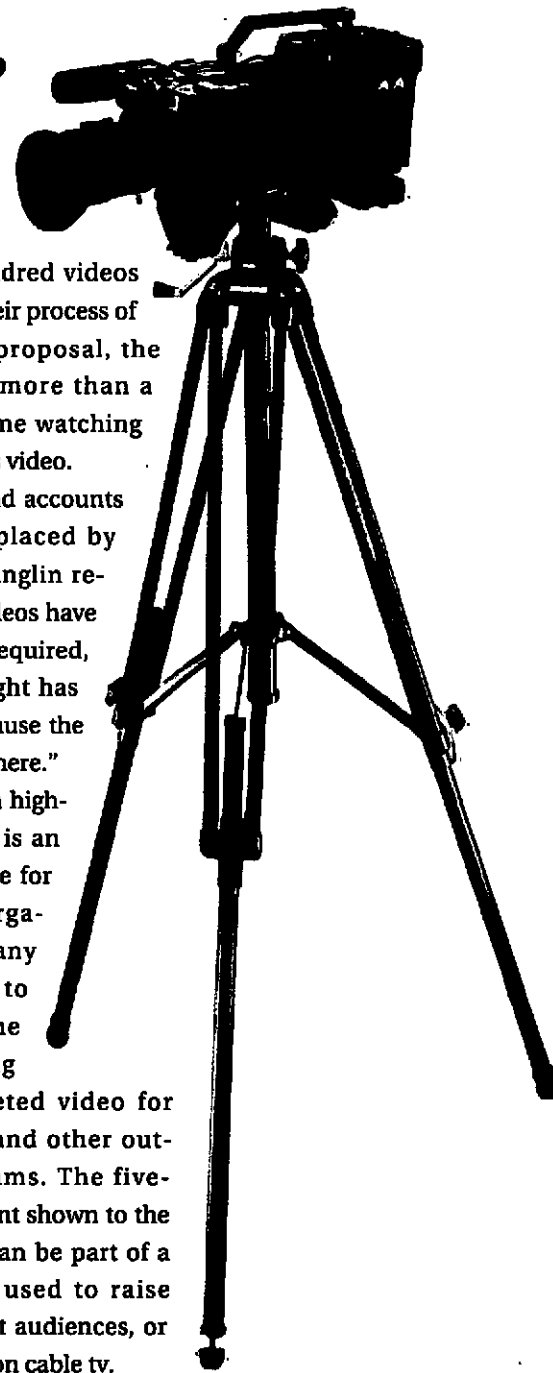
The CAC evaluates a huge number of grant applications. Their Touring and Presentation Program alone receives more

than two hundred videos per year. In their process of reviewing a proposal, the CAC spends more than a third of its time watching the applicant's video.

"First-hand accounts are being replaced by videotape," Anglin reports. "The videos have always been required, but their weight has increased because the site visit isn't there."

Creating a high-quality video is an added expense for most arts organizations. Many groups try to make up the cost by using their completed video for fundraising and other outreach programs. The five-minute segment shown to the arts council can be part of a larger piece used to raise money, attract audiences, or for broadcast on cable tv.

The Public Video Agency is sponsoring a special program to help arts organizations make effective, low-cost videos. Call Gary Wolf at 773-9722 for more information. □



Welcome to
PUBLIC VIDEO, the
first video news-
letter for nonprofit
organizations!

PVA PRODUCERS HAVE SERVED HUNDREDS OF NONPROFITS AND GOVERNMENT AGENCIES. HERE IS A LIST OF JUST A FEW OF THEM.

- ▼ Association of Bay Area Governments
- ▼ Bayshore Childcare Services
- ▼ City of Oakland
- ▼ Coming Home Hospice
- ▼ Committee for Children
- ▼ Environmental Protection Agency
- ▼ Long Beach Museum of Art
- ▼ Monterey Jazz Festival
- ▼ National Urban Coalition
- ▼ Sierra Club
- ▼ Tamalpa Institute Dancers Workshop
- ▼ The Martin Luther King, Jr. Center for Nonviolent Social Change
- ▼ The San Francisco AIDS Foundation
- ▼ United Way
- ▼ YMCA

LOW-COST APPROACHES

Adding a Video Component Can Be Easy

by Ellison Horne



Denise Rutliffe

making good video gets easier by the month. In this age of magical technology, I am always amazed at how many people are unaware of the growing accessibility of video production. Video equipment has become smaller, lighter, easier to use, and, most of all, less expensive. Because of these advances, independent producers are able to create low-cost, high-quality videos that anyone can afford, even nonprofits with limited funds.

Many public agencies already know how beneficial video has become for promotion, in-service training, and fundraising. When I meet with an agency that is considering video, their question is almost never "how can we use it?" Rather, they want to know,

"how can we do it?" and "what will it cost?"

Like most producers, I answer these questions with some questions of my own. I want to know how the agency is currently communicating with its donors, its clients, and the general public. What materials do they use? Do they have pamphlets, brochures, or newsletters designed to communicate the purpose of the agency? These printed materials can provide an inexpensive, ready-made framework for an effective video.

I also want to know whether the agency staff is prepared to participate in making the video. If the staff is willing to help write the script, this cuts down on preproduction and development costs.

For nonprofits working on a limited budget, it is important to minimize staged events. Remember, every staged event involves more staff time, more scripting, and, often, a more complex shooting process. I try to shoot footage of the agency as it operates on a regular basis,

to page 8 ▼

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(415) 773-9722

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BILL REHM,

JUDITH WELD

ORDINARY PEOPLE, EXTRAORDINARY JOB

Julie Miller Addresses the Jury

Even on a good day, jury duty can be tough. The courts are crowded, parking is scarce, and if you leave your car in a red zone, it will be towed.

Of course, there's always your per diem of \$5 to make you feel special. Even so, after you've been stewing in a windowless waiting room for hours, civic duty can seem like a civic nightmare.

When Julie Miller was asked to make an educational video for prospective jurors in the Contra Costa Courts, she tried to keep her audience in mind. They were not relaxed. They were not happy. They were not going to give her a break.

Julie was hired by County Court Judge Barbara Zuniga, who wanted to find a way to educate jurors without placing extra demands on her overworked court clerks. In evaluating the project, Julie quickly realized that the video required a special approach.

"People were angry, bored, and misinformed," she recounts. "My thinking was, we better approach them with a little humor. Hey, let's be honest. Most people open their summons and say to themselves, 'how can I get out of this?'"

Judge Zuniga agrees. "Jury duty is demanding, it's time consuming, and we do have a serious parking problem. Often, jurors come into court a little upset. We wanted the video not just to inform them, but to entertain them and uplift them, to let them know how important their job is."

Julie mixed trained actors with court volunteers to dramatize common courtroom scenes. When an irate juror (played by actor Jim Donzella) pounded his fist on the desk of a court clerk (played by the actual Deputy Clerk Tracey Nushi), jurors recognized their own frustration. They also could see that the court officers knew how they felt, and sympathized.

Ideally, every juror would get to meet the District Attorney, the Public Defender, and the Judge. After all, the juror is their temporary colleague. Unfortunately, such meetings aren't practical, in real time at least.

But in Judge Zuniga's court, jurors are introduced, via video, to the people they will see when a trial begins. The attorneys, the sheriff and the Judge all wrote their own parts, and Julie edited their presentations into the final tape.

Not only are Contra Costa jurors now less angry and more knowledgeable, but the process of producing the well-received video was a morale booster for the staff. "The camaraderie between the Sheriff, the Public

Defender, and the District Attorney was not all it could be," Judge Zuniga reports. "I did this to bring them together, and it really worked. Everyone was involved and it turned out wonderfully."

For Julie, such a large-scale collaborative process was a unique challenge. She recommends using real people in real situations, and taking advantage of available equipment and facilities, but explains that this approach has its limits.

"You can really save money by working with the resources you already have," Julie says. "However, the bottom line is trusting your producer, your professional, to get the most out of your resources." □



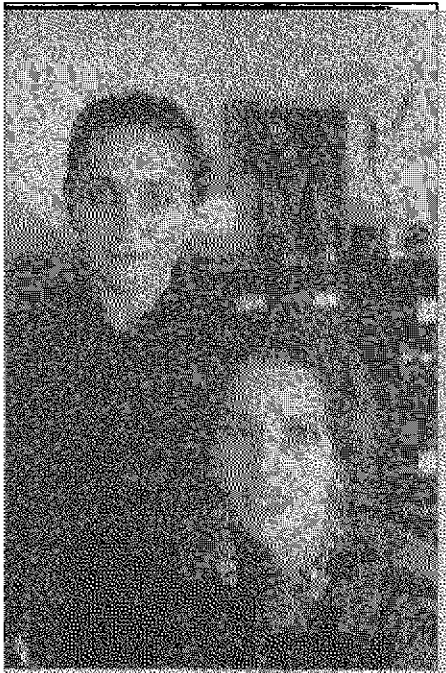
**YOU CAN REALLY SAVE
MONEY BY WORKING
WITH THE RESOURCES
YOU ALREADY HAVE.**

**Ordinary People,
Extraordinary Job,
Julie Miller's court-
room video, helps
prospective jurors
understand their
role. For more infor-
mation about *Ordinary
People, Extraordinary
Job* or about Julie
Miller Productions,
contact PVA at 842
Folsom Street, San
Francisco, CA 94107.
(415) 863-8667.**

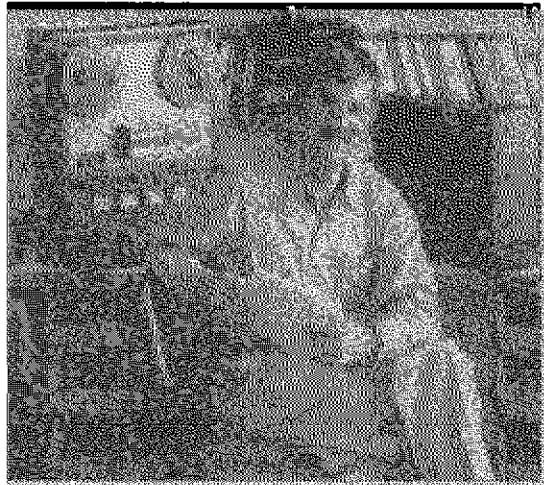


PVA PRODUCERS

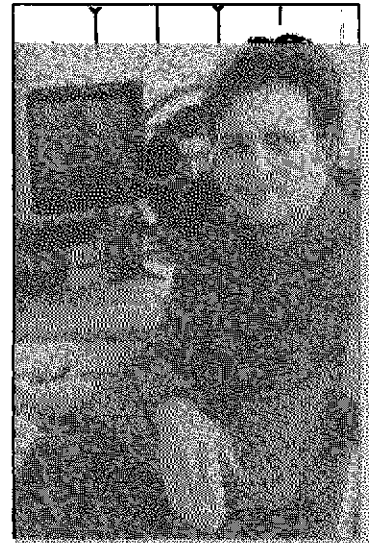
The Public Video Agency matches nonprofits with experienced video producers. Here are some of the wonderful people who work with us.



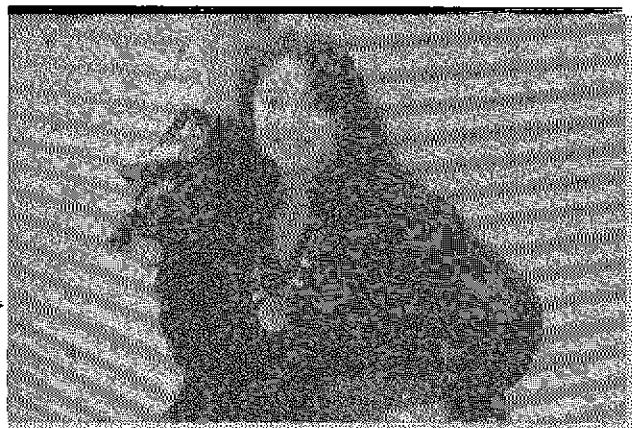
Tina DiFeliciano and Jane Wagner, Naked Eye Productions. Tina and Jane recently won an Emmy Award for their documentary film, *Living With AIDS*. Bravo!



George Draper, George Draper Productions. George specializes in videos and slide/sound productions for Bay Area government agencies.



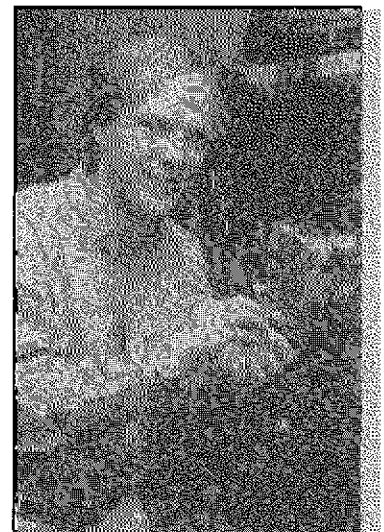
Paul Lundahl, Practical Productions. Paul produces high-impact, politically oriented videos. His clients have included Neighbor to Neighbor, Witness for Peace, and other progressive nonprofit groups.



Judy Ehrlich, Insight Productions. Judy has produced radio announcements, videotapes, and slide/sound presentations for scores of nonprofits, including housing, childcare, and healthcare agencies.



Andy Linda and Angela Gamburg, Electric Image. Using their own 1/2" editing facility, Andy and Angela create broadcast quality documentation of seminars and special events.



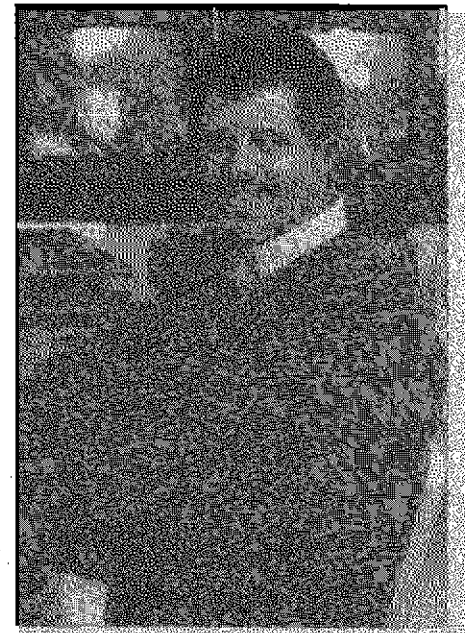
Brad Pearman, Peerless Video. Peerless offers full-service video production and state-of-the-art equipment rental to nonprofits.



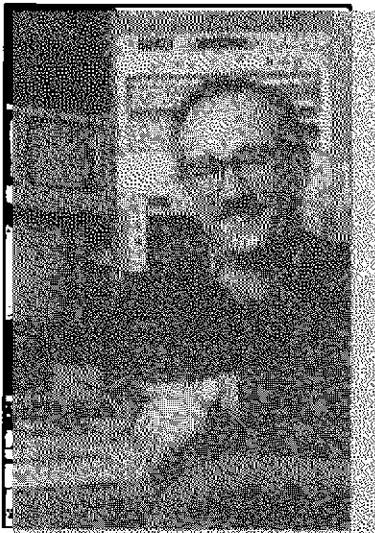
Julie Miller, Julie Miller Productions. Julie's video for Contra Costa jurors is featured in this issue of PUBLIC VIDEO. Julie's clients have included the Sierra Club, Monterey Jazz Festival, and the National Urban Coalition.



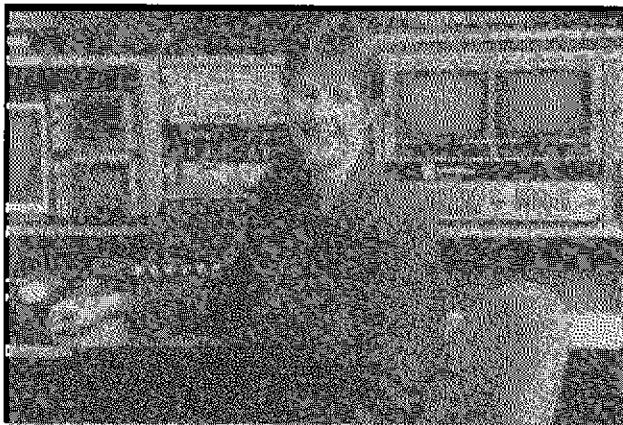
Josh Rosen, Mats Myrberg, and Ingrid Schulz of Metalanguage. Josh, Mats, and Ingrid are certified Apple developers and computer animation experts.



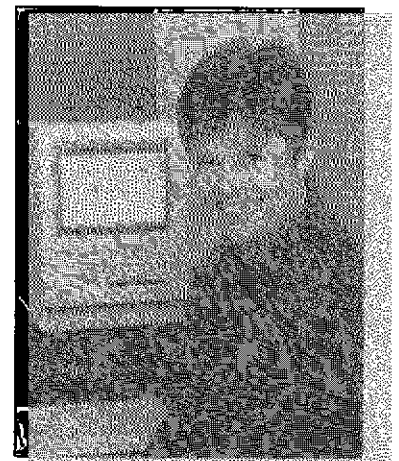
Ellison Horne, Ellison Horne Productions. Ellison's clients include Glide Memorial Church, Bayshore Childcare Services, and many other Bay Area nonprofits.



Robert Tat, Robert Tat Productions. Robert has a strong background (sixteen years) in informational and corporate programming. He recently produced *Everyday Heroes*, an award-winning video for Chevron's Internal United Way Campaign.



Cathleen Kane, Independent Producer/Editor. Cathleen freelances as an on-line editor at the Bay Area Video Coalition. Cathleen's specialty is art, dance, and performance videos.



Alice Ray, Independent Producer/Fundraising Consultant. Alice has won more than eight Emmy Awards for her nonprofit video work. Alice is interviewed in this issue of PUBLIC VIDEO.

PUBLIC VIDEO INTERVIEWS ALICE RAY

By Gary Wolf

Pamela Gentile



Alice Ray divides her time between filmmaking and business consulting to nonprofit organizations. She has an MBA, 8 Emmys, 20 national film awards, and numerous other awards for social leadership and management excellence. She is the former Executive Director of Committee for Children, a national organization for the prevention of child exploitation.

Public Video: How does a nonprofit director become an Emmy-winning video producer?

Alice Ray: In fact, it was my experience as the head of Committee for Children which led me into filmmaking. Our agency offered schools a curriculum teaching kids self-protective skills. However, we found that while kids were getting most of what we hoped they would learn, they were not getting one part of it. They were not learning assertiveness skills, especially the non-verbal aspects of them. They could de-

scribe what to do when faced with a situation of pressure or exploitation, but they couldn't actually do it.

After reviewing the literature on social learning, we realized that it was not enough for an adult to model the ideal behavior. It wasn't even enough to have a child model it. We

needed to have a child model the acquisition of the skill in a step by step process. We decided that the best way to do that would be through a dramatic video.

PV: Where did you find the money?

AR: We got several small grants and put in a little money of our own. For less than \$25,000 we ended up with a program that subsequently was shown on television, went into tens of thousands of classrooms, was successful in teaching kids the desired skills, and so far has generated more than \$400,000 in revenue for the agency.

PV: Where did the revenue come from?

AR: We did a promotional campaign and sold the video to schools and to other agencies.

We used direct mail, we sent out previews, we made a study guide, and we showed it at the educational video festivals.

PV: Wasn't this rather time consuming?

AR: It was, but it was worth it. Our first project led directly to

two other joint projects with commercial television stations. We were able to use the out-takes to develop public service announcements, with almost no additional investment. So, you see, even the out-takes became a resource. We won three more Emmys for the public service announcements,



Pamela Gentile

Alice Ray's Emmy Award winning video for Committee for Children starred Seattle Seahawk Freddie Young. Her message: "Don't Hurt the People You Love." Alice Ray is available through the Public Video Agency, 842 Folsom Street, San Francisco, CA 94107. (415) 863-8667.

which promoted organizational identity in the community. The effectiveness of the video led us to see that, rather than being a peripheral part of our program, it would become central.

PV: Obviously, video works better for some things than others. What do you think it does best?

AR: I think video is most useful when you are trying to do skill-building or to move people emotionally. In the

case I just described, we were trying to develop a very specific skill. We made this our top priority, and the other benefits followed.

PV: Are there some things a nonprofit needs to have in place before going ahead?

AR: I think video projects are going to be successful when three things are present: very specific social/educational objectives; a realistic distribution network; and a commitment to artistic excel-

lence. You need to have very clear learning objectives and you need to work with good professionals.

We worked with people who had the artistic skills, and we invested some money in producing emotional power. We expected our project to have the same level of emotional power you will find in a movie or a story. We wanted to touch people's souls. Most educational video doesn't do that. □

Free Premier Issue

DIRECT MAIL NEWSLETTER LAUNCHED

BERKELEY, CALIF. *Public Video* readers can receive a free Premier Issue of the only newsletter dedicated to direct mail and telephone fundraising.

The 8-page monthly will feature "What's working (And What's Not)," "The Package of the Month," the latest industry news and how-to features.

response! Mal Warwick's *Monthly Workshop for Direct Mail and Telephone Fundraisers™* will be of interest to nonprofit leaders, fundraisers, consultants and other direct mail and telemarketing vendors.

response! will be edited by Berkeley fundraiser Mal Warwick. More than 20 of the world's leading direct mail and telemarketing experts will be Contributing Editors.

Warwick is Chairman of the direct mail firm of Mal Warwick & Associates and author of a widely acclaimed 1990 book, *Revolution in the Mailbox*.

For a free copy of the Premier Issue of *response!*, call 1-800-877-8238. The call is toll-free.

Readers may also write to Mal Warwick, *response!*, 2550 Ninth Street #1171, Berkeley CA 94710, or fax (415) 540-6727.

Do You Have Video Needs?

BAVC

Bay Area Video Coalition

The largest nonprofit
video arts center
in the nation

We can offer you subsidized access to our state-of-the-art facility for your nonprofit projects. What does that mean?

- ☛ CMX 3100B ¾", Betacam SP, 1" A/B Roll
- ☛ RM 440 ¾" and VHS editing system
- ☛ VHS ½" editing system
- ☛ Interactive Videodisk Authoring System
- ☛ Betacam SP and ¾" camera packages
- ☛ EMC 2 offline editing suite
- ☛ Video projectors

We also offer workshops, publications, fiscal sponsorship, consulting and information services.

(415) 861-3282

1111 17th Street
San Francisco, CA 94107

PUBLIC VIDEO AGENCY

The Public Video Agency (PVA) is the first video production connection for nonprofits.

Our mission is to bridge the gap between the Bay Area's many talented producers and nonprofit groups who use videos for fundraising, training, and public education.

HOW MUCH DOES IT COST?

PVA works as a matching agency for independent producers, just like a literary, theatrical, or modeling agency. There are no up-front charges for PVA consultations. To support its work, PVA receives a fee from the production budget after the projects are successfully underway.

WHO DO WE WORK FOR?

PVA producers have created programs for hundreds of nonprofit and government groups, ranging from Glide Memorial Church to the Environmental Protection Agency. Some of these programs have been high-budget, mini-documentaries whose audience has numbered in the hundreds of thousands. Others have been simple, slide-to-video transfers designed to support speakers at meetings or training sessions.

WHY DO WE DO IT?

"Our producers place a very high value on community service," says Gary Wolf, PVA's Director. Although many PVA producers have an extensive list of corporate clients, they have all made a special commitment to working with nonprofits.

"Video communicates the emotion, the essence of something, the inference," says Robert Tat, who recently produced series of award-winning videos for the United Way. "These are the pieces that make a difference."

FOR MORE INFORMATION ABOUT PVA PROGRAMS, CONTACT:

PUBLIC VIDEO AGENCY

842 FOLSOM STREET #149

SAN FRANCISCO, CA 94107

(415) 773-9722

LOW-COST

▼ from page 2

and intercut interviews with staff members and clients.

Staff interviews can also become the source of an exciting, voice-over narration. Videotaping real people in real situations gives the final video a depth and credibility to which viewers will enthusiastically respond.

One consideration that will always show up on the bottom line is the technical question of what video format to use. Video technology ranges from inexpensive, off-the-shelf consumer systems to broadcast-quality machines costing hundreds of thousands of dollars. Choosing a low-end professional format, where appropriate, can save you a huge amount of money.

My opinion is that simple, spontaneous video portraits work best for nonprofits. These videos should be narrated by the people involved, and they should capture the sights, sounds, and excitement of an agency's work.

Many nonprofit videos are targeted to an audience of clients, individual donors, and foundations who understand that the agency has a limited budget. These viewers don't want to see fancy effects and million-dollar graphics. They will appreciate a convincing, realistic approach, with good, professional sound and simple, clean editing. □

Ellison Horne has produced videos for Glide Methodist Church, Mt. Zion Hospital, Bayshore Childcare Services, and many other nonprofit groups.

▼
**NONPROFITS
HAVE A
CHANCE
TO GET A FULL
EDUCATION
ABOUT THEIR
OPTIONS
BEFORE
MAKING A
COMMITMENT
TO ANY
PRODUCER.**
▼

PUBLIC·VIDEO is offered free to non-profits, community groups and government agencies. If you would like to get the next issue of **PUBLIC·VIDEO**, please clip and return the coupon below.

Video Workshop for Non-Profits: How to Make a Training and Fundraising Video for Less than \$10,000 (Sometimes Much Less).

In cooperation with BAVC (Bay Area Video Coalition), **PUBLIC·VIDEO** is sponsoring a workshop on low-cost approaches to non-profit video. Learn about inexpensive formats that can cut your costs by 90%. Meet leading non-profit producers who can answer questions about your project. BAVC, located at 1111 17th Street in San Francisco, is one of the nation's leading non-profit media facilities. For more information, check the box below.

Documenting Events: Ten Tips for Documentation that Works

Important events, speakers, and training sessions are often recorded on videotape. **PUBLIC·VIDEO** has a two page supplement on video documentation that offers some easy steps to a more powerful production. With a few improvements in sound, editing, and pre-production planning, your event, lecture, or training session can become a useful, permanent resource. To receive *Documenting Events*, check the box on the coupon below.

STAGEBRIDGE



6408 Valley View Road

Oakland, CA 94611

Fall, 1990

"Grandparents Tales" Opens 12th Season

Excitement is in the air for STAGEBRIDGE's twelfth season. For the first time we'll be presenting our entire season in one theatre --- *Music and Arts on Broadway*, the new name for performances at the First Presbyterian Church, 27th and Broadway, downtown Oakland. The Fellowship Hall boasts a spacious stage, good acoustics, dressing rooms, seating for up to 250 people, and...*Parking* --- free and secured, right under the church. Plus it is readily accessible to public transportation. Opening the new season will be Linda Spector's *"Grandparents Tales"*, stories and music from around the world that celebrates the role of grandparents and grandchildren. The multi-cultural cast will range in age from 12 to 82. The show opens October 27 and runs through November 18. Weekday matinees will be given for over 5,000 Oakland school children. *Don't miss it!*

Were You Among the 10,000. .

who saw one of our performances last year? Our biggest season to date got a rocky start with the earthquake, but then took the company to the Oakland Museum Theatre for school performances, to the Dunsmuir House Christmas Show, where Jack London and friends entertained, to the Garden Center theatre and N.Berkeley Senior Center for public shows, to realtors in Lafayette, hospital audiences in SF, and senior centers throughout the Bay Area. The actors gave a total of 62 performances for 10,051 people!

FUNDING NEWS --- Support for "Grandparent Tales"

Mervyn's
Major Corporate Sponsor

Koret Foundation
Zellerbach Family Fund
Bernard Osher Foundation
Oakland Redevelopment Agency

General Operating Support:
City of Oakland/
Oakland Arts Council



Sydney Walker Joins Board

The popular SF actor from ACT, Sydney Walker, has recently joined the Board of Trustees. Sydney did a series of acting workshops with the company last spring and was so impressed he quickly accepted the invitation to help STAGEBRIDGE "to be of service to seniors of my age". With over 45 years of experience in over 324 roles, Sydney has been a regular with ACT since 1974.

Also, joining the Board is Cam Stoufer, Development Director for the Oakland Ballet. Prior to fund-raising for the Ballet, Cam has many years of experience with local theatre companies. Kathleen Saddler comes to the Board having worked in public housing for seniors, is on the board of the University "Y" and is an advisor to the Black Women's Program. Finally, our most recent newcomer is Ellen Gans, who is a noted event planner and fund-raiser. For many years Ellen was the director of the Oakland YWCA and on the Oakland Arts Council. Board president, Kathy Connelly, says she is "excited to have these community leaders helping us." *Welcome!*

On Tour!

Check your calendars and don't wait to call us to reserve a special performance for your organization. Hitting the road in December and January will be:

Crazy After All These Years - our all new version of this upbeat popular variety show, featuring monologues and songs from modern theatre. **FOR CLUBS, SPECIAL EVENTS AND SENIORS GROUPS**

"Our seniors were thrilled and inspired"

"Brought humor and poignancy"

Don't Agonize, Organize - the popular play by Linda Spector, celebrating the lives of founders of The Older Women's League. **FOR WOMEN'S GROUPS**

"Communicating ways to overcome common problems and struggles."

Grandparents Tales - will take stories from many cultures **FOR CHURCHES**

Jack London and Friends - will be available to rent for **FOR SPECIAL EVENTS**

"Wonderfully accomplished"

"Jack London gave a lovely performance!"

Call 339-9166 for information

Never To Late to Act

Although our acting classes for seniors have begun, it's not too late to take part. Beginning through advanced classes taught by our professional staff are offered in Oakland, Berkeley and Albany. Classes are sponsored by Vista Community College and Pleasant Valley Adult Education. Call 339-9166.

New Friends of STAGEBRIDGE:

Barbara Smith, Terry Arkley, Robert Bragg, Nigel Renton, Ann/Saul Rosenbaum, Barbara Stone, Gerda Mathan, Elmer Arveson, Constance Grass, Ellen Gans, Rick Smith, Rosena/David Sheer, Hyam Glickman, BettyJane Reiss, Renee Emunah, Bud Sisson, Gertrude Young, Dr/Mrs. Phillip Strauss, Joe Wexler

OUR TWELFTH SEASON**BROADWAY BOUND**

**Music and Arts on Broadway
(1st Presbyterian Church),
27th and Broadway, downtown Oakland**

"Grandparents Tales"* *October 27 - November 18

Celebrating grandparents and grandchildren in stories from around the world, adapted by Linda Spector. Directed by Stuart Kandell and Linda Spector. Live music and a cast aged 12 - 82. Saturdays and Sundays at 1:30 pm. *For families and children.*

"3 for the Heart"* *February 22 - March 16

Three hilarious one acts by Neil Simon, Arthur Miller and Robert Anderson celebrating love at all ages. Directed by award winning actress Carol McElheney. Friday and Saturdays at 8:00pm and Wednesdays at 2:00pm.

"Play it Again!"* *May 3 - 26

A hot musical cabaret featuring some of the best older musicians in the Bay Area. Friday and Saturdays at 8:00pm and Sundays at 2:00pm.

SUBSCRIBE TODAY

Subscribers will receive:

- open choice of any performances: easy exchanges
- two free passes*
- personal reminder service for all performances*
- invitations to receptions and special events
- the great feeling of supporting STAGEBRIDGE!

Subscriber cards (good for all 3 plays) available at \$25, \$35*

TIME DATED MATERIAL

Evelyn Pine
Community Memory
2617 San Pablo Ave
Berkeley, CA 94702

6408 Valley View Road
Oakland, CA 94611

STAGEBRIDGE



NONPROFIT ORG.
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Oakland, CA
Permit No. 2023

SAVE ME A SEAT. . .

I want to become a SUBSCRIBER ___\$25 ___\$35

I want to become a FRIEND OF STAGEBRIDGE

Enclosed is my tax-deductible contribution for:

___\$25 ___\$35 ___\$50 ___\$100 ___Other \$___

Please make checks payable to STAGEBRIDGE
(Please print)

Name _____

Street _____

City/State/Zip _____

Mail to: STAGEBRIDGE
6408 Valley View Road, Oakland, CA 94611

CompuMentor

Daniel Ben-Horin, Executive Director
Randy Dunagan, Program Director

385 8th Street
Second Floor
San Francisco, CA 94103
415 255-6040

September 5, 1990

Dear Friend,

We are sending this letter to those who have contacted CompuMentor and expressed an interest in mentoring. Some of you have been matched with nonprofit groups. For many of you, however, particularly those living outside the San Francisco Bay Area, we have been so far unable to provide mentoring opportunities.

Accordingly, we are adopting a policy of informing you when an opportunity arises to make use of technical skills in a socially beneficial way. In the current instance, we are enclosing a mailing from Tecnica, which is seeking knowledgable computer people who are interested in volunteering in South Africa.

We at CompuMentor have had a collegial relationship with Tecnica for a number of years and think highly of their efforts to bring technical assistance to the Third World. Beyond that, I'll let their letter speak for itself.

Let me conclude by assuring you that we do not, under any circumstances, rent or sell our mailing list of mentoring volunteers. Our policy is simply to make the list available, on a one-time basis, to organizations that, in our opinion, have a worthwhile technical volunteering opportunity to offer. We believe that Tecnica fills that definition. We hope you will agree and find the mailing at least informative and perhaps motivating.

Sincerely,


Daniel Ben-Horin
Executive Director

p.s. If you wish to be excluded from any future such mailings, please drop me a line and we will be glad to accommodate your wishes.

TECNICA

3254 Adeline Street Berkeley, CA 94703 (415) 655-3838 Fax: (415) 655-7440 Telex: 4933913 TECNICA E-Mail: cdp@tecnic

September 5, 1990

Dear Friend,

Are you looking for new and unique ways to use your professional skills? Would you like to share your skills with people who have been denied equal educational opportunities and who are working on a daily basis to build democracy in South Africa?

If you have computer skills and you want to use them in a very special way, please take a moment to read this letter. If you want to participate, please call me immediately.

I need a team of highly skilled computer professionals to work on 3 key projects in South Africa. And I am grateful to CompuMentor for allowing me to tell you about this important opportunity.

I just returned from South Africa, where I met with the leadership of the democratic movement. I received requests from them for TECNICA to provide urgent training and assistance.

TECNICA has been sending computer and other professionals to Nicaragua and Southern Africa for seven years. More than 800 professionals have worked on crucial projects, with a focus on training and transferring their skills. Now, our friends in South Africa have asked for assistance at an important historical time.

As you know, South Africa is a very different place from what it was only nine months ago. Nelson Mandela is free after 27 years in prison, and the movement to end apartheid is gaining strength.

Thousands upon thousands of people in South Africa are working to end apartheid and prepare themselves to compete in a technologically sophisticated society. Yet, the vast majority of people have been systematically denied access to the training and skills that would mean true equality. TECNICA is working to help rectify this imbalance, and you may be able to help.

I am currently recruiting specialists for three projects:

- *** New Nation, a leading anti-apartheid newspaper, needs assistance in desktop publishing, advanced word processing, spreadsheets and telecommunications.
- *** Four trade unions need assistance in basic office automation, word processing, and desktop publishing.

(Over, please)

BOARD OF DIRECTORS: Dana Alston, *Activist/Development Consultant, Washington, DC*; Mary Anna Colwell, PhD., *Sociologist, Corte Madera, CA*; David Creighton, *Financial Analyst, Richmond, CA*; Ann Gonski, *Administrator, Oakland, CA*; Gregory Ricks, *Multi-Cultural Education Consultant, Stanford, CA*; Shelley Sherman, *Community Activist, San Francisco, CA*; Norton Tooby, *Attorney, Oakland, CA*; Charles Welch, *Electrical Engineer, Boston, MA*.

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*** Nelson Mandela's organization, the African National Congress, is setting up a network of computers in their Department of Information and Publicity. They need training in desktop publishing and basic office automation.

As you can imagine, our recruitment time frame is extremely tight. We already have a few top notch people, but I need to complete the team in the next few days.

If you have the skills and think you have the time available to participate, please call me or TECNICA's Africa Program Coordinator, Jennifer Drayton, immediately. The phone number is (415) 655-3838.

If you are unable to work on these particular projects, but might be able to participate at another time; or if you want to find out more about TECNICA's programs, please send me the enclosed reply memo. I'll put you on our mailing list and make sure you receive the next issue of the TECNICA Bulletin.

I look forward to hearing from you.

Sincerely,



Kim Porteus
Southern Africa Program Director

P.S. Time is now a critical factor. If you are interested in joining TECNICA's team of specialists in South Africa, please contact me immediately.

COMPUTER TRAINERS NEEDED



TECNICA is sending a team of computer professionals to volunteer training for the African National Congress (ANC) and other Mass Democratic Movement (MDM) organizations in Johannesburg, South Africa from October 1 through December 17, 1990. As dramatic political developments quickly unfold

in South Africa, the need is great for an adequate information flow which will enhance mass participation in an evolving democratic future. The three projects *TECNICA* is currently placing volunteers in are focused on aiding this process of strengthening the information base through transferring technical skills to those who produce materials for mass dissemination. These projects are with the ANC, the Congress of South African Trade Unions (COSATU) and *New Nation* newspaper.

TECNICA is looking for a team of trainers with proficiency in:

- ◆ Operating System Manipulation (MS-DOS, Macintosh)
- ◆ Wordprocessing (WordPerfect, Microsoft Word with Windows 3.0)
- ◆ Desk Top Publishing (Pagemaker, Ventura, Ready Set Go!)
- ◆ Office Automation (Lotus 123, databases)
- ◆ Trouble shooting
- ◆ Systems Maintenance
- ◆ Telecommunications

Other relevant qualifications include:

- ◆ documented ability to provide basic/advanced training to people with various levels of computer knowledge
- ◆ experience with the production process of print media
- ◆ excellent communications skills
- ◆ desire to work in a challenging social/political setting
- ◆ commitment to the non-racial policies of the Mass Democratic Movement in South Africa

TECNICA is a non-profit organization providing technological assistance in Nicaragua and Southern Africa.

To volunteer for the South Africa projects or for further information, please contact *TECNICA* Southern Africa Staff Kim Porteus or Jennifer Drayton at (415) 655-3838; 3254 Adeline Street, Berkeley, California 94703.

VOLUNTEER CENTR. of ALAMEDA COUNTY

2 PROGRAMS

- ① COURT PROGRAM - "COMMUNITY WORKERS"
WORK OFF MINOR OFFENCES (MIN. 25 HRS.)
- WE KEEP A LOG OF THEIR HOURS; THESE WILL BE REPORTED / SUBMITTED.
 - WE CAN SCREEN PEOPLE
 - WE HAVE RIGHT TO KNOW THE OFFENCE THE PERSON IS DOING COM. WORK FOR.
 - WE PLEDGE CONFIDENTIALITY

- ② VOLUNTEER CALL-IN - THEY ACT AS A PLACEMENT CENTER FOR PEOPLE WANTING TO DO VOLUNTEER WORK
- LESS SCREENING INVOLVED
 - MORE FLEXIBLE.

PUBLISH A NEWSLETTER - GOOD PLACE TO INTERESTING STORIES REVOLVING AROUND VOLUNTEERS

SPONSOR OF "HUMAN RACE", A WALKATHON.

⇒ IRENE MAESTRI - EXEC. DIR.
KAREN WEINER - LIASON

MARGARET (?) - COURTS COORDINATOR

⇒ 843 6239

SERVE 300+ AGENCIES

(Category, for Bureau use only)

(Title, for Bureau use only)

VOLUNTEER JOB REQUEST On - Going

Agency Name _____ Requesting Person _____

Address _____ Phone # _____

Job Title _____ Volunteer Coordinator _____

of Vol.'s needed _____

Maximum

Minimum

Job description: _____

Skills and/or education required: _____

Agency Requirements (e.g., T.B. test) _____

Do you have a required training program? YES NO If yes, when is it offered? _____

of hours per week volunteer can work: _____

Maximum

Minimum

Minimum time committment required (e.g. 1 month, 20 hrs.) _____

Can this job be done at home? YES NO What days and times can volunteers work? (Check day, fill in time)

Can a volunteer bring their child? YES NO

Is job accessible for the physically disabled? YES NO

To whom should volunteer report for interview? _____

Name & Title _____

Phone # _____

Please check off the special program clients you are willing to interview for this job:

Day	Morning	Afternoon	Evening
S			
M			
T			
W			
T			
F			
S			

Community Service
Alternatives (Court Referral)

Transitional (Mental Health)

Youth (Specify minimum age)

(Category, for Bureau use only)

(Title, for Bureau use only)

VOLUNTEER JOB REQUEST On - Going

Agency Name _____ Requesting Person _____

Address _____ Phone # _____

Volunteer Coordinator _____

Job Title _____ # of Vol.'s needed _____

Maximum

Minimum

Job description: _____

Skills and/or education required: _____

Agency Requirments (e.g., T.B. test) _____

Do you have a required training program? YES NO If yes, when is it offered? _____

of hours per week volunteer can work: _____

Maximum

Minimum

Minimum time committment required (e.g. 1 month, 20 hrs.) _____

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Day	Morning	Afternoon	Evening
S			
M			
T			
W			
T			
F			
S			

Community Service
Alternatives (Court Referral)

Transitional (Mental Health)

Youth (Specify minimum age)

THE VOLUNTEER CENTERS OF ALAMEDA CO., INC.

The Volunteer Centers of Alameda County, Inc. is a nonprofit voluntary agency dedicated to the promotion of citizen action and volunteerism. The Centers assist in filling needs of over five hundred community service and charitable agencies for volunteer workers and for technical assistance in developing and managing volunteer programs throughout Alameda County.*

There are Centers located in Oakland and Hayward to serve agencies by providing the following services:

VOLUNTEER RECRUITMENT & REFERRAL SERVICES:

The Centers list the volunteer needs of agencies serving Alameda County. Member agencies provide service in such fields as education, health, the arts, child development, crime prevention, recreation, and emergency food and shelter.

Over five hundred people come to the Centers each year who want to help the community by volunteering. Through a placement interview, the Centers match the individual to volunteer jobs of two to three member agencies. The volunteer, together with an agency, makes the final placement decision.

Over four thousand people also come to the Centers each year who are referred by the courts to perform community service as an alternative sentence to fines and/or jail. This community corrections program allows offenders to "pay back" the community in labor. It also exposes people to volunteerism who may have never considered volunteering. Therefore, this program is also a good recruitment source for volunteers. Many court-referred workers have continued on as volunteers after their court assignment was completed. In addition to careful screening and placement interviews, a Center caseworker monitors and reports the outcome of the assignment to the courts or probation officers.

Over thirty corporations, interested in employee volunteerism, receive our monthly publication, "Spotlights." This publication lists the volunteer jobs of our member agencies that enable the "working" person to become involved as a volunteer. The involvement is feasible because these volunteer jobs can generally be done on evenings or weekends. Requests for board members are also publicized in "Spotlights." Further publicity of volunteer needs is generated by the Centers at local community events such as Oakland's Festival at the Lake and KSFO and KYA radio stations' East Bay Fair.

* The Valley Volunteer Center, a separate nonprofit organization, serves the Livermore and Pleasanton Areas in volunteer services. The Volunteer Centers of Alameda County, Inc. serves this area for court-referred workers only.

VOLUNTEER CENTERS OF ALAMEDA COUNTY, INC.
COMMUNITY SERVICE ALTERNATIVES
477 15th Street, Ste. 304
Oakland, California 94612-2080

VOLUNTEER RECOGNITION SERVICES:

Just as the Volunteer Centers, Inc. is a broker for the individual wanting to help and the agency needing help, it is also a broker for the private sector and volunteerism. The Centers work with JC Penney, KRON TV - Channel 4, MacDonald's and other businesses in providing annual volunteer recognition awards programs. Member agencies receive direct announcements of the nomination dates, rules, instructions and necessary application forms.

TRAINING, INFORMATION & NETWORKING SERVICES:

The Centers offer two series of workshops each year. The fall session covers the basics of volunteer program management, while the spring session offers a series of advanced workshops for the experienced volunteer manager. Each series includes three to four workshops. The fees for all workshops are discounted for member agencies.

Member agencies are invited to attend the Volunteer Coordinators' Exchange Forum offered six times a year. At these forums, volunteer coordinators have the opportunity to receive invaluable information on volunteer management and recruitment topics, hear guest speakers and exchange ideas with one another.

"Centering", the Volunteer Center's newsletter, is distributed quarterly to all registered agencies. "Centering" profiles successful volunteer programs and volunteers, and contains valuable information on community resources and events. Member agencies may also utilize the Center's library at no charge. The library includes recent periodicals, books and reference materials which address volunteerism.

ADDITIONAL SERVICES:

Each year, The Centers sponsor the Human Race, a community fundraiser for nonprofit agencies. The Centers coordinate the event; participating agencies recruit volunteers to walk and collect pledges. The Centers provide all event organization including staffing, prizes, pledge sheets, agency coordinator training, insurance and accounting for funds. Agencies retain from 75% to 90% of the funds they collect.

For a contracted fee for service, The Centers provide volunteer coordination, technical assistance, training for volunteers and boards and other services to meet needs of specific agencies and groups. The fees for these services are negotiated based upon the specific service request.

VOLUNTEER CENTERS OF ALAMEDA CO., INC.

Membership Application

Please return this form with the \$15.00 registration fee (made out to Volunteer Centers of Alameda Co., Inc.), appropriate documentation of eligibility status and completed job requests. The fee covers fiscal year July 1-June 30. Please contact:

At: 477-15th St., Ste. 304
Oakland, CA 94612

21455 Birch St.
Hayward, CA 94541

Agency profile

Legal name of organization: _____

Address: _____

City: _____ Zip Code: _____

Cross streets: _____

Telephone #: _____

Name of Executive Director: _____

Name of Volunteer Co-ordinator: _____
Hours/week: _____

Name of person to receive mailings: _____

Additional sites for which you may request service should be listed below. If there is more than one, please show it on an attachment.

Name of worksite: _____

Address: _____

City: _____ Zip Code: _____

Cross streets: _____

Telephone #: _____ Contact person: _____

Please check the appropriate box or boxes below.

Non-Profit corporation
 501 (c) 3 other, explanation: _____

Government entity

Convalescent hospital or for profit care facility

Community-based program. Explanation: _____

Briefly state your organization's mission or purpose: _____

Briefly summarize your program and services you offer. Add additional sheets as necessary: _____

ELIGIBILITY REQUIREMENTS

To qualify for registration as a work site(s) for volunteers and court-referred workers, agencies must meet the following eligibility requirements and pay a \$15.00 non-refundable registration fee. (Fee covers fiscal year July 1 to June 30.)

1. Organization is of public benefit whose status falls into one of the following categories:

TYPE	DOCUMENTATION REQUIRED
a. Nonprofit corporation	IRS determination letter or Articles of Incorporation
b. Governmental entity	Statement of such on letterhead stationary
c. Community-based program which provides services to meet public needs	Charter/Articles of Incorporation, copy of names of Board of Directors
d. Agencies of a proprietary nature such as board and care homes, rest homes, convalescent homes (volunteer involvement is limited to activity work with patients).	Copy of current license

2. The services or programs of the organization must fall into one of the following areas:

- | | |
|---------------|-------------------|
| a. Education | d. Health |
| b. Culture | e. Social Welfare |
| c. Recreation | |

3. Organization must meet the following operational criteria:

- a. Render services to clients and select volunteers without regard to race, sex, age or religion. (Restrictions of age and sex appropriate to a program are acceptable.)
- b. Nonprofit corporation must be governed by a voluntary Board of Directors
- c. Volunteers or court-referred workers may not be used for partisan political activities, religious or philosophical proselytizing.
- d. Organization demonstrates a commitment to establishing or maintaining effective volunteer involvement. (See "Guidelines").

GUIDELINES FOR INVOLVING VOLUNTEERS

I. REQUESTS FOR VOLUNTEERS

Agencies supply the Volunteer Centers with requests for two types of volunteer assistance:

- a. On-Going Job Requests are completed for volunteer jobs that are always needed within your agency (i.e., tutors, recreation aides, etc.). These should be submitted at the time of registration and when new on-going jobs are developed within your program.
- b. Temporary Job Requests are completed for volunteer jobs that are needed on a one-time only basis or periodically (i.e., bulk mailing, special events, field trip assistance, repair work). Please submit these requests at least two weeks prior to the date when the assistance is needed if you wish them considered.

Keep the Volunteer Centers informed of any changes in on-going job requests, volunteer supervisors or general agency information (e.g., address change, personnel change).

II. REFERRAL PROCESS

The Centers interviewing staff make every effort to satisfy the needs of volunteers and C.S.A. clients by referring them to agencies which will benefit from the assistance. Should there be any problems with an individual referred by the Volunteer Centers, the agency should contact the Center immediately. The Center will try to resolve the problem, or if unable to do so, arrange for another placement.

A. Volunteer Referrals

The Volunteer Centers do not screen all volunteer referrals. While many individuals come to the Center for direct assistance in finding volunteer work, many are also referred by telephone or learn of agency needs through publicity which the Centers generate.

B. Community Service Alternatives Program (C.S.A) Referrals

Screening: The Centers screen all C.S.A. clients. At the time of the referral the Center will provide the agency with all pertinent information concerning the client including the offense requiring community service (e.g., traffic violations, drunk driving, etc.). The agency has the right to refuse the referral.

GUIDELINES (Cont.)

Interviewing: The agency then interviews the referred person and decides whether or not to accept him or her. The interview is a useful means to discuss the expectations of both the client and the agency, discuss the job assignment to be undertaken and work out a mutually agreed upon schedule. Following the interview, the agency should notify the Volunteer Center if it decides not to accept the referred individual.

Record Keeping: Every C.S.A. client is given a time sheet to record the number of hours worked. This record must be signed by the client's supervisor. The agency, as well, must also keep a separate record so that hours can be verified if necessary. The agency may use its own form to record the hours worked by each client, or may use a form provided by the Center.

Supervision: The agency must assign a supervisor to the C.S.A. client(s). The supervisor is responsible for training, supervising, verifying hours worked by the client and signing the client's time sheet.

Confidentiality: All information regarding a C.S.A. client shall be kept confidential by the person who supervises the client.

Rights of Client: An agency cannot request a client to perform a different job from the one originally requested unless the Volunteer Center and the client agree. The client has a right to decline any job which he or she deems dangerous.

III. SUCCESSFUL VOLUNTEER PROGRAMS

These guidelines are intended to insure that volunteers/C.S.A. workers and agencies find their involvement with one another mutually rewarding. Agencies are expected to follow these guidelines to the best of their ability.

- A. **Orientation:** Volunteers shall be oriented to organization's goals and policies, the roles of volunteer and paid staff, work location and opportunities for further involvement.
- B. **Recogniton:** All staff should understand their agency's commitment to the Volunteer Centers and work to provide recognition and incentive to volunteers.
- C. **Benefits:** Agencies should consider providing insurance coverage and reimbursement for expenses such as transportation and uniforms for volunteers.

URGENT!

PLEASE HELP US PUBLICIZE YOUR VOLUNTEER NEEDS BY RETURNING THIS COMPLETED FORM TO THE VOLUNTEER CENTERS.

The Volunteer Centers has on file job requests from all registered agencies. In the future, the Centers plan to make a list of volunteer opportunities available to corporations, civic groups, schools and individuals. If you would like your agency included on this list, please sign and return the release form below.

I, _____, _____, representing
(name) (title)
_____, hereby grant permission for the
(agency)

Volunteer Centers of Alameda County, Inc., to include information on volunteer opportunities with my agency in any materials produced and distributed by the Centers. I further understand that the materials may be distributed for sale.

Signature _____

Date: _____

Title _____

Please fold on dotted line and mail to the Centers.
(No envelope is necessary).

VOLUNTEER JOB REQUEST FOR PROFESSIONALS

Agency Name: _____

Address: _____

Date Of request: _____

Person filling out request: _____

Phone number: _____

Job Category (Please check)

_____ management assistance _____ board member

NOTE: If you are requesting a Board Member, also attach By-Laws or agency, or explanation of Board election or appointment process.

Agency description: _____

Job Title: _____

Job Description (attach additional sheet if necessary): _____

Starting Date: _____ Ending Date: _____

Working hours: _____

Minimum Time Commitment needed by Volunteers: _____

(i.e., 3 hours per month for 1 year, 12 hours for 1 month, etc.)

Specific professional skills needed: _____

PLEASE MAIL THIS FORM TO:

Volunteer Centers of Alameda County, Inc.

477 15th Street, Suite 304

Oakland, CA 94612-2080

Attention: Request for Professionals

Volunteer Centers

The Volunteer Centers of Alameda County, Inc. matches volunteers with agency needs; provides training on volunteer management; offers the Volunteer Coordinators' Exchange Forum to address concerns and share ideas on volunteerism; and provides resources and information on volunteerism. These services are provided to promote volunteerism and recognition of volunteer activities. There is an annual registration fee to agencies of \$15.00 for these services. Call 893-6239 for more information.

The Volunteer Centers of Alameda County, Inc., in an effort to promote effective volunteer programs, has developed this workshop series to address the specific needs of volunteer coordinators and staff in community service agencies and groups involving volunteers.




Lee Felsenstein
Village Design
2617 San Pablo Ave.
Berkeley CA 94702

Volunteer Centers of Alameda County, Inc.
477 - 15th Street, Ste. 304
Oakland, CA 94612
(415) 893-6239
Address Correction Requested

Non-Profit
Organization
U.S. Postage
Paid
Oakland, CA
Permit #4018

Volunteer Management Workshop Series

Sponsored by:

 **VOLUNTEER**
CENTERS of Alameda County, Inc.

Registration

Workshop Registration Fee Schedule

Member Agencies:

Half Day **Full Day** **Series**
 \$15/person \$25/person \$60/person

Nonmember Agencies:

Half Day **Full Day** **Series**
 \$25/person \$35/person \$100/person

Send this registration form and check to:
 Volunteer Centers of Alameda County,
 Inc., 477 15th Street, Ste. 304, Oakland,
 CA 94612.

Registration form and fee(s) must be
 turned in at least one week prior to the
 scheduled workshop you wish to attend.
 Register early since there is limited seating
 available.

Topic	# of Participants	Fee
1. Marketing Magic: How To Find Vol- unteers and Keep Them May 12, 1987 9 am-12 noon	_____	_____
2. Tools of Time Management May 26, 1987 9 am-12 noon	_____	_____
3. Risk Management June 9, 1987 9 am-12 noon	_____	_____
4. Budgeting For a Volunteer Program June 23, 1987 9 am-4 pm	_____	_____
Entire Series of Four Workshops	_____	_____

Agency _____

Address _____

City State Zip

() _____

Telephone _____

Contact Person _____

Names of Participants: _____

Workshops

**Marketing Magic: How to Find Volun-
teers and Keep Them:** In business, the
 greatest cost of a product is its market-
 ing. The nonprofit sector is no different.
 A volunteer program must be effectively
 marketed to succeed. This workshop will
 teach you:

- How to identify potential volunteers
- How to find more volunteers
- How to keep volunteers once they
are through your door

You will learn how to define the product
 which your volunteer program is selling
 to volunteers, and how to make that
 product competitive.

Trainer: Walter Bock
 Location: Hayward Volunteer Center
 21455 Birch St., Hayward
 Date: May 12, 1987
 Time: 9 am-12 noon

About the Trainer: Walter Bock, of Wal-
 ter H. Bock Consulting Services, Oak-
 land, is a consultant in management,
 strategic planning and marketing. Walter
 has authored three books and several
 articles, and is a sought-after national
 speaker on topics relating to manage-
 ment, marketing and future trends.

Tools of Time Management: Do you
 wish you had more hours to your day?
 For volunteer coordinators, who often
 double as executives, managers, and/or
 supervisors, time is a critical resource.
 This workshop will teach you to organ-
 ize and allocate your time effectively so
 that you stop catching up, and start
 producing.

Trainer: Walter Bock
 Location: Clorox Building, Oakland
 1221 Broadway, 13th Floor
 Conference Room A
 Date: May 26, 1987
 Time: 9 am-12 noon

Tools of Risk Management: If your
 agency has no insurance coverage for
 volunteers, it is imperative to practice
 risk management. Even with specific
 volunteer insurance, an agency can never
 eliminate its liability. What it can do is
 take preventative action to limit the pos-
 sibility of costly lawsuits. This workshop

is for executives and volunteer program managers. It
 will teach you how to identify the risks of running a
 volunteer program, and how to effectively manage
 them. In addition to Nancy Johnston-Bellard, the
 trainer, members of the Risk Management Think Tank
 will be present to answer questions. The Think Tank
 includes risk managers from private and public organi-
 zations including Levi Strauss, Del Monte and Lock-
 heed Corporations.

Trainer: Nancy Johnston-Bellard
 Location: Oakland Volunteer Center
 477 15th St., Ste. 306
 Date: June 9, 1987
 Time: 9 am-12 noon

About the Trainer: Nancy Johnston-Bellard is the risk
 manager for the County of Alameda. Prior to this,
 Nancy applied her expertise in risk management as the
 special assistant to the city manager of Berkeley, a posi-
 tion she held for six years. Risk management can
 include managing insurance programs, safety and secur-
 ity programs, occupational safety and worker's com-
 pensation. Nancy is an outstanding trainer with exten-
 sive knowledge of the liability issues confronting
 nonprofits today.

Budgeting For a Volunteer Program: Do you know
 how to assess the costs of a volunteer program? Volun-
 teers are never free. This workshop helps you to pre-
 pare, present, and use different types of budgets to sup-
 port your volunteer program. Topics include: how to
 get from planning to budgeting; zero-based budgeting;
 recovery of overhead costs; cash flow projections; valu-
 ing in-kind donation; cost allocation and cost analysis,
 budget monitoring as a management tool; and living
 with the unworkable budget.

Trainer: Jude Kaye
 Location: Clorox Building, Oakland
 1221 Broadway, 13th Floor
 Conference Room A
 Date: June 23, 1987
 Time: 9 am-4 pm

About the Trainer: Jude Kaye is a senior staff consul-
 tant for the Support Center/CTD. She has extensive
 experience consulting to a variety of nonprofit organi-
 zations in the areas of budgeting, bookkeeping and
 financial management, Board development, personnel
 and organizational problem solving. An outstanding
 and well-known trainer, Jude has taught workshops for
 over 3,000 board and staff members across the United
 States.



Bay Area Volunteer Centers and Local Media Launch Major Volunteer Recruitment Drive

Whenever we've polled our member agencies to ask what they want the Volunteer Centers to do for them, a large number say, "Send us more volunteers!" So we've been hard at work on a special program and are proud to present it. On March 10, 1987, the Bay Area Volunteer Centers and KRON-TV kick-off a comprehensive volunteer recruitment drive entitled "Neighbors Who Care."

KRON-TV, the local NBC affiliate, will be dedicating 80 percent of its public service time to run public service announcements promoting voluntary action. Volunteers will be featured approximately 75 times per week describing why they do what they do for no pay. Each spot will give a toll free number to call in order to volunteer. The number will connect the caller with the central coordinating body for the Volunteer Centers in the greater Bay Area.

Slated to run for six months, the campaign will be assisted by local media corporations and the Junior League. BART trains and AC Transit buses will sport the "Neighbors Who Care" logo, billboards will promote



volunteering, and Bay Area newspapers will feature volunteer job openings under the heading of "Neighbors Who Care."

(Continued on next page)

Making the Campaign A Success . . .

Because the Volunteer Centers has never before conducted a media campaign as large as "Neighbors Who Care", it is difficult to anticipate the numbers of people who will respond. What we do know is that the campaign can only succeed if our member agencies join us in this endeavor to increase the numbers of Bay Area volunteers.

The Oakland and Hayward Centers are training volunteers who will interview individuals responding to the campaign. To accommodate employed people, the Centers will remain open during certain evening and weekend hours. As a result, we expect to substantially increase the numbers of people we refer to member agencies.

Some of the individuals we refer will come into our office for interviews. But if the campaign solicits the response which we hope for, it will not be feasible for our staff to conduct personal interviews. Instead, individuals will be interviewed and referred to agencies over the phone.

For the staff at our agencies, it is important to remember that referred individuals should be carefully screened and selected before being "hired" as volunteers. For the benefit of the referred individual and for the agency, there needs to be a comfortable match. Also, if your agency has worked only with court referred workers from the Volunteer Centers, please alert all staff to our expanded volunteer program.

In addition to providing your agency with more volunteers, we also want you to **keep them!** This can be done with **healthy volunteer management.** If you do not have a system in place to evaluate your management of volunteers, now is the time to start. We recommend that volunteer coordinators ask the following questions:

- Do we have clear job descriptions?
- Is our training and supervision adequate?
- What does our program offer a volunteer?
- What sort of recognition exists for volunteers?

These questions take on particular importance since many volunteers recruited through the media campaign will be "first-time" volunteers.

Finally, a reminder: Almost everyone that responds to this campaign will be adding to our community, and it is important that an individual do what he or she enjoys as well as what is helpful to an agency. If a volunteer referred through "Neighbors Who Care" proves inappropriate for your program, be sure to refer them on to another agency or back to the Centers. Remember, we're all in this together!

HELP US HELP YOU

We can only refer volunteers to your agency if you provide us with current information. Please mail the Volunteer Centers information on any new volunteer needs including:

- updated job descriptions
- short-term volunteer needs
- evening and weekend volunteer job descriptions

AGENCY PROFILE

Bay Area Black United Fund Unites Volunteers

by Judy London

Few of the agencies served by the Volunteer Centers have sufficient funds to hire a full time volunteer coordinator. Bay Area Black United Fund (BABUF), with a staff of three paid employees, faces this problem. But despite limited staff time, BABUF has found a way to recruit and retain assistance from over 500 volunteers.

The agency, located in downtown Oakland, assists small nonprofits which serve the Bay Area Black Community. Through its technical assistance program, nonprofit clients are assisted with marketing, personnel management, fundraising, computer applications and other management areas. Over two dozen agencies are recipients of BABUF Community Grants and special services.

These services are essential for the small, "virgin" nonprofits served by BABUF. They have a critical need for basic knowledge about launching a successful nonprofit. While large nonprofits are linked to a network of resources, these smaller agencies have very different technical assistance needs. Toni Cook, Executive Director of BABUF, explained that many of these groups need basic information about establishing a nonprofit.

"We try to take the ones that are six months old who come in asking 'what are articles of incorporation?' and 'why do we have to keep a record of our budget?' We get them ready so that they can fly on their own. An agency may not have it made when they leave here, but we strive to at least provide a healthy sense of management, a loving yet businesslike approach to running an agency."

Sometimes more than advise is needed. BABUF gives in-kind donations which have tremendous impact on agencies which are operating with minimal or zero funds. For the Oakland Men's Project, BABUF provided office space. Until this assistance, the Project had been run out of the director's home in his spare time.

BABUF could not provide grants and in-kind donations without the fundraising efforts of hundreds of volunteers. They do mailings and staff the special events sponsored by BABUF throughout the year, which include the "March for Righteousness," the Juneteenth Celebration and the Martin Luther King Dinner.

Both paid staff and volunteers alike are committed to the programs which BABUF supports. The volunteers know that they are the ones who ultimately benefit from the programs which BABUF supports. "These small nonprofits," said cook, "are players and contributors in the marketplace. They hire the underemployed or the unemployed; those who benefit are ourselves."

The philosophy is the key to the volunteer program. The 500 volunteers value the services BABUF provides, and know that it is their support which makes large fundraising events possible. Also, the paid staff shows volunteers that they are vital to the agency by maintaining frequent contact with them.

Initially, BABUF's database on volunteers held fifteen names. Now there are 500. This list is used frequently. Every six weeks, BABUF mails information to its volunteers, updating them on agency news and soliciting their support for future projects planned by BABUF. The

volunteers, according to Cook, know that it is both easy and fun to volunteer for a one day event. At the Martin Luther King Jr. Dinner, fifty-two volunteers helped move a crowd of 700 and were given the opportunity to attend the dinner at no charge.

The Volunteer Centers' court referral program has been a major source of volunteers for BABUF. The staff at the Centers frequently refer clients to BABUF because it can use volunteers on weekend and evening hours, and because the staff there has a history of success with court referred clients. Cook estimates that 80 percent of court referred clients continue to serve as on call volunteers after their court hours are completed.

"They come and do their hours, and when they see what we do involves and benefits them, they come back. They see the fruits of their labor," said Cook. "The key is the volunteer has to feel that whatever he or she contributes is essential and appreciated."

KRON Campaign *(continued)*

While a media campaign of this size is a first for Bay Area Volunteer Centers, a similar campaign was implemented by the Dallas Volunteer Center in 1984. With backing from KXAS-TV, the Junior League and ten foundations, the campaign resulted in a 100 percent increase in the numbers of volunteers referred to community agencies.

We look forward to similar success in the Bay Area. Within a month, we hope our member agencies as well as the general public will know exactly what the "For Those Who Care" message is all about.

Our Thanks!

The Volunteer Centers could not provide training to its 300 member agencies without assistance from committed volunteers. Our special thanks go out to the volunteers who have provided training to representatives of over twenty agencies:

David Roth, Attorney

Nancy Ballard, Risk Manager, County of Alameda

Betty DeForest, Director, Companions of Alameda County

Pegi Durald, Marketing Consultant

"Centering" is published quarterly by the Volunteer Centers of Alameda Co., Inc.
Board President: Detlev Steklis
Executive Director: Irene Maestri
Newsletter Editor: Judy London
Contributing Writer: Chris Decker

VOLUNTEER COORDINATORS' EXCHANGE

News On Insurance and Liability for Volunteer Programs

by Judy London

On January 5, representatives from 15 agencies attended the Volunteer Center's forum titled "Insurance for Volunteers and Voluntary Organizations." Sharing their expertise on this topic were David Roth, an attorney specializing in business litigation and personal injury, and Nancy Ballard, the risk manager for Alameda County.

Neither Roth nor Ballard advised that an agency should, as a rule, purchase insurance for their volunteers. Rather, they emphasized that this decision depends on the funds of an agency, and the type of work volunteers do for an agency.

Even with specific volunteer insurance, an agency can never eliminate its liability. What it can do, according to Ballard, is minimize the possibility of lawsuits, and the potential for a costly settlement in the event of legal action. This protection is obtained through effective risk management. Any worksite must be monitored for potential hazards, and particularly for agencies providing direct services, careful screening, training and supervising of volunteers is critical.

Just as paid employees are carefully selected through interviews, volunteers must go through a similar process. Certain high risk jobs demand specific procedures to protect an agency from legal action. For example, if volunteers are driving for an agency, proper screening involves checking the driving records of the volunteers. Until the record is approved, no driving should be permitted and it is important that the volunteer sign a waiver stating an understanding of this rule.

According to David Roth, such a waiver is not a legal document, but it can offer an agency substantial protection. In the event of a lawsuit, the waiver would be evidence that an agency did act prudently to prevent accidents.

While the forum clarified many insurance issues, it also demonstrated the need for further training in the tools of

risk management. Nancy Ballard will be leading a workshop on risk management for the Volunteer Center's spring workshop series. Watch for the workshop brochure which will be delivered this month, and respond quickly to insure your spot!

Forum Speakers Talk "Recognition"

On February 25, representatives from eight agencies met to exchange information on volunteer recruitment.

Betty DeForest, director of Companions of Alameda County, and Pegi Durald, a private consultant who has coordinated volunteers for several Bay Area special events, shared information about volunteer management. As in the past, the issue drawing the most concern was volunteer retention. People are recruiting volunteers, but facing an ongoing challenge in keeping them.

The forum developed into a discussion of management techniques, and the bottom line was this: It takes time and energy to manage volunteers, but the efforts will pay off in the long run. Training and supervision are crucial, and most important of all is ongoing and meaningful recognition for volunteers!.

Volunteer Discovers New Opportunities at "Over21"

(Continued)

to the years of experience he has had with his four children, who range in age from seven months to twelve years.

"If I can manage with my four kids, it's simple with them." "In fact," Ignacio added, "my students here get along better than my own children."

While Ignacio hopes to find full time work with an agency serving the disabled, he is quick to point out that his experience with the disabled has not just been another job. He has been able to use his new knowledge to help a neighbor who has a disabled child. Ignacio is busy constructing a photo album for the child, so that he can learn to communicate like the students at Over-21.

While he hopes to have no more traffic fines, Ignacio could not be more pleased to have found meaningful involvement with the disabled through the Community Service Alternative program. He is working in a position entirely different from what he has ever done, and caring for people who are very special to him.

MARK YOUR CALENDAR

Training Workshops

Please NOTE the revised schedule for the Spring Workshop Series.

May 12 — Marketing Magic: How to Find Volunteers And Keep Them

Trainer: Walter Bock, Bock and Wagg Consulting Services

May 26 — Tools of Time Management

Trainer: Walter Bock, Bock and Wagg Consulting Services

June Workshops (dates to be announced):

Risk Management: How To Protect Your Agency And Your Volunteers

Developing a Budget For A Volunteer Program

VOLUNTEER SALUTE

Volunteer Discovers New Opportunities at "Over 21"

by Judy London

Four months ago, Ignacio Vallejo was not employed, and had never been a volunteer. Now, through his involvement with the Community Service Alternatives (C.S.A.) program, Ignacio has become a volunteer, and has been hired as an "on-call" aid with Over-21, an agency serving severely developmentally disabled adults.

This sequence of events evolved from traffic fines which Ignacio incurred, but was unable to pay. He requested admittance to the (C.S.A.) program and the courts granted the request, sentencing him to do fifty-six hours of community service instead of paying fines. When he came to the Volunteer Centers for placement, Ignacio decided to work at Over-21 since it was conveniently located in his neighborhood. Also, Ignacio had long known of the special problems faced by disabled people. Like the staff at Over-21, he had always believed that the public should be more aware of the particular needs of the disabled.

"As a catholic, I was taught to love everyone," Ignacio explained. "I had never worked at a job with the disabled before, but this is easy since I enjoy what I am doing and the staff is so helpful."

Not everyone would find Over-21 such an easy place to work. It is a welcoming place where the students are busy in activities or preparing to go out on their frequent excursions. But many people are uncomfortable being with the severely disabled, a fact that is understandable since people are seldom given opportunities to become acquainted with disabled people.

Over-21 works effectively to change this. The agency is one of the few to serve people who are over twenty-one years of age. Ironically, people express concern for disabled children without realizing that the needs of the disabled do not stop when they become adults. At Over-21, severely disabled students continue their education in community survival skills. They cannot speak, but the



Ignacio Vallejo with Over 21 Student Lorna Kirby

staff trains the students in nonverbal communication. Using boards with photographs, the students learn to point at pictures to express themselves. Their education also involves working in the community. Under the supervision of Over-21 staff, the students work at employment sites in the Oakland Area.

Ignacio has been a valued addition to the staff at Over-21, and his enjoyment of the work led him to volunteer after he completed his required court hours. As a staff aide, Ignacio works directly with the students, preparing them for outings, teaching them communication skills and supervising their activities.

Ignacio attributes his ability to work with the students

(Continued on next page)

"HUMAN RACE" UPDATE

We Are Off and Walking . . .

Plans for the 1987 HUMAN RACE WALK A THON are forging ahead. Over forty agencies have signed up to take advantage of this unique fundraising opportunity.

Why is the Human Race unique? The answer is simple: The Volunteer Centers does most of the work for you. All you need to do is recruit the walkers and collect pledges. You determine the amount of time and funds you wish to put into your efforts. The rewards are infinite.

The Volunteer Centers support you by providing pre-event training. We work with your Human Race coordinator and offer suggestions on how to mobilize your supporters, collect pledges, create enthusiasm among your staff and walkers, and most importantly, use the Human Race as an opportunity to get the word out to the public about

your organization and all it accomplishes. And then there is the day of the event...

Volunteer Center staff and volunteers will work towards making May 9th, the event day, fun, exciting and painless. This year we hope to kick off the event with the sounds of trumpets and fill the skies with brightly colored balloons. There are always a few glitches when 800 walkers wind their way around Lake Merrit, so we offer comfort along the route. Smiling faces and refreshments will greet walkers at every check-point.

As for prizes, the Centers will send monthly updates to participants informing them of prizes to be awarded to top pledge collectors (in both agency and individual categories.) The updates will also include ideas to help agencies meet their fundraising goals. Don't be left out! If you have not already attended a training session, call Judy London at 893-6239 to learn how you can earn money for your program. And mark your calendar for May 9th!

RECRUITMENT TIPS

Computer Help . . .

COMPUTER HELP . . .How often do you wish for a volunteer with word processing/data entry skills to walk through your door, offering to help your agency? This wish can become a reality by utilizing two innovative job training programs located in Oakland.

St. Elizabeth's provides computer training to disadvantaged youth, and pays their salaries for work with non-profit agencies. There is no cost to an agency for "hiring" a young person through this program.

The students at St. Elizabeth's will be placed in internships beginning April 6 and lasting through the middle of June. They must complete 100 hours of work, and the program pays them a minimum wage salary and covers insurance. The only requirement is that an agency use the intern to do primarily computer tasks. For further information on St. Elizabeth's call 533-3447.

A similar program is Dowelling Jig. Through their federally funded program, students placed in 160 hour internships have their salaries paid in full by Dowelling Jig. A second program run by Dowelling Jig is only partially subsidized, and requires a recipient agency to pay \$2.00 per hour to an intern. To find out more about Dowelling Jig, contact Reinerio Hernandez at 835-5345 between 12:30 and 4:00 p.m.

Twelve-Month Internships Benefit Local Programs

For years, Over 21, an agency serving the disabled, has been able to hire an additional staff person because of an unusual service intern program.

The Jesuit Volunteer Corps places college graduates in human service jobs for a one year duration. The agency receiving the intern does not need to pay a salary, but does need to pay room and board which is a cost of approximately \$5,000. For information call 465-5016, or write to the Corps at 1427 12th St., Oakland, CA 94607.

Free Consulting on Personnel and Volunteer Management . . .

A group of talented professionals in the human resource field volunteer their expertise to nonprofit agencies in the Bay Area. The free consulting service offers assistance in training, personnel policies, benefits and organizational development. The Northern California Human Resources Council can be reached by calling 325-0602, or writing to their office at 800 Menlo Ave., Suite 215, Menlo Park, CA 94025.

Resource Library

Are you a new volunteer coordinator, wondering where to begin in your new job?

There is help for both experienced coordinators and those who are new to the field. The Volunteer Centers has a library of books and publications on volunteer program management. Any member agency may borrow materials from the Oakland office at no charge.

INTRODUCING

New Staff . . .

The Volunteer Centers is indebted to a special volunteer who has recently joined our paid staff after serving three months as a volunteer.

Ester Dalauta moved from the Phillipines to Oakland one year ago, and it was at Southwest College, where she was taking office training courses, that Ester found out about the Volunteer Centers. The Centers had contacted the college and asked for assistance in publicizing volunteer jobs. The placement counselors responded by referring Ester as well as other interested students to the Volunteer Centers.

Ester came to the Oakland Volunteer Centers when there was a severe shortage of clerical help. She soon solved the problem, volunteering as a clerical assistant over thirty hours per week. In addition to her energy, Ester also came with much needed computer skills. On

February 15, Ester agreed to join the paid staff of the Volunteer Centers, taking on the position of clerical assistant. We wish Ester the best at her first job in the United States.

New Volunteers . . .

The Volunteer Centers is happy to introduce you to the new volunteer placement counselors who will be assisting with the "Neighbors Who Care" media campaign. In addition to the voices you're already familiar with, you may be hearing from these individuals as they call to refer potential volunteers to your program. We welcome:

Betty Mertens
Barbara Firger
Terri Hutten

Rod Lundgren
Pam Veronico
Bill Wood

Lee
Felsenstein
Village Design
2617 San Pablo Ave.
Berkeley, CA 94702

Address correction requested

39700 Civic Center Drive
Fremont, CA 94538
(415) 790-6750

21455 Birch Street
Hayward, CA 94541
(415) 581-6184

Oakland Volunteer Center, Administrative Offices
477 15th Street, Suite 304
Oakland, CA 94612-2080
(415) 893-6239

VOLUNTEER CENTERS of Alameda County, Inc.

Non-Profit
Organization
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Oakland, CA
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NOTICE:



**Nonprofits Requiring
Accounting
Services**

Your organization might be eligible to receive:
NO FEE, PRO BONO Accounting Services

CVAS volunteer-accountants provide assistance with:

- Installation & Revision of Accounting Systems
- Tax Filing & Reporting
- Financial Reports & Statements
- Budget & Cash Flow Projections
- Internal Control Systems
- Financial Management Consultation
- Staff Training in Accounting Procedures
- Membership on Board of Directors

Call toll free in California for more information (800) 821-2537

CVAS is a nonprofit organization under contract to the State Board of Accountancy to provide statewide pro bono non-profit accounting services. Our office accepts applications from public benefit nonprofit organizations unable to afford professional accounting services. CVAS accounting services are provided courtesy of the State's accounting societies, firms and individuals.

Clearinghouse for Volunteer Accounting Services
1052 W. 6th Street, 5th Floor, Los Angeles 90017

ALERT

A friendly reminder . . . Agencies who have worked with the Volunteer Center's Community Service Alternative program know the importance of time sheets. New member agencies may not know that these records are essential! Please ask the referred client to maintain the yellow time-sheet. The green sheet must be kept on file by the agency.

CENTERING

Spring 1991



A Quarterly Publication of the Volunteer Centers of Alameda County, Inc.

There's Still Time to Join The Human Race!

You can still get involved and participate in **The 1991 Human Race!** This is an opportunity for nonprofit groups and agencies to earn money for their programs by participating in the Volunteer Centers' 12th annual Walk-A-Thon. Volunteer Centers of Alameda County is proud to host **The Human Race**, the largest event to give nonprofit agencies, churches, schools and service organizations an opportunity to raise funds together. It is a day of fun, spirit and giving through a community event in which we take steps together.

Last year **The Human Race** raised approximately \$100,000 for 85 agencies represented. A couple of agencies earned over \$6,000 each! Your agency can earn even more through the Incentive Plan. It is an effective way to raise funds, educate the public to your agency's needs, and have a great time!

The Volunteer Centers receives 25% of the pledges collected. The 75% percent is distributed to the organization designated by the pledge collector, and we do the work for you!

For our share of the funds collected,

The
HUMAN RACE



MAY 11, 1991

Volunteer Centers of Alameda County, Inc. provides the planning, organizing, printed materials, prizes and management of the Walk-A-Thon. The Centers tally receipts, determine prize winners,

make appropriate awards and forward to the agency/organization its share of the funds collected.

All costs of **The Human Race**, per se, are assumed by the Volunteer Centers such as printing, sponsor sheets, accounting for funds and providing T-shirts and staffing.

Traffic control, communications, emergency first aid services and refreshments are provided, as well as liability insurance for the day of the event.

Our goal this year is to reach 15,000 pledge-givers, one we feel is possible in Alameda County's population of one million!

Taking Steps Together . . . we can all join **The Human Race**. Your volunteer walkers will leave the event with balloons, goodies, a new T-shirt and the special feeling that comes with knowing they made a difference by raising funds for your organization.

For more information, a training packet and pledge sheets, contact the Oakland Center at 893-6239, or the Hayward Center at 538-0554. Don't delay! Join us!

A Volunteer Speaks Up

December 22, 1990

Mr. Fred Lewis
Volunteer Centers of Alameda County
1212 Broadway, #622
Oakland, CA 94612

Dear Mr. Lewis:

I am writing to express my deep appreciation to you. I am sure you don't remember me. Precisely speaking, you don't even know me. Here is the story:

I came from China, where there is no such profession as social worker. But I was determined to become a social worker when I came over in 1986. I desperately needed some experience in

social worker field, but after spending several months facing suspicious frowns when I tried quite a number of organizations through the Yellow Pages to be a volunteer, I told myself that I must turn around. I called UC Berkeley School of Social Welfare asking how they arrange the student interns and my interests, and people gave me your name and phone number. When I called your office in early 1987, I was told that you were out sick, that I could call you at home. I called your home despite my concern that I would disturb you. You answered me warmly and explained to me why people might be suspicious.

You recommended two people for me to call. Soon I started working voluntarily under their supervision and learned a lot from the experience. These two people became two of my most precious friends. Till today we still write to each other. In the fall of 1988 I was admitted to the State University of New York at Albany to the M.S.W. Program. Two years later, I became a psychiatric social worker at a municipal hospital in New York City.

Note: Fred Lewis, originally a Volunteer Staffer and a long-time Caseworker that we all dearly loved, passed away on June 9, 1989.

Strive for Five is Up and Running!

The two year community project, Strive for Five, began recently and the response has been great! The goal of this dynamic campaign has been to increase Bay Area volunteerism and philanthropy by 70%.

The original plan was to kick-off a multi-media in campaign in January 1991 that included radio and television stations, billboard companies and local newspapers, all of whom were to work together to promote volunteerism in the Bay Area. However, we were preempted by the war in the Persian Gulf, and only the radio portion of the campaign went ahead. Twenty-three radio stations aired Strive for Five announcements in late January through February.

In spite of its limited nature, the radio coverage caused a great rise in the number of volunteers that called our offices offering their time and skills. In February 1990 we received 80 new volunteer calls while in February 1991, during the Strive for Five radio campaign, we received 235 calls of the same nature. Of this increase, we found that 63% of our calls came in to our Oakland Center, with 37% to our Hayward Center. Women called more often than men with the percentages being 76% and 24%, respectively. We also found the largest age group to respond were those volunteers between the ages of 31-60 with 28% of our overall calls, followed by 22% in the 18-30 age group, 6% under 18

and 3% over the age of 61.

As have other Bay Area Volunteer Centers, Volunteer Centers of Alameda County, Inc. has worked hard to prepare for Strive for Five; expanding staff, both paid and volunteer, in our Oakland and Hayward centers to assist with the increase in calls from the community and to provide technical assistance to our registered agencies that request volunteers through our Clearinghouse Program. This expansion was made possible by the Volunteerism Project, a project funded by United Way of the Bay Area, The San Francisco Foundation and The James Irvine Foundation. Our focus includes not only those volunteers who are able to give time to these agencies during the regular weekdays but also to expand our bank of agencies that provide convenient volunteer hours for citizens that work full-time and would like to get involved during evening or weekend hours.

We are continuing to enlarge our skills bank of volunteers who wish to donate much needed specific talents to short-term projects, and are developing community group projects as a way to involve newly recruited Strive for Five volunteers.

If you are interested in joining our Strive for Five campaign, whether it be to volunteer or to inform us of needs, please call us at our Oakland Center at 893-6239 or our Hayward Center at 538-0554.

National Volunteer Week April 21 - 27, 1991 Wear the RED V!!

The Red V is a symbol adopted nationally by Volunteer Centers to celebrate volunteering. Last year volunteers all over the country and here in the Bay Area proudly wore the red ribbon V's during National Volunteer Week.

Volunteer Centers of Alameda County encourage agencies which involve volunteers to create and distribute these symbols of recognition.

Red V's are available from the Volunteer Centers for only 20¢ each by calling 893-6239 (Oakland), 538-0554 (Hayward) or 745-9311 (Fremont).

"Centering" is published quarterly by the Volunteer Centers of Alameda County, Inc.

Executive Director: Irene L. Maestri
Editor: Gail S. Green

We welcome letters and any articles which highlight special volunteer events, volunteer contributions and voluntary action. Please submit them to: Gail S. Green

Volunteer Centers
1212 Broadway, Suite 622
Oakland, CA 94612

Kicking Off Summer KRON-TV Sponsors "Kids Who Care" Campaign

KRON-TV is sponsoring the second annual "Kids Who Care" Awards! Designed to recognize and honor young volunteers who are making a difference in the lives of others, "Kids Who Care" is just one facet of KRON's "That's What a Friend is 4" campaign promoting volunteerism and giving. Joining KRON-TV as partners in this project are Chevron USA, Kaiser Permanente, Safeway Stores and Bay Area volunteer centers.

Last year, those recognized for their selfless efforts were involved in environmental and social justice campaigns, tutoring, family counseling, and AIDS education. Public service announcements now airing on Channel 4 encourage viewers to nominate young people, high school age and under, who are involved in their community.

The "Kids Who Care" board of selectors, made up of community leaders and representatives from Bay Area volunteer centers and youth organizations, will select four outstanding young volunteers who epitomize the spirit of volunteering in the Bay Area. Each will receive a check for \$400 to be shared equally with their favorite nonprofit organization. Also, the honorees will select by secret ballot one amongst them to receive the San Francisco Bay Area Jefferson Award from the American Institute for Public Service. The honorees will be recognized at the "Kids Who Care" Awards ceremony which will be taped in May and air on June 17, at 8:00 p.m. on KRON-TV, Channel 4.

Volunteerism in young adults between the ages of 18 and 21, as well as those under 18, increased significantly during the "Kids Who Care" campaign in 1990. During the month of May, each age group filled less than 1 percent of the calls fielded by Volunteer Centers of

Alameda County. Following the "Kids Who Care" campaign in June, 18 to 21 year olds increased to almost 8 percent while young people under the age of 18 showed an even more significant increase due to this inspiring campaign. Kids under 18 wanting volunteer jobs increased by 35 percent!

The hope for the 1991 campaign is that these numbers will grow even more. Young people who become active in and concerned with the care of their communities are likely to retain these giving and unselfish tendencies throughout their lives.

If your agency involves young volunteers — or if you have considered involving young people to assist you in reaching your goals — we salute you! We encourage you to recognize their efforts and remember to let them know they are appreciated. And don't forget to watch for the awards ceremony for "Kids Who Care" in June on KRON-TV, Channel 4.

ALAMEDA COUNTY


The HUMAN RACE




MAY 11, 1991

TAKING STEPS TOGETHER

JOIN ALAMEDA COUNTY'S COMMUNITY FUNDRAISER
AND WALK 10K FOR YOUR FAVORITE
NONPROFIT ORGANIZATION.

WHAT  A WALK-A-THON WITH PRIZES! T-SHIRTS! REFRESHMENTS!
BALLOONS! **FUN!**

WHO  FRIENDS . . . FAMILY . . . CO-WORKERS . . . **YOU!**

WHY  TO COLLECT PLEDGES AND RAISE MONEY FOR ANY
COMMUNITY GROUP OF YOUR CHOICE.

**FOR MORE INFORMATION CALL
THE VOLUNTEER CENTERS OF ALAMEDA COUNTY
AT 893-6239**

Community Service Alternatives Program

Are Agencies Doing Their Part?

Recordkeeping is of utmost importance to verify the hours of your CSA clients for court and probation records.

All CSA clients are assigned a caseworker at Volunteer Centers of Alameda County. If a client has been assigned to you through court referral and they do NOT have time sheets to present, or do not know their caseworker's name — something is wrong! Do not accept clients without them having gone through the proper procedures with CSA. They need to have their green and yellow timesheet . . . this is **imperative**. Also, if you know you did not OK placement for a particular client, please send them back to the Volunteer Centers.

- Are you keeping accurate track of hours worked and duties filled?
- Are you training your CSA clients to do their jobs efficiently?
- Are you asking your CSA clients to maintain the YELLOW time-sheet?
- Are you keeping the GREEN time-sheet for reference after the client has finished their assigned hours?
- Are you asking your CSA clients to volunteer after their court assignment is done? (Don't forget . . . this program is a source for volunteer recruitment!)

All of these steps are equally important to keep our program working . . . If you need assistance or have questions, please feel free to call any of our CSA caseworkers at 893-7147.

Agencies, We Want to Help You, But . . .

. . . sometimes we refer volunteers to you and they call us back telling us that the phone number has been changed or disconnected. We can only send volunteers to your agency if we have the correct information to give to our volunteers in the referral process. Please let the Volunteer Centers know any new information that we need to assist you:

- updated phone number and address information
- updated job descriptions
- short-term volunteer needs
- evening and weekend volunteer job opportunities/descriptions
- name and title of your current contact person

Hellos and Goodbyes

There are some new faces at the offices of Volunteer Centers of Alameda County!

Welcome aboard our new Administrative Assistant Roslind Miles, and to our Human Race Coordinator Andrew Pelfini! Also a welcome to Donna Fitzwater and Gail S. Green, our Volunteer Services Coordinators for south and north counties, respectively. Anna Agell, our previous north county Volunteer Coordinator, relocated to Maine where she would greet the arrival of a new niece and has since become the Volunteer Coordinator for a children's home.

Rachel Hazlewood is now in charge of our Food From the Heart project, replacing our former Coordinator Denise Leto, while Zelma Nunez-Borja and Jennifer Sanchez are new (bilingual!) caseworkers in our Community Services Alternatives Program. Janice Cole joined us as our new bookkeeper last

May. She replaced Laurie Jones who had been with us for ten years!

Congratulations are extended to Beverly Walker! She has been promoted to Manager of our Community Services Alternatives Program.

While we celebrate the arrival of these new staff members, we are sad to lose Karen Weiner, Senior Agency Liaison. She has gone on to work with Eden I & R as Homeless Phone Line Coordinator.

If Wishes Were Fax Machines . . . we'd have one for our Hayward Center. Got one just gathering dial tone dust? Know a guy on the corner with a great deal? Give us a call with your tax deductible donation at 893-6239 or 538-0554.

Volunteer YOUR Special Skill

Do what you enjoy! Do what you do best! Volunteer Centers field requests for volunteers which range from the mundane to the bizarre, and we can use YOUR help! Do you like to . . .

- Draw or design?
- Speak a foreign language?
- Entertain children?
- Spend time reminiscing with elders?
- Drive and deliver?
- Direct traffic or serve food?

These are but a few of the jobs that need filling. We want you for our **Special Skills Bank!** We receive many requests for volunteers to use their talents on short-term or one-day projects and events.

The Human Race needs one-time event volunteers, also! May 11, 1991 is the day, Lake Merritt is the place, and perhaps YOU are the volunteer! This is a project your whole family can get involved in, and even all of your friends! You can call us at Volunteer Centers, 893-6239, or fill out the form below and mail it in to us. Make a difference, if only for a day!

Name _____

Address _____

Telephone No. _____ Best time to call _____

Sign me up to:

- Use my special skill at **The Human Race**
- Be a Special Eventer! I am interested in
 - Fundraisers/Walk-A-Thons
 - Environmental Issues
 - Bulk Mailing Parties

Mail this form to:

Volunteer Centers of Alameda County
1212 Broadway, Suite 622, Oakland, CA 94612

First Lady of California Volunteer Awards Presented

Gloria Deukmejian, honorary chairperson of the Volunteer Centers of California and the First Lady of California, honored volunteers throughout the state in the **First Lady of California Volunteer Award** ceremony last October at the Capitol Plaza Holiday Inn in Sacramento.

The Volunteer Centers of California is an association of 40 volunteer centers that aid over 10,000 nonprofit agencies. The First Lady of California Volunteer Awards were established in 1989 to recognize and honor those volunteers that have given their time and talents to make generous contributions to their communities, and also to focus public attention on their outstanding volunteer efforts.

Diane Dehler, with the Children's Quilt Project of Berkeley, won the Community Sector award; James T. Haas, an employee of Pacific Gas and Electric Company in San Luis Obispo was awarded the Corporate Sector prize; The Honorable J. William Beard, a retired Municipal Court Judge from El Cajon was given the Retiree Sector award; and German Hernandez, a student in Napa, was presented with the Youth/Student Sector award. Each recipient received an individual award, a beautiful crystal and silver sculpture created by renowned sculptor James Carpenter, and a monetary grant was presented to the nonprofit organization of his or her choice. Judging, performed by a panel of involved citizens, community leaders and media representatives, was based on specific criteria, including initiative, achievement, per-



sonal challenge, and impact on the organization and the community.

Included in the award ceremony was the presentation of the Gloria M. Deukmejian Founders Award, created by the Board of Governors of the Volunteer Centers of California in 1990, recognizing and honoring the excellence and innovation of individual Volunteer Centers within California. This award, an original painting by artist Terrence Flanigan, was presented by Mrs. Deukmejian and the State Board of Directors of the Volunteer Centers of California to the Volunteer Centers of Alameda County and was accepted by our executive director, Irene Maestri.

Volunteer Centers of Alameda County programs assist in filling the needs of 300 community service and charitable agencies, and works with over 7,000 volunteers and community service clients. Volunteer Centers of

Alameda County was nominated for its most recent program innovation, the Food from the Heart program in which citizens become educated and involved in solving the problems of homelessness and hunger in the community. FFH collected over 21,670 pounds of food, \$21,429 in clothing donated by Esprit, 31 cases of diapers, 7-1/2 cases of baby formula and 150 pounds of detergent in the fiscal year 1989-1990 while the program also educated over 22,000 employees and recruited 59 volunteers from the 18 companies that participated in the drive.

In addition to FFH, Volunteer Centers of Alameda County, Inc. was recognized for its past innovative programs. Volunteer Centers of Alameda County was the first to develop an Alternative Sentencing Program in cooperation with the Alameda County Criminal Justice system and later founded the California League of Alternative Sentencing Programs (CLASP). Also, the Volunteer Centers of Alameda County helped to co-found the annual Human Race with the Volunteer Centers of San Francisco and San Mateo, and is a part of the Bay Area Volunteer Centers network to increase volunteer recruitment by starting the connection between local Volunteer Centers and KRON-TV, Channel 4. Since this recruitment campaign has begun, Bay Area volunteer referrals have increased by 30%.

Congratulations to all involved and to the hard work of the volunteers and staff at the Volunteer Centers of Alameda County!

Honoring Our Volunteers

Our service volunteers at our Oakland and Hayward Volunteer Centers will be honored at a reception on Friday, April 19, 4:30-6:00 p.m., at our Hayward office, 21455 Birch St., Hayward, 538-0554. Friends and families of the Volunteer Centers' volunteers, staff and Board Members are joining us to thank these dedicated and tireless folks, to kick off National Volunteer Week which begins April 21! The honorees are (in alphabetical order):

Ann Baxley
Jean Bettencourt
Joyce Blackshire
Vickie Bullock
Leona Dalbok
Marlene Eaton

Gloria Edmonson
Darleen Halsted
Gayle Harlow
Vicki Holmes
Kevin Katzman
Marylou Keeler
Lorle Kennedy
Doris Cordova
Shirley Randall
Sally Reese
Jude Rowe
Julia Storrs
Barbara Ward
Joan Williams
Tamara Williamson
Penny Wilson
Bill Wood

THANK YOU, VOLUNTEERS!!

Incentives

The Key to Volunteering

In 1987, the J.C. Penney National Golden Rule Award program conducted a survey of more than 1,000 individuals. The results showed that significant incentives for volunteering include:

- employer recognition
- employer encouragement
- short-term assignments
- sufficient training
- volunteering with friends/groups
- family involvement in activity
- transportation to the job
- reimbursement of expenses
- low-cost childcare
- volunteer freebies

Mark Your Calendar

- April 13 -** **"I Dream a World: Portraits of Black Women Who Changed America"** at the Oakland Museum — needs exhibit volunteers. Call Faith DuBois at 273-2914 for volunteer information. For general Museum information, call 834-2413
- April 21-27** **National Volunteer Week: Hearts at Work**
- April 22** **Celebrating Your Success** — Sponsored by Bay Area Strive for Five in cooperation with Bay Area Volunteer Centers . . . a Marlene Wilson workshop in recognition of Volunteer Coordinators. \$15.00 registration fee. For information call 983-9150.
- April 24** **J.C.Penney Golden Rule Awards Ceremony** — Honors the 1991 finalists for outstanding volunteer service at Claremont Resort in Berkeley.
- April 27** **Youth Service Day** — An opportunity for youth to join together from Bay Area schools, churches and community groups to make a difference in their local communities and be publicly recognized for their service efforts. Call Amy Dawson at 928-4346.
- May 11** **The Human Race** at Lake Merritt in Oakland. 10K and 15K walk/fun run begins at Laney College and winds its way around Lake Merritt. Raise money for your favorite nonprofit organization. Rain or shine, the Human Race goes on!! Call 893-6239 for more information.
- June 16-19** **National Volunteer Conference** — "Addressing Tomorrow's Problems Today." The goal for this year's conference is to empower attendees with the information and skills necessary to address our community's social problems. Contact Lynda Lancaster or Pat Waddy at (703) 276-0542, or write The National Volunteer Center, 1111 N. 19th St., Suite 500, Arlington, VA 22209.
- June 25** **Multicultural Conference** — "Linking Our Challenges to Opportunities." Examines the cultural diversity of the East Bay and learning how nonprofit agencies can better serve a multicultural community are the key components to this full-day conference co-sponsored by The Oakland Museum, Bay Area Strive for Five and Volunteer Centers of Alameda County, Inc. For more information, contact Strive for Five at 983-9150.

SUMMER WORKSHOP SERIES — 8:30 a.m. to 12:30 p.m.

July 11

Bay Area Trends in Volunteering
Nora Silver, *Presenter*

July 16

Management Tools for Productive
Volunteer Management
Mary Martha, *Presenter*

July 23

Meeting Adult Volunteer Needs
Nora Silver, *Presenter*

VOLUNTEER



CENTERS of Alameda County, Inc.

1212 Broadway, Suite 622
Oakland, CA 94612-1824

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Oakland, CA
Permit No. 4018

Evelyn Pine
Village Design
2617 San Pablo ave.
Berkeley, CA 94702



Hayward Volunteer Center 21455 Birch Street Hayward, CA 94541 415 538 0554

Oakland Volunteer Center 1212 Broadway, Suite 622 Oakland, CA 94612 415 893 6239

Public Affairs and the Media

The foundation believes that the communications media can play a more constructive role in the political life of our nation. Innovative projects are sought that use communications technologies, old and new, to promote understanding of complex issues and encourage public participation in policy debate. The foundation is particularly interested in projects that promote international understanding and peace. Programs that improve the abilities of professional journalists to inform the public also are considered.

1986

Alternative Media Information Center, Inc.

New York, New York \$10,000

For the development of an anthology series of independently-produced films. The project, called "The American Documentary," will be overseen by a committee of public television stations and independent producers. Plans call for the series to air on PBS in 1988.

Alternative Media Information Center, Inc.

New York, New York \$7,500

Toward production of *Deep Dish TV*, a 10-part television series on social issues that was distributed via satellite to cable television access channels. The series is composed of selections from over 200 access productions

from 30 states, and is organized around such themes as the First Amendment, labor, children, and peace.

Bay Area Institute

San Francisco, California \$5,000

Toward development and distribution of news and feature stories on Latin America by the Pacific News Service. PNS coverage focuses on the context of unrest, upheaval, and insurgency in the region.

Central American Refugee Center (CARECEN)

Washington, D.C. \$5,000

Support of CARECEN's media activities on human rights abuses in Central America and the plight of refugees in the U.S.

Central Educational Network

Chicago, Illinois \$500

Toward the American Children's Television Festival and The Ollie Awards for excellence in television programming for children.

The Chatham House

Washington, D.C. \$1,500

For the Toynbee Press Cuttings Project, to preserve on film the Royal Institute of International Affairs' press cuttings archive.

Citizen Exchange Council

New York, New York \$2,500

For a conference held in January, 1987, on U.S.-Soviet "spacebridges" and how best to utilize this technology to promote international understanding.

Domestic Policy Association

Dayton, Ohio \$20,000

(matching grant)

For a satellite videoconference on The Public and Public Policy originating from Washington, D.C., in April, 1986. Citizens in twenty-eight sites around the country participated in panel discussions with national policy-makers on U.S.-Soviet relations and tax reform.

Environmental Defense Fund

New York, New York \$13,000

(matching grant)

For a videocassette pilot project to evaluate the effectiveness of video-based outreach to increase membership renewal rates. EDF



Congressman Claude Pepper and Kettering Foundation President David Mathews at the 1986 Domestic Policy Association Videoconference on The Public and Public Policy.

will complete the pilot and analyze its effectiveness in 1988, and will publish a summary report to share with other non-profit groups.

Esalen Institute
San Francisco, California \$2,000

For a live satellite videoconference between scientists in Moscow and San Francisco in September, 1986, to discuss the accidents at Chernobyl and Three Mile Island.

Eschaton Foundation
Berkeley, California \$10,000

For distribution of a series of videotapes on arms control issues via cable television systems and public and commercial television stations around the country. The project encourages local grassroots peace groups to promote the series to their local media.

The Film Fund
New York, New York \$2,250

To administer two grants for film and video projects that further public understanding of the prospects for peace. (The original grant award was \$20,000; upon the closing of The Film Fund in June, 1986, \$17,750 was returned to the foundation.)

The Film Fund
New York, New York \$15,000

To assist with the closing of The Film Fund.

International Film Seminars
New York, New York \$525

Scholarship support for the 1986 Robert Flaherty Film Seminar, held at Wells College.

League of Women Voters Education Fund
Washington, D.C. \$9,000

For completion of *The Issues Hit Home*, a documentary on the 1986 congressional campaign and elections. The film was nationally broadcast on PBS prior to the elections to encourage informed voter participation.

League of Women Voters of Illinois Education Fund
Chicago, Illinois \$1,500

For a series of debates featuring 1986 Illinois gubernatorial and senatorial candidates.

Madison Campus Ministry
Madison, Wisconsin \$5,000

For marketing and distribution of *Hellfire: A Journey from Hiroshima* by John Junkerman, winner of the 1986 Marjorie Benton Peace Film Award. The film

examines the horror of nuclear war through the work of two Japanese mural artists whose paintings depict the aftermath of the bombing of Hiroshima.

National Cable Satellite Corporation
Washington, D.C. \$2,500

Support of the "Educators' Hotline," a toll-free phone line to inform educators about upcoming C-SPAN programs appropriate for classroom use.

National Park Foundation
Washington, D.C. \$9,725

For research and planning of a major educational exhibit about our constitutional system of government, which will use interactive videodisc technology to encourage public participation. The exhibit will be housed in Federal Hall in New York City.



BOPHA!, winner of the foundation's 1986 Peace Film post-production grant, examines South Africa's black police who enforce the laws of apartheid, and the violent campaign waged against them by blacks who oppose white rule.

The Nature Conservancy
Washington, D.C. \$1,250

For the computerized outreach activities of the Campaign for the Galapagos.

The Press and the Public Project
New York, New York \$11,000

Toward production and promotion of a one-hour documentary, called *Assignment Africa*, on media coverage of Africa. The film explores why Africa has been largely ignored by the media, and discusses prospects for more comprehensive and innovative coverage. It was broadcast by PBS in November, 1986, and nominated for an Emmy award.

Public Interest Video Network
(project of Urban Scientific and Educational Research, Inc.)
Washington, D.C. \$2,500

For coverage of communications issues on "New Voices," a syndicated radio public affairs series sent by satellite or audio cassette to public and community radio stations around the country.

Public Media Center
San Francisco, California \$2,500

For media advocacy activities on social issues on behalf of non-profit groups working for social change.

Raindance Foundation
New York, New York \$10,000

For the completion of *Bopha!*, a film project by Daniel Riesenfeld

on the struggle in South Africa against apartheid.

Refugee Policy Group
Washington, D.C. \$12,150

For a series of seminars designed to educate the media about the importance and difficulty of covering refugee issues.

Sigma Delta Chi Foundation
Chicago, Illinois \$1,000
(matching grant)

Toward promotion of *Main Street America and the Third World*, a handbook for local journalists on how to develop stories about the connections between the Third World and their own communities.

South-North News Service
Hanover,
New Hampshire \$5,000

Continued support of a syndicated news-feature service that trains Third World journalists to develop stories for the American press.

University of Notre Dame
Notre Dame, Indiana \$1,500

For the documentary *Coming Back Home*. Produced by Anarosa Productions, the film offers an in-depth report on the progress of the peace process within Nicaragua.

Westchester Community College
Valhalla, New York \$2,500

For planning the National Council of Teachers of English National Media Project, a program of in-service teacher training using media.

Operating Project
C-SPAN in the Classroom
Washington, D.C. \$15,000

For the development of college-level courses in political science and journalism that use the televised proceedings of Congress (on C-SPAN) as a central instructional tool. College professors designed six course curricula, which were published by the American Political Science Association in the Spring, 1987, issue of *News for Teachers of Political Science*. The course descriptions became the basis for a 1987 seminar for college teachers on using C-SPAN in the classroom.

Operating Project
(consultant: Alan Green)
Washington, D.C. \$15,600

For the revision of *Gavel to Gavel: A Guide to the Televised Proceedings of Congress* to include the televised proceedings of the Senate.

Operating Project
(consultant: Alan Green)
Washington, D.C. \$2,000

For preparation of a report on a conference that examined the outlook for independent film and TV producers. The conference was held in May, 1986, and was co-sponsored by the John D. and Catherine T. MacArthur Foundation. The conference report is available from the MacArthur Foundation.



Under the auspices of the Aspen Institute, former Members of Congress met to discuss how to raise public awareness of the problems in the current system of financing congressional campaigns.

Operating Project
(consultant: Marilyn Kressel)
Washington, D.C. \$1,500

Coordination of a meeting of educators to discuss the prospects for using C-SPAN in the classroom.

Operating Project
Washington, D.C. \$2,500

First printing of the revised edition of *Gavel to Gavel: A Guide to the Televised Proceedings of Congress*.

1987

Affiliated Media Foundation Movement
New Orleans, Louisiana \$2,000

To provide technical assistance to local organizations setting up broadcast stations serving low-

income and minority communities.

American Film Institute
Los Angeles, California \$15,000
(matching grant)

For a study of the prospects for home video distribution of independent film and video. The study will identify strategies for facilitating the entry of independent films and videotapes into the home market.

Arts Presentations of Tomorrow Foundation
Aspen, Colorado \$1,000

For the 1988 Aspen Winter Arts Conference and Festival—"Emphasizing Theatre and Film."

Aspen Institute for Humanistic Studies
New York, New York \$15,000

To organize and conduct a workshop for former Members of Congress on congressional campaign finance practices, policies, and trends. The workshop, held in October, 1987, launched a bipartisan public education effort to raise awareness of the nature and extent of the problems of current campaign financing practices and their effects on our system of government.

Center for National Policy
Washington, D.C. \$1,000

For a conference associated with the Center's Campus Journals Program, which supports the start-up of alternative opinion journals on college campuses.

Center for New Television
Chicago, Illinois \$10,000
(matching grant)

Partial support for a series of three cable television programs to be televised in 1988 in the Chicago area. Incorporating short documentaries, live panel presentations, and audience interaction, the series will promote public debate about solutions to regional problems.

CIStems, Inc.
(Cultural Information Service)
New York, New York \$5,000

For the preparation and distribution of a teacher's/viewer's guide to the ABC News "Congressbridge" broadcasts, a series of three live videoconferences

linking Members of the Congress of the U.S. and representatives of the government of the U.S.S.R.

Citizen Exchange Council
New York, New York \$15,000

For a conference and handbook about U.S.-Soviet "space-bridges." In September, 1987, producers, distributors, funders, researchers, and government officials involved in international satellite videoconferences met in Tarrytown, New York, to develop strategies for improving the quality and effectiveness of this new medium. The handbook will include proceedings of this and an earlier conference and a reference guide to the field for newcomers, broadcasters, and funders.

Commission on Presidential Debates
Washington, D.C. \$2,500

For support of the Commission's preparations for the 1988 presidential debates.

Eisenhower Exchange Fellowships
Philadelphia, Pennsylvania \$2,000

First year of a five-year commitment for communications-related activities of EEF.

Eschaton Foundation
Berkeley, California \$1,000

For a national survey of film and video projects on the topic of peace. A report is available from the Eschaton Foundation.

Foundation for Independent Video and Film
New York, New York \$23,000

To administer two grants in 1987 for media projects that further public understanding of the prospects for world peace. This grant also enabled FIVF to publicize its Donor-Advised Film and Video Fund, a grant-making program created to support high-quality independent

film and video projects dealing with social, political, and environmental issues.

Foundation for Independent Video and Film
New York, New York \$30,000

To administer three 1988 grants for media projects: two for projects that contribute to world peace, and a third for a project



ABC News anchorman Peter Jennings served as U.S. moderator for a series of three nationally-broadcast "Congressbridges" in Fall, 1987.

that enhances public understanding of the role of communications in society.

Independent Feature Project
New York, New York \$2,500

For reprinting and promotion of the book *Off Hollywood*, a report on the distribution and marketing of independent films.

INTERNEWS
San Francisco, California \$5,000

Toward the Congressbridge Project, which led to a series of videoconferences linking Members of the U.S. Congress with representatives of the government of the U.S.S.R. In Fall, 1987, three live satellite dialogues were simultaneously broadcast in the U.S. (by ABC-TV) and in the Soviet Union. The dialogues focused on

mutual security, human rights, and regional conflicts.

National Cable Satellite Corporation
Washington, D.C. \$2,000

Continued support of the "Educators' Hotline," a toll-free phone line to inform educators about upcoming C-SPAN programs appropriate for classroom use.

National Cable Satellite Corporation
Washington, D.C. \$15,000

For a seminar for college teachers on using C-SPAN in the classroom. Held in July, 1987, in Washington, D.C., the seminar reviewed C-SPAN operations and ideas on how to incorporate C-SPAN programs into journalism, political science, govern-

ment, and communications courses.

The Panos Institute
Alexandria, Virginia \$10,000

For research on American films and videotapes to be included in an international database of media on environment and development. The project is part of an international effort to provide Third World countries with information about, and access to, high-quality programming responsive to their needs and interests.

PeaceNet
(project of the Tides Foundation)
Berkeley, California \$5,000

For an international computer network to improve communications among peace, environmental, and social justice organizations. Available in 70 countries, the network offers electronic mail, conferencing, and database services to its users.

People for the American Way
Washington, D.C. \$50,000

Toward a media campaign on "The Right to Know," which educates citizens about their right to government information, highlights the consequences of official secrecy, and encourages the exercise of con-

A scene from Radio Bikini, a film about America's first peacetime nuclear tests. Winner of 1987 Marjorie Benton Peace Film Award.



stitutional rights. Project products include issue advertisements on the theme "What we don't know CAN hurt us" and publication of a book entitled *Government Secrecy: Decisions Without Democracy*.

Purdue University
West Lafayette, Indiana \$9,600

For promotion of the Purdue Public Affairs Video Archives to advance awareness and use of the televised proceedings of Congress for educational purposes. The project represents the first attempt to create an ongoing and complete archive of C-SPAN programming for use by educators.

South-North News Service
Hanover,
New Hampshire \$5,000

Third year of a three-year commitment to the syndicated news-feature service that trains Third World journalists to develop stories for the American press.

University of Notre Dame
Notre Dame, Indiana \$2,000

For completion of the documentary *Coming Back Home*, on the progress of the peace process within Nicaragua.

University of Southern California
Los Angeles, California \$10,900

Toward a study by the Annenberg School of Communications to assess the feasibility of creating "The California Channel," a statewide version of C-SPAN. The new channel would televise



The ideal American citizen?

It's hard to be a good citizen without good information. Without it, we all might as well be sheep.

Yet we're routinely denied information. Crucial information.

We aren't told about risks to our health. People with ideas our government doesn't like are turned away at the border. Federal employees are muzzled, for life.

As we have since 1980, we're fighting back. We're People For the American Way, the 250,000 member constitutional liberties organization.

We don't want the government deciding what we should hear, see, read or think. That's censorship.

We want Americans to be as informed as possible. That's why we prepared a special publication called *Government Secrecy*. It's free. It's important. It's available only through People For the American Way.

Don't be sheepish. Write today.



People For the American Way

What we don't know can hurt us.

the proceedings of the California state legislature as well as other public affairs programs.

Operating Project
(consultant: Burness Communications)
Washington, D.C. \$16,407

To coordinate a public education effort on congressional campaign finance issues. Working with a bipartisan group of former Members of Congress, Burness Communications managed a media effort to place before the American public information about the dimensions and implications of the current system of financing campaigns.

Operating Project
(consultant: Alan Green)
Washington, D.C. \$16,000

For the development and printing of a booklet on the Supreme

Court, entitled *Justice for All*. Co-sponsored by the American Bar Association, the booklet covers the history, role and influence, and operations of the Court. Copies of the booklet are available from the foundation.

Operating Project
(consultant: Alan Green)
Washington, D.C. \$4,300

Promotion of the revised edition of *Gavel to Gavel: A Guide to the Televised Proceedings of Congress*.

Operating Project
Washington, D.C. \$2,259

Toward the second printing of the revised edition of *Gavel to Gavel*.

Communications Education

To ensure that the benefits of the new media are widely available, the foundation supports efforts to broaden public awareness and use of communications and information tools. The foundation helps nonprofit organizations adopt the new resources through the funding of publications, technical assistance, and demonstration projects. The foundation also is interested in projects that inform the general public about the role and impact of communications in society.

1986

Appalshop

Whitesburg, Kentucky \$12,000

Continued support for community outreach and educational activities associated with the *Headwaters* television series. Produced in cooperation with local communities, *Headwaters* covers issues of importance in the Appalachian region, including education, unions, and health care.

Arlington Community Television

Arlington, Virginia \$5,000

For national promotion of an educational videotape series called *Communicating Survival*. The eight-part series, produced in six languages, teaches non-English-speaking immigrants and refugees about vital public services. A case study of the development, implementation, and evaluation of the series is available from the foundation.

Catholic Social Service of Santa Clara County

San Jose, California \$3,000

For the preparation of a case study evaluation of Home Board, an on-line database and electronic network of housing information for housing service providers working with low-income populations in the San Francisco Bay area. The case study is available from the foundation.

Chicago Access Corporation

Chicago, Illinois \$5,000

For a Fall, 1986, conference to plan an educational cable access channel in Chicago. In a day-long conference, CAC brought together 100 representatives from local universities, colleges, libraries, museums, and public schools to develop a collaborative plan for educational programming.

Institute for Public Policy Advocacy

Washington, D.C. \$32,000

For the Institute's media program, which trains nonprofit leaders to use media strategically for public policy advocacy. Program activities include building and maintaining a network of media consultants, providing strategic counseling, and conducting media advocacy workshops.

Renee Montagne and Robert Siegel co-host All Things Considered on National Public Radio.

National Federation of Local Cable Programmers

Washington, D.C. \$14,000

For NFLCP's 10th Anniversary National Conference held in July, 1986, in San Francisco.

National Foundation for the Improvement of Education

Washington, D.C. \$6,000

To prepare and distribute a user's guide to KIDSNET, a database for information on over 15,000 media programs for children. The guide is available from KIDSNET.

National Public Radio

Washington, D.C. \$25,000

For coverage of communications and information technologies and issues on NPR's news programs. Topics include educational implications of computers, copyright protections in a high-tech environment, and deregulation of the broadcast media.



Northern Rockies Action Group
Helena, Montana \$9,000

To provide computer training to nonprofit organizations in Idaho, Wyoming, and Montana. In addition, NRAG serves as a regional clearinghouse matching nonprofit groups in need of computer assistance with local resources in the three-state region.

Playing to Win
New York, New York \$12,000

To support efforts to help other cities develop Playing to Win programs, which provide computer access and training for economically disadvantaged individuals.

Public Interest Computer Association
Washington, D.C. \$18,500

For a conference of nonprofit computer resource centers in March, 1986, which led to the creation of the Technology Resource Consortium (TRC), and for start-up support of the TRC. The resource centers promote effective use of information technologies by nonprofit groups through the provision of training, hands-on access, and technical assistance. Their collaboration in the TRC fosters the exchange of information and support among existing centers and provides outreach to areas unserved by such centers.



Playing to Win, an organization in New York City concerned with promoting computer equity, trains economically disadvantaged adults and young people in basic computer skills.



Public Interest Computer Association
Washington, D.C. \$9,000

Continued support of PICA's Computer Resource Center, an educational and technical assistance center for nonprofit organizations.

Operating Project
(consultant: Alan Green)
Washington, D.C. \$2,500

To assemble and edit a series of eight case studies of telecommunications demonstration projects funded by the foundation. The series, called *Communicating Today*, is available from the foundation.

1987

Appalshop
Whitesburg, Kentucky \$500

For a meeting to introduce Appalshop to potential donors in Chicago.

California Community Foundation
Los Angeles, California \$5,000

For development, publication, and distribution of a directory of media resources and services for Los Angeles-area nonprofit groups.

Gifts In Kind

Alexandria, Virginia \$10,000

To provide training to nonprofit organizations in 26 cities implementing community-wide electronic information networks. After studying and evaluating the implementation of the networks in each community, Gifts In Kind will publish a report summarizing the results of a range of networking applications.

Institute for Public Policy Advocacy

Washington, D.C. \$25,000

For the Institute's media program, which provides media education services to the public interest community. Services include assistance in strategic media planning, counseling of individual groups on media access techniques, and workshops on media strategies for the nonprofit community. (This grant is the first of a two-year commitment.)

National Federation of Local Cable Programmers

Washington, D.C. \$2,500

For public education about public access cable television. Activities include development of an introductory videotape for the "Hometown USA" series, which showcases the winners of NFLCP's annual access programming competition. The series will be cablecast nationally by The Learning Channel.

National Public Radio

Washington, D.C. \$25,000

The second year of a two-year commitment for coverage of communications and information technologies and issues on NPR's news programs.

Northern Rockies Action Group

Helena, Montana \$10,000

(matching grant)

For continued support of NRAG's computer assistance to nonprofit organizations in Idaho, Montana, and Wyoming. NRAG's plans include exploring the establishment of library-based computer learning resource centers in the region.

Playing to Win

New York, New York \$12,000

For continued efforts to introduce other communities to PTW's educational activities.

Public Interest Computer Association

Washington, D.C. \$16,000

Continued support for the Technology Resource Consortium, a formal collaboration of nonprofit

computer resource centers around the country, to foster the exchange of information and support among existing centers and provide outreach to areas unserved by such centers.

Public Interest Computer Association

Washington, D.C. \$2,500

For emergency assistance in reinstating PICA's nonprofit computer technical assistance services following a fire.

Wilder Foundation

St. Paul, Minnesota \$5,000

For the Nonprofit Technology Project that will help nonprofit organizations in the Twin Cities area make effective use of communications and information technologies.

Operating Project

(consultant: Public Production Group)

Washington, D.C. \$1,300

For videotaping an Advocacy Institute seminar on media advocacy strategies and techniques for public interest groups.



Appalshop producers on location in Charleston, West Virginia, for the Headwaters television series, which documents issues of concern in the Appalachian region.

Membership and Other Grants

1986

**Council for the Advancement of
Citizenship**
Washington, D.C. \$200
1986 membership.

Council on Foundations
Washington, D.C. \$700
1986 membership.

Donors Forum of Chicago
Chicago, Illinois \$600
1986 associate membership.

The Heard Museum
Phoenix, Arizona \$200
In support of The Heard
Museum and its collection of
Native American art.

Independent Sector
Washington, D.C. \$330
1986 membership.

**National Commission on
Libraries and Information
Science**
Washington, D.C. \$948
For a reception honoring
NCLIS's retiring Executive
Director.

1987

**Alternative Media Information
Center, Inc.**
New York, New York \$75
1987 membership.

**Council for the Advancement of
Citizenship**
Washington, D.C. \$200
1987 membership.

Council on Foundations
Washington, D.C. \$800
1987 membership.

Independent Sector
Washington, D.C. \$416
1987 membership.

**International Center for
Development Policy**
Washington, D.C. \$1,000
Support for the Commission on
U.S.-Soviet Relations.

**National Network of
Grantmakers**
Washington, D.C. \$1,000
For the third edition of *The
Grantseekers Guide*, a guide to
foundations interested in social
issues.

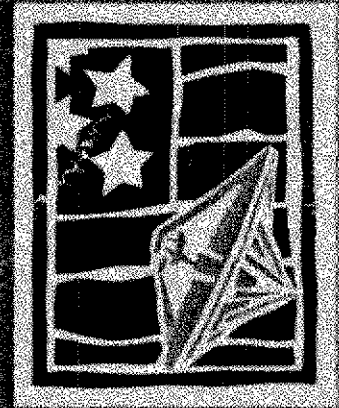
OMB Watch
Washington, D.C. \$100
Contribution to an OMB Watch
fundraiser.

Summary of Grants and Projects*

Program Area	1986	1987	Total
Communications Policy	\$ 99,500	\$ 130,000	\$ 229,500
Public Affairs and the Media	208,500	278,466	486,966
Communications Education	153,000	114,800	267,800
Membership and Other	2,978	3,591	6,569
Total	\$ 463,978	\$ 526,857	\$ 990,835

* Each figure represents the amount allocated but not necessarily spent in that fiscal year.

BENTON FOUNDATION



Guidelines

APPLICATION PROCEDURES AND POLICIES

Public Affairs and the Media

The Benton Foundation is interested in examining how the communications media can play a more constructive role in the political life of the nation. It seeks communications projects that enhance public understanding of important national or international issues, and that stimulate public participation in policy discussion and debate. Projects may explore new ways of using traditional media or demonstrate the effective use of videoconferences, computer networks, or other communications technologies. Programs that improve the professional skills of working journalists are also considered within the category of public affairs and the media.

Communications Education

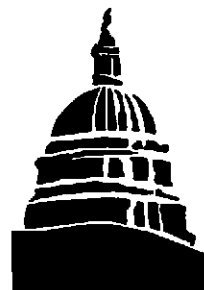
To ensure that the potential benefits of the new media are widely available, the foundation supports projects that broaden public understanding and use of communications tools. The foundation helps nonprofit organizations assess whether particular technologies can improve internal management or can otherwise increase or enhance the services they provide. Workshops, publications, technology demonstrations, and technical assistance are among the types of projects the foundation has supported. The foundation is also concerned with increasing the visibility of communications issues and programs within the foundation community.

Grant applicants are asked to submit in letter form a brief description of their project, including a statement of goals, the personnel to be involved, a detailed budget, and the funds requested. If further information is required, it will be requested by the foundation staff. Funding decisions are made by the Board of Directors, which normally meets three times a year. (Please contact the staff for information on proposal deadlines.)

Priority is given to projects of national or regional significance. Grants are usually made to educational, charitable, or civic nonprofit groups. The foundation does not ordinarily support books, periodicals, or newsletters. Contributions to capital fund drives or for general operating support are not likely to be considered.

While the foundation encourages the funding of film and television productions, a relatively small grants budget limits our support of such projects. However, three such grants are awarded annually; two to works that are judged to contribute to international peace, and a third to a work designed to enhance public understanding of the role of communications in our society.

For further information about the annual media grants or the foundation's other program interests, please contact the foundation staff in Washington, D.C.



BACKGROUND AND PURPOSE

The Benton Foundation is a private grant-making institution committed to enhancing the democratic process through increased public understanding and use of communications and information resources. In particular, the foundation is concerned with the policy issues raised by the new technologies, and encourages public participation in the policy debate. The foundation also supports innovative uses of the media that broaden public understanding of other complex social issues. Finally, the foundation offers educational and training opportunities to non-profit groups that seek greater access to the new tools of communications.

The Benton Foundation is the successor to a foundation established in 1948 by Senator William Benton, whose distinguished career spanned the worlds of advertising, education, government, and publishing. An early supporter of public television, and an advocate for public interest principles in broadcasting, Senator Benton believed strongly that the communications media were the backbone of a democratic society. He argued that technological advances in communications should be adopted in ways that enhance the principles of access, diversity, and equity. These principles, he said, will always be fundamental to informed participation in public life. Shortly before his death in 1973, he exhorted the trustees of the foundation to pursue that goal and to "favor those things which seem risky, unorthodox, and even unlikely to succeed—but which, with success, offer more than ordinary promise."

Under the leadership of Charles Benton, who became president of the foundation after his father's death, the foundation conceived and was the major contributor to the League of Women Voters' Presidential Forums, which led to the televised Presidential Debates in 1976. In 1980, the newly-reorganized Benton Foundation was established in Washington, D.C. Current assets are about \$12 million.

PROGRAM AREAS

During the foreseeable future, the trustees anticipate the Benton Foundation will make grants totalling approximately \$500,000 annually in three program areas. Grants have ranged in size from \$500 to \$50,000. In addition, the foundation contributes board and staff assistance to projects to which it is committed.

Communications Policy

The rapid growth of technology has outpaced the laws and regulations that in the past promoted equity and diversity. Now the challenge at national, state, and local levels is for policy that will best serve our political, social, and educational requirements.

To assist policymakers in making informed decisions, the foundation supports research on the effects of new technologies on the democratic values of our society. The foundation gives priority to research on issues that are timely and not likely to be otherwise funded. Current research interests include the impact of communications media on the political process, the right to privacy, public access to government information, and children's television. Research proposals to the foundation should describe the intended beneficiaries and include plans for disseminating results. The foundation also funds workshops and conferences that bring together researchers and policymakers, but only if such meetings are part of a larger process designed to develop new approaches to policy issues.

BENTON FOUNDATION

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PRESIDENT'S REPORT

Partnerships in Communications

As I travel around the country and meet people familiar with the work of the Benton Foundation, I find they are often surprised to hear what a small foundation we are. While our asset base of \$12 million places us in the top 1000 of the 25,000 foundations in this country, our resources are modest compared to those of our larger colleagues, some of whom regularly make single grants the size of our annual grants budget! Despite this, people seem to have the impression that the Benton Foundation is a "big" foundation.

I am not complaining about this, although we might wish from time to time that the image were the reality. But I began to wonder why so many people react with surprise when they learn our real size. One reason may be that our concentration on public education about communications has resulted in increased visibility for the foundation itself. We make an annual grant, for example, to National Public Radio for coverage of news about communications and information technologies. Not only does this grant broaden public knowledge about the issues that concern us, but our on-air underwriting credit lets people know what we are interested in—an important plus for a small foundation working in a relatively specialized field. A number of grant applicants have told us that they first learned about us on NPR.

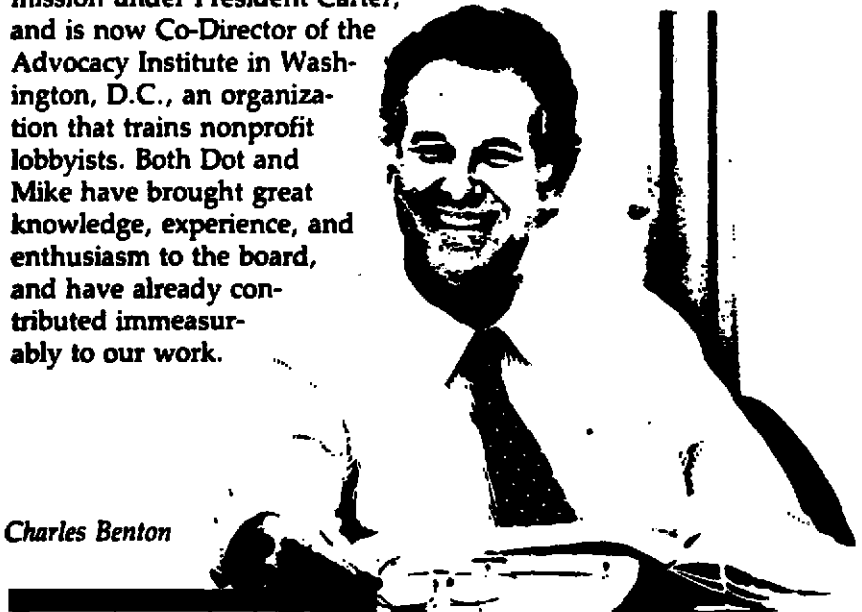
Our interest in education about communications has also led our staff to play an active role in educational efforts aimed at nonprofit organizations. We are pleased that our Associate Director, Karen Menichelli, is serving a second term as President of the Communications Network in Philanthropy, an association of foundation professionals that promotes improved communications in the foundation community. For the past two years, our Executive Director, Carolyn Sachs, has written a regular column on "Media" for *Foundation News* magazine.

Last year, we welcomed Dorothy Ridings and Michael Pertschuk to our Board of Directors. Dot served as national President of the League of Women Voters from 1982-86, and is currently working for Knight-Ridder newspapers in Charlotte, North Carolina. Mike served as Chairman of the Federal Trade Commission under President Carter, and is now Co-Director of the Advocacy Institute in Washington, D.C., an organization that trains nonprofit lobbyists. Both Dot and Mike have brought great knowledge, experience, and enthusiasm to the board, and have already contributed immeasurably to our work.

All of these activities have helped build awareness of the foundation and, more important, the issues to which we are committed. But it seems to me that the single most important reason why we have been so visible can be summed up in the word "partnership." From the beginning, we have sought to make the most of our limited resources by working with other organizations on projects whose costs would otherwise be far beyond our means. Let me give you a few examples.

Our first partnership was forged with our very first project back in 1981—*GAVEL TO GAVEL: A Guide to the Televised Proceedings of Congress*. This 64-page booklet describes how Congress works, and explains to viewers what they will see when they watch the televised proceedings. It was developed and distributed in cooperation with C-SPAN, the nonprofit cable television network that pro-

Charles Benton



vides live coverage of Congress, congressional hearings, and other public affairs events. Although *GAVEL TO GAVEL* is of particular interest to C-SPAN viewers, it has become popular with students and teachers of American government as well. Over 150,000 copies of the booklet (updated in 1987) are in circulation, and we were happy to learn recently that the U.S. Capitol Historical Society has accepted it for sale in its Capitol Building gift shops.

In 1986, we were joined in our C-SPAN work by another valued partner, the American Political Science Association (APSA). All three organizations have an interest in improving the use of C-SPAN programming for formal teaching about government. Working with the APSA, we commissioned six professors to develop course curricula that make creative use of C-SPAN programming as a central teaching element. The course topics included Introductory American Government, Politics and the Media, and Public Policymaking. Published by APSA in the summer of 1987, the courses were sent to 12,000 political science professors. Later that summer, C-SPAN organized a three-day workshop for professors on ways of using C-SPAN in the classroom. The workshop was a big success, and many of the 30 participants are now planning local or regional follow-up activities.

This year brought us yet another partnership—with the American Bar Association.

Because the Supreme Court appears to be moving toward allowing television coverage of oral arguments, we decided to publish a booklet to help explain the Court proceedings. For this project, we joined forces with ABA's Division for Public Education. The new booklet, *JUSTICE FOR ALL*, is an introduction to the history and procedures of the Court. Our foundation commissioned the writing and design, and the ABA donated invaluable assistance in developing the concept of the booklet and editing it for accuracy. The ABA is also assisting with promotion and distribution.

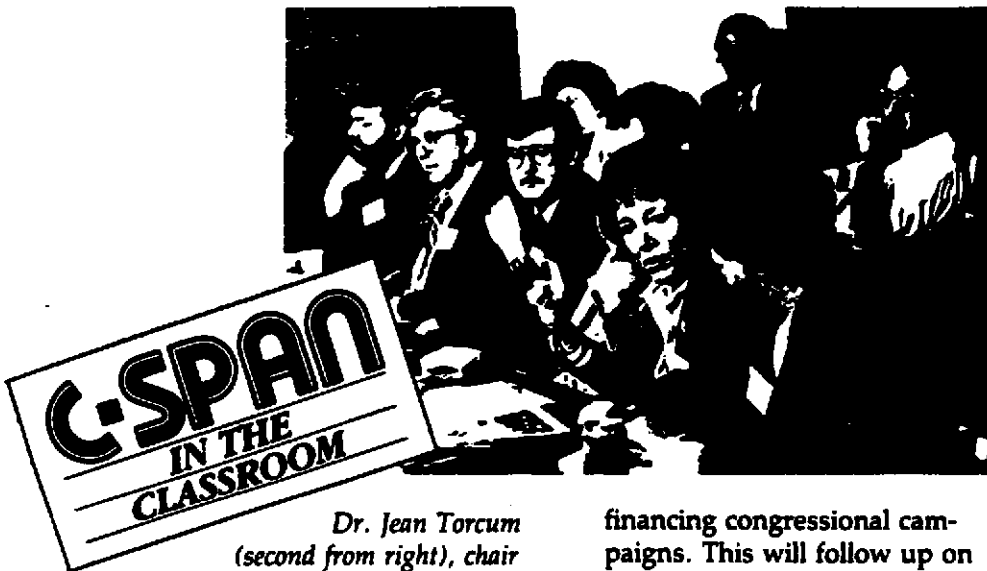
I should emphasize that neither the American Political Science Association nor the American Bar Association received funding from the Benton Foundation for this work. On the contrary, they helped support the projects through their generous contributions of staff time and expertise, publication and promotion activities, and other in-kind services. By working together, we found that we could help each other achieve our common goals.

During the past year, we have also been involved in a different type of partnership—working with a variety of groups trying to protect public access to vital information collected or held by government and industry. Some of the groups working on what we call "The Right To Know" have received grants from our foundation; others have not. But



all of them have a commitment to the issue of information access that has brought them together to share resources and develop a national coalition. The Field Foundation has been an active funding partner in this effort, and we are grateful for their leadership.

Another example of a long-term alliance is our work with Apple Computer. Over the years, we have shared with Apple an interest in promoting computer literacy in the non-profit sector. Apple has contributed computers, software, and technical support; and the Benton Foundation, a variety of training and technical assistance programs. More recently, we have been assisting in the development of nonprofit computer resource centers around the country. In the future, we will be working with Apple and others to encourage more corporations, especially those involved with the manufacture and sale of computers, to develop donation programs for nonprofit organizations.



Dr. Jean Torcum (second from right), chair of California State University at Sacramento's Department of Government, offers a suggestion at the 1987 C-SPAN in the Classroom Seminar for Professors.

What else does the future hold? Our general program guidelines will remain the same. Within those programs—Communications Policy, Public Affairs and the Media, and Communications Education—the board's interests shift from time to time, so we encourage people to call our staff or send a brief description of their project ideas before submitting a full proposal. Our current interests in the *Communications Policy* program involve the development of specific recommendations for communications and information policy in the 1990s. We are also interested in examining public policy options pertaining to children's television, cable communications, and public broadcasting.

Next year, we expect to focus a substantial portion of our *Public Affairs and the Media* program on projects designed to increase public awareness of the problems in the current system of

financing congressional campaigns. This will follow up on our 1987 public education project on this topic, which drew on the first-hand knowledge and concern of former Members of Congress. We also plan to continue working with C-SPAN to encourage the use of its programming in the classroom. In 1988-89, we will try to involve high schools as well as colleges in this work. As always, our goal is to find *innovative* models for public education using the media.

In *Communications Education*, we will be working to integrate what have been relatively independent strands in our educational efforts regarding new technologies. In the last few years, we have sought to help nonprofits gain competence in computers, electronic networking, video and audio production, cable TV access, and satellite teleconferencing, through a series of educational activities centered, for the most part, on each technology. In the future, the training activities we support will recognize the growing convergence of these communications tools, and encourage collaboration among existing groups. Eventually, this may lead to the establishment of new full-service technology resource centers that can provide com-

prehensive assistance to community groups in need of advice on how to communicate more effectively.

Another innovation in our Communications Education program will be a new film/video award. For several years, we have given two annual grants to documentaries judged to contribute to public understanding of the prospects for international peace. A third grant, of \$10,000, will be made to a film or video project that illuminates the impact of communications and information on society. All three grants will be administered for us by the Donor-Advised Film and Video Fund of the Foundation for Independent Video and Film in New York City.

Over the past seven years, we have worked with wonderful people who share our vision about harnessing the communications and information revolution for the maximum benefit of society. Through such partnerships, we have been able to multiply the impact of our resources a hundred-fold. In the final analysis, I believe that this is why so many people think we are larger than we are. On behalf of our entire Board, I thank our partners for taking a chance on an unproven foundation whose dreams far exceeded its resources. In the years ahead, we look forward to working with them and to finding others who share those dreams.

GRANTS AND PROJECTS
As of December 31, 1988

1776 K Street, NW
Suite 605
Washington, DC 20006
(202) 429-7350

OFFICERS AND DIRECTORS

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Public Media, Inc.
General Counsel and Treasurer
Leonard J. Schragar
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The John Marshall Law School

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Bradenton Herald

STAFF

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Carolyn Sachs

Associate Director
Karen Menichelli

I. COMMUNICATIONS POLICY (\$171,500)

Action for Children's Television

Cambridge, Massachusetts

For ACT's public education and advocacy
program for 1988
\$6,500

American Civil Liberties Union Foundation

Washington, D.C.

For continued support of the ACLU's Project on
Information Technology and Civil Liberties
\$50,000

Georgetown University Law Center

Washington, D.C.

The second and third year of a three-year
commitment to Citizens Communications Center
for legal research and litigation in the
communications field
\$20,000

OMB Watch/The Focus Project

Washington, D.C.

For research and education related to public
access to government information
\$25,000

Telecommunications Policy Research Conference, Inc.

Washington, D.C.

For the Sixteenth Annual Telecommunications
Policy Research Conference held in Fall, 1988
\$5,000

University of Maryland Foundation

College Park, Maryland

For the University's College of Journalism for
a conference on The Role of Public Policy in
the New Television Marketplace held at
the University of Maryland campus in Fall, 1988
\$10,000

Operating Project: Policy Options Papers

Washington, D.C.

For the preparation and publication of eight
policy options papers on selected
communications and information topics
\$55,000

II. PUBLIC AFFAIRS AND THE MEDIA (\$183,500)

The American Documentary

New York, New York

For the preparation of a press kit promoting "P.O.V.,"
a new series of independent films broadcast by PBS in
Summer, 1988

\$10,000

**Campaign Finance Research Institute/Project for
Investigative Reporting on Money in Politics**

Washington, D.C.

For investigative reporting of issues related to the
funding of congressional campaigns

\$10,000

Campaign Finance Research Institute

Washington, D.C.

Toward the development of a national Research Library
on Money in Politics

\$20,000

Foundation for Independent Video and Film

New York, New York

For administration in 1989 of three awards for film
and video projects.

\$30,000

The Fund for Investigative Journalism, Inc.

Washington, D.C.

For a series of reports on the declining availability
of information from the Federal government

\$5,000

National Cable Satellite Corporation

Washington, D.C.

For the development of a C-SPAN in the Classroom
"workshop kit" to enable educators to teach their
colleagues about using C-SPAN as a teaching tool

\$11,000 (matching)

National Cable Satellite Corporation

Washington, D.C.

For a second annual seminar for college professors on
using C-SPAN in the classroom, held during the Summer
of 1988

\$7,500 (matching).

New York Foundation for the Arts/The Leo Dratfield Endowment

New York, New York

To advance the appreciation and recognition of
independent film and video

\$7,500

People for the American Way

Washington, D.C.

For continued public education and media work on the Right to Know, protecting public access to government information
\$45,000

Purdue University

W. Lafayette, Indiana

For support of the Public Affairs Video Archives; in particular for cataloging, indexing, and promotion
\$25,000

University of California, San Diego

La Jolla, California

For the establishment and operation of a Spacebridge Resource Center to house videotapes, scripts, and other materials relating to U.S.-Soviet videoconferences
\$7,500

Operating Project: C-SPAN Workshop Fund

Washington, D.C.

For regional workshops on using C-SPAN in the classroom
\$5,000

III. COMMUNICATIONS EDUCATION (\$90,000)

Gifts In Kind, Inc.

Alexandria, Virginia

To encourage philanthropic activity by high technology companies, and thereby assist nonprofit groups in gaining access to new communications and information tools
\$10,000

Institute For Public Policy Advocacy

Washington, D.C.

For the Media Advocacy Education Program that provides media skills training to the public interest community (second year of a two-year commitment)
\$25,000

National Public Radio

Washington, D.C.

For news coverage of communications and information technologies and issues
\$25,000

Public Interest Computer Association

Washington, D.C.

For a series of local meetings and a national conference on "Nonprofit Work in an Information Age"
\$15,000

Public Interest Computer Association

Washington, D.C.

For the Technology Resource Consortium, a national clearinghouse of information on computer and other information technologies for the nonprofit sector
\$15,000 (matching)

IV. PRESIDENT'S FUND (\$24,000)

AlterNet

Washington, D.C.

To fund the preparation of a four-part series of investigative articles on government agencies involved in intelligence-gathering
\$2,000

The American Assembly

New York, New York

For communications and outreach associated with the Assembly's international policy series
\$1,000

Better World Society

Washington, D.C.

For a U.S./Soviet Spacebridge on Thirty Years of Exchanges
\$1,500

Center for National Policy

Washington, D.C.

For continued support of the Center's Campus Journals Program, which supports the start-up of alternative opinion journals on college campuses
\$1,000

Central Educational Network

Des Plaines, Illinois

For the transfer of Productions-in-Progress to CEN's Edison database
\$2,500

Chatham House Foundation, Inc.

Washington, D.C.

To support the Foundation's activities in building Anglo-American relations
\$500

Citizens Exchange Council

New York, New York

For the Glasnost Film Festival, a festival of Soviet cinema highlighting new documentary films to be shown throughout the U.S. in the Spring of 1989
\$1,000

Council on Foundations

Washington, D.C.

For the writing and publication of a special series of Foundation News articles on media funding. The articles will be reprinted by the Council as part of its series called "Resources for Grantmakers"

\$2,500

CURRENT

Washington, D.C.

For a campaign to encourage subscription and readership among independent producers

\$2,000

Editors' Organizing Committee

New York, New York

For a series of luncheon meetings for magazine editors on peace and arms control issues

\$1,000

Eisenhower Exchange Fellowships

Philadelphia, Pennsylvania

For support of communications-related activities of EEF (second year of a five-year commitment)

\$2,000

Fordham University

Bronx, New York

For an analysis of the Corporation for Public Broadcasting's Audience 88 study on the public radio audience

\$2,500 (contingent on raising other funds needed)

New York Foundation for the Arts/The Leo Dratfield Endowment

New York, New York

To advance the appreciation and recognition of independent film and video (first year of a three-year commitment)

\$2,500

Peace Links

Washington, D.C.

For production and distribution of a documentary about Peace Links' U.S./USSR Women's Exchange

\$1,000

Women Make Movies, Inc.

New York, New York

For the Women's Funds Video Project, to produce and distribute a videotape on the women's funding movement

\$1,000

V. PROGRAM FUND (\$13,291)

American Library Association

Chicago, Illinois

For the development and distribution of a Freedom of Information Day Tip Sheet
\$1,500

OMB Watch - The Focus Project

Washington, D.C.

For a meeting in early 1989 of environmental advocates to explore the creation of an electronic network
\$2,500

Public Interest Computer Association

Washington, D.C.

For the on-line information service providers meeting held on May 11, 1988
\$415

The Tomas Rivera Center

Claremont, California

For a conference on New Information Technology and the Emerging U.S. Hispanic Community
\$1,500

Women Make Movies, Inc.

New York, New York

For the Women's Funds Video Project, to produce and distribute a videotape on the women's funding movement
\$1,000

Operating Project: (Consultant: Corinne Asturias)

San Jose, California

Rapporteur for the meeting on media issues related to AIDS education held November 29, 1988, in San Francisco, California
\$500

Operating Project: (Consultant: Coimbra Sirica)

Washington, D.C.

Rapporteur for the meeting on media issues related to AIDS education held October 3, 1988, in Washington, D.C.
\$500

Operating Project: (Consultant: Marjorie Share)

Washington, D.C.

Development of marketing strategies for the Public Affairs Video Archives
\$1,376

Operating Project: (Consultant: Marilyn Stein)

Honeoye Falls, New York

For personal services related to the publication of eight policy options papers
\$4,000

VI. MEMBERSHIP & OTHER GRANTS (\$1,694)

Alternative Media Information Center
New York, New York
1988 membership in Media Network
\$175

Council for the Advancement of Citizenship
Washington, D.C.
1988 membership
\$200

Council on Foundations
Washington, D.C.
1988 membership
\$800

Independent Sector
Washington, D.C.
1988 membership
\$519

SUMMARY

I. Communications Policy	\$171,500
II. Public Affairs and the Media	183,500
III. Communications Education	90,000
IV. President's Fund	24,000
V. Program Fund	13,291
VI. Membership & Other	<u>1,694</u>
TOTAL	\$483,985

- Thursday, June 29 thru Saturday, July 1, (Conference Only)
- Wednesday, June 28 thru Saturday, July 1, (Pre-Conference and Conference Activities)

Which days of the conference will you be attending?

- Staff/Program \$125
- Client Group \$125
- Non-Legal Services \$200

Business Phone _____ Home Phone _____

Address _____

Company _____

Name _____

The completed form and registration fee must be received by the Law Center no later than May 31, 1989.

Pre-Conference Registration Form

National Conference on Community Economic Development

1950 Addison Street
Berkeley, CA 94704

*The National Economic Development
and Law Center*

20 Years
NED & LC
1969 • 1989

THE CHANGING FACES OF POVERTY
TWENTY-FIVE YEARS IN PURSUIT OF THE DREAM

1989 National Conference on CED June 29-July 1 Congress Hotel Chicago

Changing Faces of Poverty

Twenty-five years ago, Congress passed the **Economic Opportunity Act** to tackle the nation's poverty. Today, 32 million citizens live below the poverty level, and not only are their numbers growing, but their faces are reflecting more of the young, the elderly, the female, the rural, and people of color.

Twenty years ago, the National Economic Development and Law Center was formed to assist community-based organizations to revitalize low-income communities, and bring housing, employment, services, and development opportunities to low-income residents. Today, community-based economic development has established itself as a successful practice, but it is severely challenged by shifting populations of the poor, and shifting perceptions of poverty.

At its 1989 National Conference, the National Economic Development and Law Center will use the occasion of these two important birthdays to reflect upon CED and to examine its possibilities within today's Changing Faces of Poverty.

Come Join Us!

AGENDA

THURSDAY, JUNE 29

9:00 a.m.–9:30 a.m.

9:30 a.m.–11:30 a.m.

10:30 a.m.–10:45 a.m.

11:30 a.m.–1:00 p.m.

1:00 p.m.–3:00 p.m.

3:30 p.m.–3:45 p.m.

3:45 p.m.–5:15 p.m.

5:15 p.m.–6:15 p.m.

6:15 p.m.–7:30 p.m.

7:30 p.m.–Until

FRIDAY, JUNE 30

9:00 a.m.–10:30 a.m.

10:30 a.m.–10:45 a.m.

THE PAST 25 YEARS

OPENING CEREMONY

PLENARY PANEL: "What The CED Movement
Has Learned in the Last 25 Years"

1. Moderator's Overview
2. CED Practice—60s
3. CED Practice—70s
4. CED Practice—80s
5. Analyst/Presenter

BREAK

CONFERENCE LUNCHEON AND KEYNOTE

WORKSHOPS: Accomplishments, Problems
and Evaluation Methods

1. Jobs/Employment
2. Affordable Housing
3. Small/Minority Business
4. Community Influence and Power
5. Training and Capacity Building
6. Support Services
(Child Care, Health Care, etc.)
7. Resource Development/
Financing
8. Public Policy

BREAK

WORKSHOPS (Repeated)

CITY RECEPTION

DINNER (on your own)

TASTE OF CHICAGO

THE PRESENT CONTEXT

PLENARY PANEL: "The CED Movement
Today and its Impact
on Special Populations"

1. Moderator's Overview
2. CED Practice—60s
3. CED Practice—70s
4. CED Practice—80s
5. Analyst/Presenter

BREAK

THE 1989 NATIONAL CONFERENCE ON CED

INSTITUTES: "TARGETING CED TO SPECIAL POPULATIONS"

10:45 a.m.–12:15 p.m.

1. Youth
2. Homeless
3. Elderly
4. Public Housing Tenants
5. Rural and Small Town Residents
6. Women Heads of Families/
Single Parents

12:15 p.m.–2:00 p.m.

LUNCH (on your own)

2:00 p.m.–5:00 p.m.

INSTITUTES (cont'd)

8:00 p.m.–10:00 p.m.

AWARDS BANQUET

SATURDAY, JULY 1

9:00 a.m.–10:30 a.m.

FUTURE ISSUES

PLENARY PANEL: "Preparing for the 90s
and the 21st Century"

1. Moderator's Overview
2. CED Practice—60s
3. CED Practice—70s
4. CED Practice—80s
5. Analyst/Presenter

10:30 a.m.–10:45 a.m.

BREAK

10:45 a.m.–12:15 p.m.

WORKSHOPS ON FUTURE ISSUES

1. The Role of Religious Institutions
2. Building International CED
Linkages
3. Nonprofit Entrepreneurial
Strategies
4. Growth Areas such as Recycling
5. The Role of Intermediaries
6. Regional Development
7. Financing Strategies
8. Strategic and Community
Planning
- 9. The Telecommunications/Info-
Tech Service Economy and CED

12:15 p.m.–1:30 p.m.

LUNCH (on your own)

1:30 p.m.–3:00 p.m.

CLOSING PLENARY

3:30 p.m.–5:30 p.m.

CLOSING RECEPTION and
CED TALENT SHOW

5.23.89

- MET FOR 1.5 HRS @ CM ~~W/~~ W/ TOM & CARL
- WE GAVE HER AN INTRO TO CM; PAST & PRESENT & POSSIBILITIES.
- SPOKE ABOUT SURROUNDING ISSUES: PACKBELL
TET.
GLIDE
DAVE HUGHES
- TOM PROMISED TO PROVIDE WRITTEN INFO ABOUT CM BY JUNE 15
FOR DISTRIBUTION @ CONFERENCE (JUNE 29 - JULY 1, CHICAGO)
- THEY HAVE A STAFF ATTORNEY WHO CAN HELP US W/ OUR
TAX STATUS. → SBI (C) 3

FRIEDA MOLINA
548 - 2600

Computer Learning Center

The Bay Area's Computer Center for Nonprofit Organizations

Volume 2
Autumn 1988

Sponsored by:
Peninsula
Community
Foundation

Bill Somerville,
Executive Director

Martha Simpson,
CLC Coordinator
Newsletter Editor

Advisory Committee:
Paul Harder
Janet Hofmann
Jan Masaoka
Lewis Miller
Susan Orr

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What's New ...

The Computer Consultants Are In, a free computer clinic for CLC members, will be held Wednesday, October 12. (See page 5)

CLC would like to gratefully acknowledge donations of the following software programs: **PageMaker** for the PC from Aldus Corporation; **First Publisher & First Publisher Art Gallery**, **Professional Write & First Choice** from Software Publishing; **Institutional Advancement** (fundraising software for the Mac) from SSTS.

Do you have a picture of something you would

like to use in your newsletter? Now you can turn it into a computer graphic at the CLC using **Thunder Scan & the Macintosh**. You can scan drawings, agency logos, even photographs. Once the image is converted onto a disk you can manipulate it like any Mac graphic - enlarge or shrink it, enhance or simplify it. For more information or to make reservations to learn how to use **Thunder Scan**, call 415/342-2505.

New classes for Autumn '88: *WordStar*, *Intro to the Mac System*, *PageMaker* for the PC and *DOS System Management*.

Where to Get Info on Fundraising Software

It's easy to find information on the latest best selling software product or the newest desktop publishing sensation. Programs with big market shares generate plenty of news and reviews. Coming up with useful, up-to-date info on specialty market software like fundraising programs for nonprofit organizations, however, can be difficult.

The Computer Learning Center frequently receives requests for this kind of information. We have several suggestions for those who are interested in learning about fundraising software.

1) Look at what has been published. *The Nonprofit Times* and *Managing With Computers* carry info on this. *Fund Raising Management* magazine is a good place to look for ads by software publishers. *A Review of Fund Raising Software Packages for Nonprofit Organizations* costs \$25 and contains an excellent evaluation matrix. All of these are available at the CLC office.

2) Attend conferences that focus on fundraising information. The next Fund Raising Day in the Bay Area will be Tuesday, November 15th at the Hyatt San Jose, featuring a vendor fair of PC and Mac fundraising software. It's a great opportunity to compare products and ask questions of sales reps. For registration information on Fund Raising Day call 415/342-2505.

3) Take a class. The CLC in Burlingame and the Support Center/CTD in San Francisco offer classes in fundraising software. Learn about features to look for in a program & how to match products to agency needs. Includes demos & hands-on practice. (See page 4 for class schedule.)

4) Come take a look at the fundraising programs & demo disks in the CLC software collection.

5) Network. Talk to people in other nonprofits. Find out what has worked for them & what hasn't. This is one of the best ways to gather info before making a decision on which product to buy.

Computer Learning Center Training Sessions Autumn, 1988

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MS WORKS Part I

Microsoft WORKS is more than a basic word processing program. It combines some of the best features of the more powerful, but harder to use programs, with a genuine ease-of-use. Learn how to create and edit text, use formatting commands, draw lines and boxes within your documents, save and print files. No previous experience with the Macintosh is necessary.

Date: Wednesday, October 19

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

MS WORKS Part II

The next class in the Microsoft WORKS series covers the spreadsheet application. One particularly handy feature of WORKS is its ability to generate instant graphs and charts based on your spreadsheet data. Learn how to design spreadsheets, use formulas, print out reports and create graphs and charts. No previous experience with spreadsheets is necessary.

Date: Thursday, November 10

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

MS WORKS Part III

In Part III, learn how easy it is to create a database on the Macintosh, including how to create reports and print labels. Participants will learn how to create a database from scratch and how to merge data into the WORKS word processing application. No previous experience working with a database is necessary.

Date: Friday, December 2

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

Introduction to DOS

Anyone seriously interested in using an IBM or compatible computer needs to understand DOS, the disk operating system. This beginning level class covers important basic DOS commands and operating system fundamentals such as copying and making directories. This class is for beginners.

Date: Friday, October 14

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Ken Agle

DOS Management

Once you have become familiar with the basic DOS command, you're ready to go on to the next step - hard disk management using DOS. This course covers system concepts like batch files that help you organize your hard disk. It includes hands on practice and demonstrations of commands that allow you to use your hard disks efficiently. For experienced DOS users only.

Date: Friday, November 4

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Ken Agle

Intro to MacWrite

This class serves as an introduction to the Macintosh computer. It covers the basics of MacWrite word processing software - from pull-down menus to creating and editing documents and laser printing. For beginners. No previous experience using a Macintosh is necessary.

Date: Thursday, October 20

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

Intro to PageMaker

This session will cover the fundamentals of PageMaker software. Learn how to use PageMaker's tools to create page layouts, position text, place graphics and design templates. (Although this class is for beginners, students **MUST** be experienced in using the computer & have a basic understanding of word processing and graphics. **PageMaker for the Mac** —

Date: Tuesday, November 1
Time: 9:30 am to 1:30 pm
Fee: \$40 members/\$50 nonmem.
Trainer: Nancy Wilson

PageMaker for the PC —

Date: Monday, December 5
Time: 9:30 am to 3:30 pm
Fee: \$50 members/\$60 nonmem.

Intermediate PageMaker

This is a problem-solving workshop. It's for those who have mastered the basics of PageMaker on the Macintosh and are ready to go on to more advanced techniques. Participants should bring a Mac disk to class with a project to work on (such as an agency newsletter). Let the instructor help you give your publication a more professional look.

Date: Wednesday, November 16
Time: 1:30 to 4:30 pm
Fee: \$30 members/\$40 nonmem.
Trainer: Carole Fanning

MacPaint & MacDraw

You don't have to be an artist in order to use graphics software on the Macintosh. This intro to basic Mac graphics is for those with little or no experience on the Mac. Includes practice with click art, the Scrapbook, MacPaint & MacDraw.

Date: Monday, October 24
Time: 1:30 to 4:30 pm
Fee: \$30 members/\$40 nonmem.
Trainer: Martha Simpson

Basic Graphic Arts

There's more to successful desktop publishing than just knowing how to use a computer. The key to producing professional quality publications is understanding the fundamentals of graphic arts production. This class covers basic terminology & elements of good design and layout. You're encouraged to bring your newsletters, fliers, and brochures to be critiqued.

Date: Tuesday, October 11
Time: 9:30 am to 12:30 pm
Fee: \$30 members/\$40 nonmem.
Trainer: Nancy Wilson

Scanning Images

Scanning images allows you to turn pictures and photographs into digitized images on a Mac disk. Once the image has been converted it becomes a MacPaint file that you can customize any way you like. In this class you will learn how to use the Thunder Scan to convert a picture, and how to manipulate the image once it has been digitized. For those with previous experience on the Mac only.

Date: Thursday, October 27
Time: 1:30 to 4:30 pm
Fee: \$30 members/\$40 nonmem.
Trainer: Carole Fanning

Upgrade to PC Graphics

Many nonprofits are turning to graphics and desktop publishing to spruce up the appearance of their reports, newsletters, etc. If your agency has an IBM/compatible computer, and you've been thinking of using it for graphics or desktop publishing, this class can help you make an informed choice in selecting the hardware & software you'll need. Includes demos & hands-on practice.

Date: Monday, October 17
Time: 9:30 am to 12:30 pm
Fee: \$30 members/\$40 nonmem.
Trainer: Martha Seaver

Beginning WordPerfect

This workshop will take you through an indepth introduction to WordPerfect word processing software. Participants in this course will create and edit text, save and retrieve files, and practice with WordPerfect's formatting commands. For IBM & compatibles.

Date: Monday, October 3 or
Thursday, November 17
Time: 9:30 am to 3:30 pm
Fee: \$50 members/\$60 nonmem.
Trainer: Morris Kelley (10/3)
Trainer: Jude Kaye (11/17)

WordStar Intro

If your agency is using WordStar for its word processing needs, this class will provide an introduction to staff member new to the software. Course covers creation and editing of documents, formatting and printer options. No previous experience with word processing is necessary. For IBM & compatibles.

Date: Monday, October 10
Time: 9:30 am to 3:30 pm
Fee: \$50 members/\$60 nonmem.
Trainer: Lynette Tillner

WordStar Intermediate

Once you have learned the basics of WordStar, you can go to explore the more advanced features of the program. This class will include an overview of new features that are unique to the 4.0 version. Participants must have a working knowledge of WordStar. For IBM & compatibles.

Date: Monday, November 21
Time: 1:30 to 4:30 pm
Fee: \$30 members/\$40 nonmem.
Trainer: Lynette Tillner

Computer Learning Center Training Sessions Autumn, 1988

Fundraising Software

Explore the options for using a computer to keep track of donors & donations for your agency. This workshop focuses on evaluating fundraising software programs to determine which fits the needs of your organization. Find out what your options are and what the costs would be for your agency to computerize its fundraising efforts. Class includes demos and hands-on practice with a variety of fundraising software.

Date: Monday, November 7

Time: 9:30 am to 12:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Susan Orr

dBASE III Intro

In this course you will learn the fundamentals of designing a simple database using dBASE III Plus software. The session will cover data entry, editing, sorting, & generating reports and labels. No previous experience using a database is required. For IBM & compatibles only.

Date: Monday, September 26 *or*
Monday, November 14

Time: 9:30 am to 3:30 pm

Fee: \$50 members/\$60 nonmem.

Trainer: Sue Henkin

dBASE III Intermediate

dBASE III is a powerful program that experienced users can customize to suit the individual needs of their organizations. This class goes beyond basics into special features of dBASE III, such as screen formatting and using multiple databases. Participants must be experienced dBASE III users. For IBM & compatibles only.

Date: Friday, October 21

Time: 9:30 am to 3:30 pm

Fee: \$50 members/\$60 nonmem.

Trainer: Sue Henkin

Beginning Lotus 1-2-3

Lotus 1-2-3 is a powerful tool for nonprofit managers. Critical financial projections, budgets and cash flow analyses can be completed quickly using Lotus. Through demonstrations and hands-on practice in this workshop, participants will learn the basics of designing spreadsheets and using a wide range of 1-2-3 features. The course is designed for individuals who have a basic understanding of computers. No previous knowledge of spreadsheet programs is assumed.

Date: Tuesday, October 4 *or*

Wednesday, November 9

Time: 9:30 am to 3:30 pm

Fee: \$50 members/\$60 nonmem.

Trainer: Jan Masaoka

Power Lotus

For experienced Lotus users. This course assumes a working knowledge of basic Lotus 1-2-3 features & commands. It will cover graphing, search & query, and database features. Participants are encouraged to bring examples of their spreadsheets to class to work on with instructor.

Date: Friday, October 7 *or*

Friday, December 9

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Dr. Lewis Miller

Intro to the Mac System

Are you sometimes confused by all the icons that appear in your Macintosh system folder? In this class you will find out what's what in your system folder. Learn about fonts and how they work with your printer, useful utilities to enhance the system & desk accessories that can make life easier.

Date: Saturday, October 22

Time: 9:30 am to 12:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Diana Foster

Word on the Mac

Microsoft Word on the Mac is considered one of the best word processors on the market. This class is for beginners. It covers basic formatting of documents, editing, and printing. Participants will learn how to create a document, change formats, use the spell checker, and laser print.

Date: Tuesday, November 22

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

AppleWorks Part I

This course is designed to be an introduction to AppleWorks. It focuses on the word processing application. Learn how to create, edit, save & print documents. No previous knowledge of computers is necessary. For Apple IIe's only.

Date: Thursday, October 6

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

AppleWorks Part II

This is the next step in understanding the capabilities of the software. Learn how to create a database, organize & sort data, and print labels and table-style reports.

Date: Wednesday, October 26

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

AppleWorks Part II

Part III of this series covers basic principles of spreadsheet creation and use. Participants should have some familiarity with AppleWorks commands.

Date: Friday, December 16

Time: 1:30 to 4:30 pm

Fee: \$30 members/\$40 nonmem.

Trainer: Martha Simpson

The Computer Consultants Are In !

And we would like to invite you to join them at a free problem-solving clinic at the Computer Learning Center.

We've organized this clinic because we know that you have questions about computers. And whether it's a big question (how can we upgrade our current system?) or a relatively quick question (how can we back up our disks?), we know that you need answers.

On hand at the clinic will be 8 Bay Area computer consultants whose areas of expertise include desktop publishing, spreadsheets, database management, fundraising software, fund accounting, MS-DOS, Mac systems, and hardware selection & installation. This is your opportunity to meet with the experts, one-on-one or in groups, to finally get those answers you need.

Date: Wednesday, October 12
Time: 9:00 am to 12:00 pm
Place: Computer Learning Center

Please join us on October 12th for coffee and bagels at this informal get-together. There is no charge to attend. Advance registration is required. (See form below.) Registration for the clinic is open to CLC members only. For additional information call Martha Simpson at 415/342-2505.

Welcome to our new & renewing members

*African American Historical Soc.
Alameda County Library
Alameda Private Industry Council
Catholic Charities
Central YMCA Senior Program
Chinatown Youth Center
Coyote Point Museum
Family Service Agency, S.M. Co.
Friends of Hibakusha
Human Investment Project
Interfaith Network
Lincoln Child Center
Menlo Park Presbyterian Church
Mills Peninsula Senior Focus
Resource Center for Women
SAMPAC
San Francisco Educational Services
San Francisco Special Olympics
San Jose Conservation Corps
Sisters of Mercy
Skyline College
St. Matthew's School
Touchstone Support Network
University of San Francisco
Volunteer Center, S.M. Co.
Walter S. Johnson Foundation*

The Computer Consultants Are In! Reservation Form

Return to Computer Learning Center, P.O. Box 627, Burlingame, CA 94011-0627

Please reserve _____ places for our agency's staff Membership status: _____ Organizational _____ Individual

Name of Organization: _____ Phone: _____

Address: _____ Contact name: _____

City, State, Zip: _____

Please, no registrations by phone

Computer Learning Center

Registration Form for Membership and Computer Classes

To register, return form with payment to Computer Learning Center, PO Box 627, Burlingame CA 94011-0627.
 Registration fees are not refundable. Make checks payable to the Computer Learning Center.

Yes, I would like to become a member of the Computer Learning Center. Enclosed is my check for \$40 for an Organizational Membership \$25 for an Individual Membership

Name:

Phone:

Organization:

Address:

City, State, Zip:

Workshop:	No. of People:	Date:	Fee:

Total enclosed: _____

CLC Newsletter

published by the Computer Learning Center

Located at:
 1204 Burlingame Ave.
 P.O. Box 627
 Burlingame, CA 94011-0627
 (415) 342-2505

Computer Lab Coordinator: Martha Simpson

Sponsored by the Peninsula Community Foundation
 Executive Director: Bill Somerville

NEW #
 415 / 493 5171

BANCC

Non-Profit Org.
 U.S. Paid
PAID
 Permit No. 2
 Burlingame CA
 94010

Carl Farrington
 Community Memory Project
 2617 San Pablo
 Berkeley, CA. 94702.

**REGISTRY OF CONSULTANTS
DATA SHEET**

Date: _____

Name: _____ Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone (day): _____ Phone (night): _____

Area(s) of Expertise: _____

Scope of Services: _____

Geographic Limitations: _____

Availability: Hourly _____ Contractual _____ Negotiable _____

Fees: Pro Bono _____ Contractual _____ Hourly _____ Sliding Scale _____

Submitted by: _____

OVER 60 HEALTH CENTER [OSHC]

MEDICAL SERVICES

At OSHC medical services are provided by physicians, physician assistants and nurse practitioners who have had special training in geriatrics and experience in serving the health care needs of older persons. The Center provides:

- General Medical Care
- Health Care Planning
- Comprehensive physical examinations
- Nutrition counseling
- Mobility Assessment
- Medication review
- Vision and hearing testing
- Hypertension screening
- Hand and foot care
- Mental Health Care

FEEES FOR MEDICAL SERVICES

Medical services are provided on a sliding fee scale. The Center also accepts Medi-Cal, MediCare or private insurance.

HOURS

Monday–Friday
8:30 a.m.–5:00 p.m.

DENTAL SERVICES

Dental services provided at Over 60 are particularly suited to the needs of Seniors. Clients receive a thorough dental examination and are then given a clear explanation of the findings. A treatment plan is then recommended along with estimates of the costs and the duration of treatment. Dental services include:

- Complete dental examinations
- Dental hygiene
- X-rays
- Fillings and crowns
- Partial and complete dentures
- Tooth extractions
- Root canals

NOTE: Because of the very high demand for dental care, the Center has extended waiting list priority to its current client population.

FEEES FOR DENTAL SERVICES

Dental services are provided on a sliding fee scale. The Center also accepts Medi-Cal and private insurance. Clients may be billed for necessary appliances at the Center's costs.

HOURS

Monday–Thursday
9:00 a.m.–5:00 p.m.

HOMEBOUND ELDERLY SERVICES

Through the Homebound Elderly Program, OSHC identifies high-risk elderly persons who are confined to their homes. An assessment of need is done, and assistance is given to locate and advocate for the services required. The goal of this service is to assist Elderly persons to maintain or regain their health, and to remain in their own homes as long as possible.

COMMUNITY SERVICES

Other services provided through the Over 60 Health Center assure a holistic approach to client health and continuity of care. These services include:

- Health Education Programs
- Arthritis Exercise Classes
- Information and Referral
- Weight Management
- Mental Health Counseling
- Volunteer Services
- Free Drop-in Blood Pressure Screening
- Nutrition Counseling
- Advocacy

Over 60 was the nation's first consumer-controlled Geriatric Preventive Health Care Center . . .

HISTORY

Many older persons are at risk of losing their independence because of diminished physical, mental and social function. These were the results of a 1975 survey done by the Gray Panthers of the East Bay, who found many social and economic barriers to health care for the elderly, and no programs that specifically focused on measures to enhance or maintain their good health.

After a year of planning, the Gray Panthers succeeded in obtaining a grant to establish a Geriatric Health Care Center. They contracted with the City of Berkeley's Department of Public Health to administer the project and services began in January 1976.

As a result of Proposition 13, Berkeley lost county funds and was forced to withdraw its administrative support of the clinic. Determined to maintain critically-needed services for seniors on fixed low incomes, in July 1978 OSHC incorporated as a non-profit Health Center for Seniors.

CLIENT ELIGIBILITY

OSHC provides medical and dental services for individuals who are 60 years of age or older and who live in Alameda County.

CORPORATE BOARD AND CLINIC MEMBERSHIP

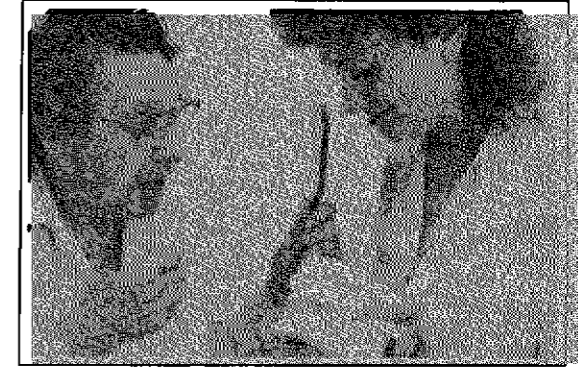
The Over 60 Health Center, Inc. is governed by a 20 member consumer-controlled Community Board of Directors.

Any client is eligible to become a Center Member and have voting privileges at special meetings and at the Annual Membership Meeting when Corporate Directors are elected.

FINANCES AND FUND RAISING

Nearly one million dollars per year is required to maintain programs and services provided by OSHC. Funds are received from a combination of public and private sources; from client reimbursement and individual donors. Major support has come from:

- The City of Berkeley
- The County of Alameda
- King's Daughter Foundation
- San Francisco Foundation
- Evelyn & Walter Haas Fund
- East Bay Community Foundation
- Kaiser Permanente
- S. H. Cowell Fund
- Koret Foundation
- The State of California
- United Way
- Robert Wood Johnson Foundation
- Blue Cross
- Individual donors



CONCERNS OF AGING AND THE ELDERLY

The elderly are the fastest growing segment of the US population. While persons 65 and older comprise only 11% of the population, they consume 30% of national health funds and 50% of the federal health budget. The greatest expenses are incurred by the oldest old—many of these elders are either confined to institutions or at risk of being confined because of chronic illnesses and disabilities.

Over 60 has tried to preserve the spirit and integrity of the elderly by emphasizing prevention, health maintenance and independence. Center Directors and staff have long recognized the plight of Older Americans and have developed programs sensitive to their needs; programs which allow the time and patience so critical to understanding the health, social and psychological needs of the elderly.

*Join us in our
"Campaign for Healthier Aging . . ."*

What Do We Do?

The Over 60 Health Center offers ongoing medical and social services management for older people with Alzheimer's disease and related disorders. The Center specializes in the medical problems of elders with these disabling diseases. Over 60 believes that a part of good medical treatment for elders with Alzheimer's must include help with family problems, behavioral management and assistance to family members in finding resources and respite. We believe in providing ongoing quality care for both the elder and their family. All of these services are part of our approach to ongoing care for older people. Over 60 also offers access to state of the art diagnostic testing for Alzheimer's and related problems.



*Quality,
Professional
Care for
patients with
Alzheimer's
disease & their
families...*

OVER 60 HEALTH CENTER

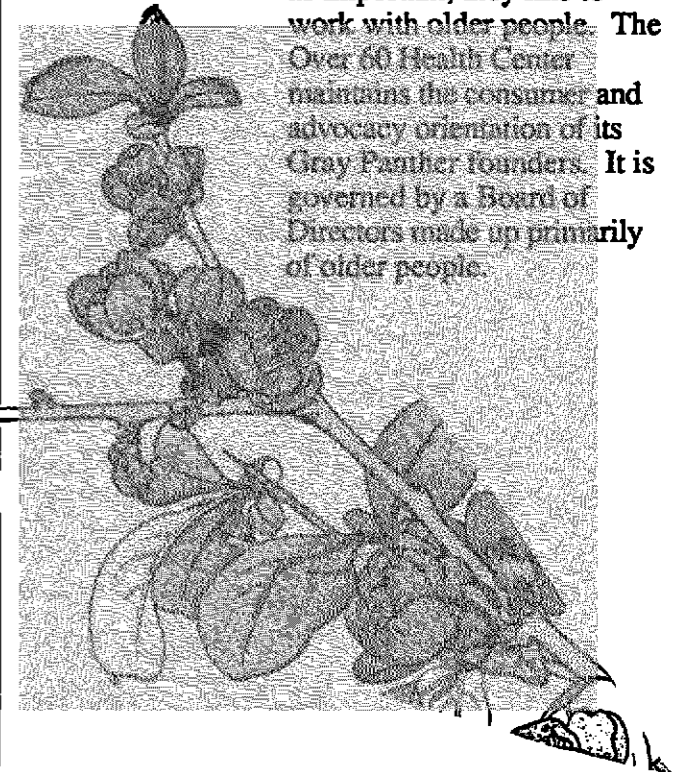
*A Special Clinic
For
Patients With
Alzheimer's
Disease
&
Related
Disorders*



4 1 5 . 6 4 4 . 6 0 6 0
1860 Alcatraz Ave., Berkeley, CA 94703

About The Over 60 Health Center

The Over 60 Health Center was founded in 1976 by the Gray Panthers to offer quality health care to all older people. It offers a wide range of medical, mental health, dental and social services to elders in the East Bay Area. All services have as their goal, the maintenance of optimum levels of health and independence, and the prevention of unnecessary use of institutional care. Center staff have specialized training and experience in geriatrics. Just as important, they like to work with older people. The Over 60 Health Center maintains the consumer and advocacy orientation of its Gray Panther founders. It is governed by a Board of Directors made up primarily of older people.



Specialized Training

The Over-60 Alzheimer's services are provided by specially trained physicians, nurse practitioners and social workers.

The Alzheimer's clinic is headed by Dr. Kathryn Borgenicht, a Board Certified Geriatrician, who has completed a fellowship in geriatrics at Stanford University, and is a past clinical faculty member at the University of California at San Francisco's Alzheimer's Diagnostic and Treatment Center.

Who Should Make An Appointment

- Any older person or family member who is concerned that they may be experiencing significant memory or behavioral problems, and would like to discuss their problems with our staff.
- An older person or family member who has already received a tentative diagnosis of Alzheimer's or a related problem, and would like to receive ongoing care.
- A private physician may also refer an elder patient who they would like to see receive specialized care in this area.

How To Make An Appointment

Call the Center at 644-6060 and explain that you or your family member would like to be seen in our Alzheimer's and Related Disorders Program. Our appointment staff will ask you several questions, and if appropriate, schedule you for the next available appointment.

What Should You Expect

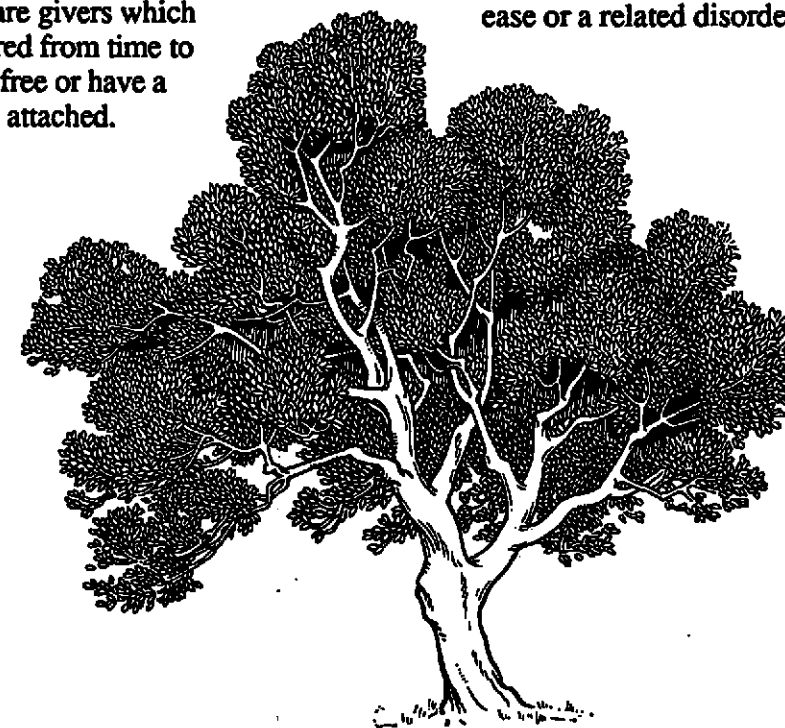
Each client will receive a complete medical work up and some neuropsychological testing. Over 60's social service case manager will meet with the elder and family members to assess the needs of each client. Once Over 60's team of providers complete their assessment, they will offer a family conference to assist in making appropriate plans for care. Clinic physicians and case managers will then continue to be available for ongoing medical management and assistance with social service needs, including assistance at times of crisis.

What Will It Cost?

Medical services will be covered by Medicare and/or other insurance which the client may have. Over 60 accepts Medicare assignment and will not charge more than Medicare allowable rates. Low income elders may also apply for special sliding scale discounts, based on income, on any co-payments or deductibles which may be left over after their coverage. Case managers' time will be charged on a simple hourly rate. Again low income elders may apply for sliding scale discounts as appropriate. Special educational services for family care givers which may be offered from time to time will be free or have a small set fee attached.

What Patients Can Be Seen For

- Complete evaluation of memory disorders.
- Consultation for patients / families who have received diagnosis of Alzheimer's disease or a related disorder.
- Management of problems associated with Alzheimer's disease or a related disorder, such as behavior problems, wandering delusions, hallucinations, incontinence.
- Management and priority care of coexisting medical problems such as heart disease, diabetes, lung disease.
- Evaluation of medication and treatment regimes for patients with Alzheimer's disease or a related disorder.



...because we care!

IBM

**APPLE
II**

MACINTOSH

PENINSULA VOLUNTEERS
LITTLE HOUSE

**FALL TERM 1990
COMPUTER PROGRAM**



**REGISTRATION, MONDAY SEPT. 10, 1990
10:00AM TO 12:00 NOON**

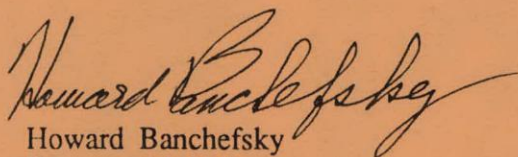
CLASSES START MONDAY SEPT. 17, 1990

FROM THE DIRECTOR

The Peninsula Volunteers **LITTLE HOUSE COMPUTER PROGRAM** continues to provide the very latest in Senior Instruction Techniques. We have added new current models to our practice computers and are actively working on a plan to replace the remaining older models in our 17 unit student practice laboratory. The variety of courses offered has been increased.

Seniors will find the current Little House Computer Program the most comprehensive of any Senior learning center in the country with Little House continuing to serve as a role model for older adult computer instruction.

Please stop by my office if you think I can be of any assistance and do make use of the many other fine facilities we offer.



Howard Banchefsky
Director, Little House



STUDENT PRACTICE LABORATORY

1990 FALL TERM SCHEDULE

DAY	COURSE	DATES	COURSE TITLES	TIME	INSTRUCTOR
MON.	I-1a	09/17/90 Weekly thru 12/10/90	INTRODUCTION TO I B M	10:00 to 10:50AM For Beginners	LEHMANN / YOUNG
	I-2a	09/17/90 Weekly thru 12/10/90	USING- I B M (MS-DOS)	11:00 to 11:50AM Intro. or equiv. req	MURACA
	I-1b	09/17/90 Weekly thru 12/10/90	INTRODUCTION TO I B M	1:00 to 1:50PM For Beginners	LEHMANN / YOUNG
	I-2b	09/17/90 Weekly thru 12/10/90	USING- I B M (MS-DOS)	2:00 to 2:50PM Intro. or equiv. req.	MURACA
	I-8	09/17/90 Weekly thru 12/10/90	MANAGING INVEST- MENTS / COMPUTER	3:00 to 3:50PM Intro or Equiv. Req.	STAFF/GUESTS
TUES.	AW-1	09/18/90 Weekly thru 12/11/90	INTRO APPLEW'KS WORD PROCESSING	10:00 to 10:50AM For Beginners	McKIBBIN
	I-3	09/18/90 Weekly thru 12/11/90	IBM- WORD PERFECT	11:00 to 11:50AM I-1a/b or equiv. Req	McCLINTOCK
	AW-2	09/18/90 Weekly thru 12/11/90	APPLEW'KS-DBASE SPREADSHEET	1:00 to 2:20PM AW-1 Required	DENTE
	AD-1	09/18/90 Weekly thru 12/11/90	DESKTOP PUBLISH APPLE II	2:30 TO 3:20PM AW-1 Required	DUBOIS
WED.	*FH-1	09/19/90 Weekly thru 12/12/90	INTRO MACINTOSH GRAPHICS	9:30 to 11:30AM	McCABE
	*FH-2	09/19/90 Weekly thru 12/12/90	INTRO MACINTOSH COMPUTERS	1:00 to 3:30PM	COE
THURS.	I-4	09/20/90 Weekly thru 12/13/90	LOTUS MANUSCRIPT	10:00 to 10:50AM IBM Backgr. Req.	MURACA
	I-5	09/20/90 Weekly thru 12/13/90	ADVANCED MODERN BASIC	11:00 to 11:50AM IBM Backgr. Req.	MURACA
	I-6	09/20/90 Weekly thru 12/13/90	COMMUNICATIONS SENIOR/NET	1:00 to 1:50PM All Welcome	LEHMANN YOUNG/MURACA
	I-7	09/20/90 Weekly thru 12/13/90	IBM SEMINAR	2:00 to 2:50PM All Welcome	MURACA/STAFF
FRI.	B-1	09/21/90 Weekly thru 12/14/90	PROGRAMMING IN APPLE II BASIC	9:00 to 9:50AM For Beginners	WAMPNER
	B-2	09/21/90 Weekly thru 12/14/90	PROGRAMMING INTERMED. BASIC	10:00 to 10:50AM B-1 Completed	WAMPNER
	M-2	9/21/90 Weekly thru 12/14/90	MACINTOSH WORKS W/P-SPREAD-DATA	11:00 to 11:50AM Mac.. Oper. Req.	YASUDA
	** M-1	9/21/90 Weekly thru 12/14/90	MACINTOSH FOR BEGINNERS	1:00 to 1:50PM No Experience Req.	GARDNER/ PATTERSON

* Fees Required for Foothill College Macintosh Courses

** No Class on 2nd Friday Each Month (Club Meeting)

COURSE CONTENTS ON FOLLOWING PAGES

*** FALL TERM 1990 ***

WORD PROCESSING FOR BEGINNERS WITH APPLEWORKS COURSE AW-1

This course has been structured for beginners desiring to learn letter and/or text writing. It is also an excellent background for learning the other features of this integrated program including Data Base and Spreadsheet.

DATA BASE / SPREADSHEET WITH APPLE WORKS COURSE AW-2

Course covers the fundamentals of information storage and retrieval. The spreadsheet becomes the electronic pencil and eraser for a columnar pad including the ability to perform multi-calculations. Teaches how to make friends or business lists, mailing labels, budgets, investments records and portfolios.

DESK TOP PUBLISHING FOR APPLE II COURSE AD-1

This course is for those who have completed AppleWorks Word Processing and/or the Data Base portion. Simple signs or greeting cards made with the "Print Shop" in black and white or in color will be taught. Students will learn how to produce Newsletters like the Window or a Catalog like this one via the Program "Publish It". Basic elements of publishing such as lay out, balance, font and type selection, graphics insertions and ways to make documents eye pleasing will be covered. Students will produce signs, cards and a newsletter in this workshop class.

PROGRAMMING IN BASIC LANGUAGE FOR BEGINNERS COURSE B-1

This course provides an introduction for new students desiring to learn how a computer operates, the language associated with computer functions and the writing of simple programs.

PROGRAMMING IN BASIC FOR INTERMEDIATES COURSE B-2

This course takes the student into more advanced phases of programming in Basic. Students are introduced to simple Data Base programming

MACINTOSH FOR SENIORS COURSE M-1

This course is for Little House Seniors who have little or no knowledge of Computers. It takes students in easy lessons thru the elements of what a Macintosh Computer is, how it works and what users can accomplish with it. Class will be taught how to write better letters with a Macintosh and the basic elements of Graphics.

MACINTOSH MICROSOFT WORKS COURSE M-1

This course is designed to operate at a leisure pace teaching the operation of this integrated program. Word Processing, DataBase and Spread Sheet all from this same disk will be covered and taught. It's an all-purpose program.

**INTRODUCTION TO IBM
COMPUTERS
COURSES I-1a & I-1b**

For beginners and those who eventually will own an IBM (MS-DOS) type of computer. Most of the fundamental operations of DOS will be emphasized, but instruction also will include many aspects of how software and disk storage are used. Emphasis is on the fundamental operations provided by DOS.

**USING IBM-TYPE
COMPUTERS
COURSES I-2a & I-2b**

For beginners as well as those who already use computers and would like to learn more. An empty computer will be used for demonstrations of how an operating system and application programs are installed systematically. Details of each operation will be explained fully.

**IBM WORD PROCESSING;
WORDPERFECT
COURSE I-3**

A series of lectures on the popular WordPerfect program, supplemented with hands-on laboratory work. If time permits, a number of other word processors will be discussed and demonstrated.

**LOTUS MANUSCRIPT
COURSE I-4**

Manuscript is a sophisticated word processor and desktop publishing program that has intuitive instruction sets. This course is designed to provide an introduction to its general features, with emphasis on the integration of tables, figures, and graphics with text.

**ADVANCED MODERN BASIC
COURSE I-5**

A continuation of last semester's introduction to modern BASIC as emulated by MS - QuickBASIC.

Emphasis will be on file-handling procedures, data structures, and global/local parameters. If time permits, numerical procedures will be discussed.

**ELECTRONIC COMMUNICATIONS
(SENIOR NET)
COURSE I-6**

A detailed discussion of modem communication protocols is supplemented by on-line demonstrations of bulletin board system accesses, including the Little House BBS. The Senior Network established by San Francisco University will be described, with special emphasis on its communication system because it is intended to provide a mode for exchange of information by senior citizens in the USA as well as in the world.

**IBM SEMINAR
COURSE I-7**

There are many aspects of computer technology and computer applications that sensibly cannot be discussed within the many courses of instruction offered by The Computer Club. This seminar will be held more or less regularly, governed in large measure by the availability of guest speakers. Typical seminar topics are: Genealogy programs, The IBM OS/2 system, Windows, Who's the author?, and The History of Pi. However, the most interesting seminars probably will be provided by seminar enrollees who will present short talks on any subject of their choosing.

**MANAGING INVESTMENTS
WITH COMPUTERS
COURSE I-8**

Introductory lectures will describe some of the principles employed in the management of portfolios and computer stock-trading. Embodiments of these principles will be demonstrated by guest speakers who will present the features of a group of commercial programs.

OUR COMPUTER COURSES

An understanding of what a computer is, what it does and how it does it was originally taught at Little House in 1981. The early students, although few in number were thoroughly fascinated. Together with their instructor they began to write simple programs in Basic Language and to explore how to write letters, file data information and set up financial records. Today these operations are known as Programming, Word Processing, Data Base, Spreadsheets and Desktop Publishing. All of these subjects are now in the curriculum of the Little House Computer Program and are shown in this 1990 Fall Term Catalog.

Some of the early students became so skilled with computers that they now form the nucleus of the teaching staff. Here they have developed a style that assures adults a comprehensive but fun touch to the class room and laboratory where hands on practice is aided by counselors. Since most students thoroughly enjoy using computers, they continue to take more advanced courses and become candidates for Instructors and Councilors. Make your plans to "learn computers".

ABOUT LITTLE HOUSE

Little House sponsored by the Peninsula Volunteers, a charitable organization of Peninsula Women dedicated to promote and foster general community welfare opened its doors in 1948. It was the first suburban center specifically dedicated to use by older people.

This year, The Peninsula Volunteers are celebrating their 42nd anniversary and are looking forward to their fiftieth year of community service on the Peninsula. The slogan, "GOING FOR THE GOLD" has been adopted and major programs are focused on expanding the many services offered to Seniors and the community.

One of the secrets that has contributed to the extraordinary growth of Little House has been its ability to attract Seniors willing to devote their time and experience as volunteers to staff the many personnel requirements of the organization. The Peninsula Volunteers invite adults 50 years of age and up to visit Little House, inspect the facilities and discover the many advantages of membership. Come stroll through our beautiful new fountain and patio area.



GENERAL INFORMATION



1. NO FEES ARE CHARGED FOR LITTLE HOUSE COMPUTER CLASSES. STUDENTS MUST BE LITTLE HOUSE MEMBERS AND MAY JOIN FOR A NOMINAL FEE.
2. CLASSES ARE TAUGHT IN ROOMS SPECIALLY BUILT FOR COMPUTER INSTRUCTION.
3. PRACTICE UNITS ARE APPLE II, MACINTOSH AND IBM.
4. STUDENTS MISSING REGISTRATION DAY AND/OR FIRST CLASS ARE ENCOURAGED TO SHOW UP FOR THE NEXT SCHEDULED CLASS.

ORIENTATION & REGISTRATION

On Monday September 10, 1990 there will be a Registration session in the Computer Class Room from 10:00 AM to 12:00 NOON. Here you can have all your computer questions answered. Both prospective and returning students can discuss course contents with the Instructors and Counselors to make sure of registering for the right class or classes to best serve your interests. You may also register in advance by filling in the slip below and sending or bringing it to the Computer Registrar at Little House. Please make appropriate notations for those registering for more than one class.

Those unable to make the the September 10 session should show up for the first class or even the second class. Laboratory Counselors can generally aid students in catching up.

LITTLE HOUSE IS LOCATED AT 800 MIDDLE AVENUE
MENLO PARK, CALIFORNIA 94025
TELEPHONE (415) 326-2025

LITTLE HOUSE COMPUTER COURSES REGISTRATION FALL TERM 1990

NAME _____ TEL. _____

ADDRESS _____

CITY _____ ZIP _____

NEW STUDENT _____ FORMER STUDENT _____ WHEN _____

OWN COMPUTER - ? _____ MAKE _____

COURSE NOS. _____ LITTLE HOUSE NO. _____

COURSE NAMES _____

TEACHING COMPUTER LITERACY
TO SENIORS



SINCE 1981

PENINSULA VOLUNTEERS
LITTLE HOUSE
Celebrating 41 years of Community Services

800 Middle Avenue , Menlo Park, California 94025
Telephone 1-415-326-2025

COMPUTER LAB FACT SHEET San Francisco Senior Center

Our new Computer Lab which opened in February, 1990, at our Downtown Branch, is equipped with four IBM-compatible computers and two printers. The Computer Lab equipment and our participation as a SeniorNet site are made possible through a grant from Pacific Bell.

HOW TO APPLY

If you are interested in becoming a student at our site, please drop by our front desk for an interest/registration form or send for one and include a self-addressed stamped envelope to:

San Francisco Senior Center - Downtown Branch
481 O'Farrell Street
San Francisco, Ca 94102

Telephone: 771-7950

You will be placed on our waiting list according to the date we receive your completed form. (We held two lotteries to get the waiting list started -- now we add to the list as the registration forms are returned.)

COURSES

The number of courses and sections offered depend on 1) finding an interested volunteer instructor for the course; 2) the availability of the room; 3) enough students to fill the course; and 4) availability of software and other resources.

Courses will be held once/week for 1-1/2 to 2 hours/session. Courses will last between 6-8 weeks. When you sign up for a course, we expect your commitment to plan to complete that course so you will not be depriving another interested senior from taking the course.

Day and time of the course will depend on when the volunteer instructor is available, and when the room is available. During the year we hope to provide courses on word processing and desk top publishing, financial management with spreadsheets, graphics, simple data base, telecommunications and electronic citizenship.

OPEN LAB

Certain hours will be set aside for practicing what you are learning or already know. Open Lab will be available to those enrolled in courses, to those who have completed previous classes, to potential instructors and coaches who are becoming familiar with our equipment, and to paid SeniorNet members who are computer literate. We are attempting to staff our Open Lab hours with volunteer coaches; currently many Lab hours have no skilled assistance for you.

Each person using the Open Lab must be cleared by the site coordinator or the instructor before using Open Lab. A reservation book with instructions is available at the front desk. Reservations can be made in person or by telephone.

EXPENSES

Every person who uses our Lab or takes a computer course is expected to become a member of SeniorNet. In addition, the Senior Center will ask a fee/course to cover expenses and help buy new software, accessories, reference books as the need arises.

Your SeniorNet membership and course fee are due the first day of your course.

SeniorNet membership	\$25 for a one year membership
	\$50 Silver membership
	\$100 Gold membership

Course expense	\$10 per course
----------------	-----------------

REMEMBER - You will be contacted according to your position on the waiting list, and when volunteer instructors and courses become available to meet your needs. Please keep us informed if you move or change telephone numbers. DON'T LOSE HOPE - your chair at the computer will eventually be available!

SENIORNET SITES

August 1990

CALIFORNIA

Carmichael - Located at The Senior Connection. Contact Darlene Redmond (916) 972-1114.
Sponsors: Eskaton, the Senior Connection, a provider of senior housing and health services; and River City Bank

Fullerton - Located at Ruby Gerontology Center, California State University Fullerton. Contact: (714) 449-7057. Sponsor: Pacific Bell

Menlo Park - Located at Peninsula Volunteers Little House. Contact: Matt Lehmann or Grace Young (415) 326-2025. Sponsor: Robert Rubin, M.D.

Newport Beach - Located at Coastline Community College. Contact: Chet Platt (714) 960-7671. Sponsor: Pacific Bell

Sacramento - Located at Riverview Plaza. Contact: Herman Chambers (916) 440-1301. Sponsor: Pacific Bell

San Francisco - Located at the University of San Francisco. Contact: SeniorNet (415) 750-5030. Sponsor: Markle Foundation

San Francisco - Located at Self-Help for the Elderly. Contact: Woody Chan or Anthony Tam (415) 982-9171. Sponsor: Pacific Bell

San Francisco - Located at the San Francisco Senior Center, Downtown Branch. Contact: Mary Alice Stevenson (415) 771-7950. Sponsor: Pacific Bell

Santa Cruz - Located at Loudon Nelson Center. Contact: Laura Scribner (408) 429-3506. Sponsor: Pacific Bell.

CANADA

Calgary, Alberta - Located at the Gimbel Eye Foundation. Contact: Karen Gimbel (403) 286-3022
Sponsor: Gimbel Eye Foundation

COLORADO

Colorado Springs - Located at Colorado Springs Senior Center. Contact: Joe Adams or Torp McMahon (719) 578-6088. Sponsor: US WEST

FLORIDA

Ocala - Located at Ocala Senior Center. Contact Sue Broughton, (800) 0333-7915.
Sponsor: Neumann Eye Institute.

Orlando area - Located at Winter Park Adult Vocational Center. Contact: (407) 647-6366.
Sponsor: Neumann Eye Institute

HAWAII

Honolulu - Located at Honolulu Community College. Contact: Virginia Young or Walter Chun (808) 842-1318. Sponsor: Hawaiian Eye Foundation

Kahului - Located at Maui Community College. Contact: Vaughn Baker or Art Chenoweth (808) 242-1216.
Sponsor: Hawaiian Eye Foundation

ILLINOIS

Peoria - Located at Bradley University. Contact: Sharon Wilkinson (309) 682-2472.
Sponsor: Illinois Eye Center

MASSACHUSETTS

Framingham - Located at Callahan Senior Center. Contact: Robert Foley (508) 620-4819.
Sponsor: the Markle Foundation.

MICHIGAN

Flint - Located at Flint Public Library. Contact: Tom Powers (313) 232-7111.
Sponsor East Michigan Eye Center.

Rochester - Located at Older Person's Center. Contact: Marilyn McDonald (313)656-1403.
Sponsor: Balian Eye Center.

Southfield - Located at Michigan Eyecare Institute. Contact: Terri Bykowski (313) 352-2806.
Sponsor: Michigan Eyecare Institute.

NEBRASKA

Omaha - Located at Clarkson Hospital, Health and Wellness Club. Contact: Marie Gregoire 402 559-2342.
Sponsor: USWEST.

NEVADA

Las Vegas - Located at Manpower, Inc. Contact Dixie Frisk (702) 386-2626.
Sponsors: Shepherd Eye Center and Manpower, Inc.

NEW YORK

Garden City - Located at Stahl Eye Associates. Contact Philip Villanueva (516) 832-8000.
Sponsor: Stahl Eye Associates.

Syracuse - Located at offices of Leslie Woodcock, M.D. Contact Dan de Lucia (315) 470-7414.
Sponsor Leslie D. Woodcock, M.D., P.C.

Syracuse University - Located at the Kellogg Project. Contact Ollie Owen (315) 443-1095.
Administered by Kellogg Project.

NORTH DAKOTA

Valley City - Located at Sheyenne Care Center; this is a residential site. Contact Cindy Schwehr (701) 845-8222. Sponsored by USWEST.

OKLAHOMA

Oklahoma City - Located at Mercy Senior Health. Contact (405) 752-3500.
Sponsors: Mercy Senior Health and Oklahoma Eye Associates.

TEXAS

Dallas - Located at Dallas Eye Institute. Contact: Florence Wetzig (214)296-6477.
Sponsor: Dallas Eye Institute.

Nacogdoches - Located at offices of Dr. Lyle Thorstenson. Contact: (409) 564-2411.
Sponsor: Lyle Thorstenson, M.D.

San Antonio - Located at Commander's House Senior Center. Contact Bill Dabney or Mary Guzman (512) 224-1684. Sponsor: San Antonio Eye Center.

WASHINGTON

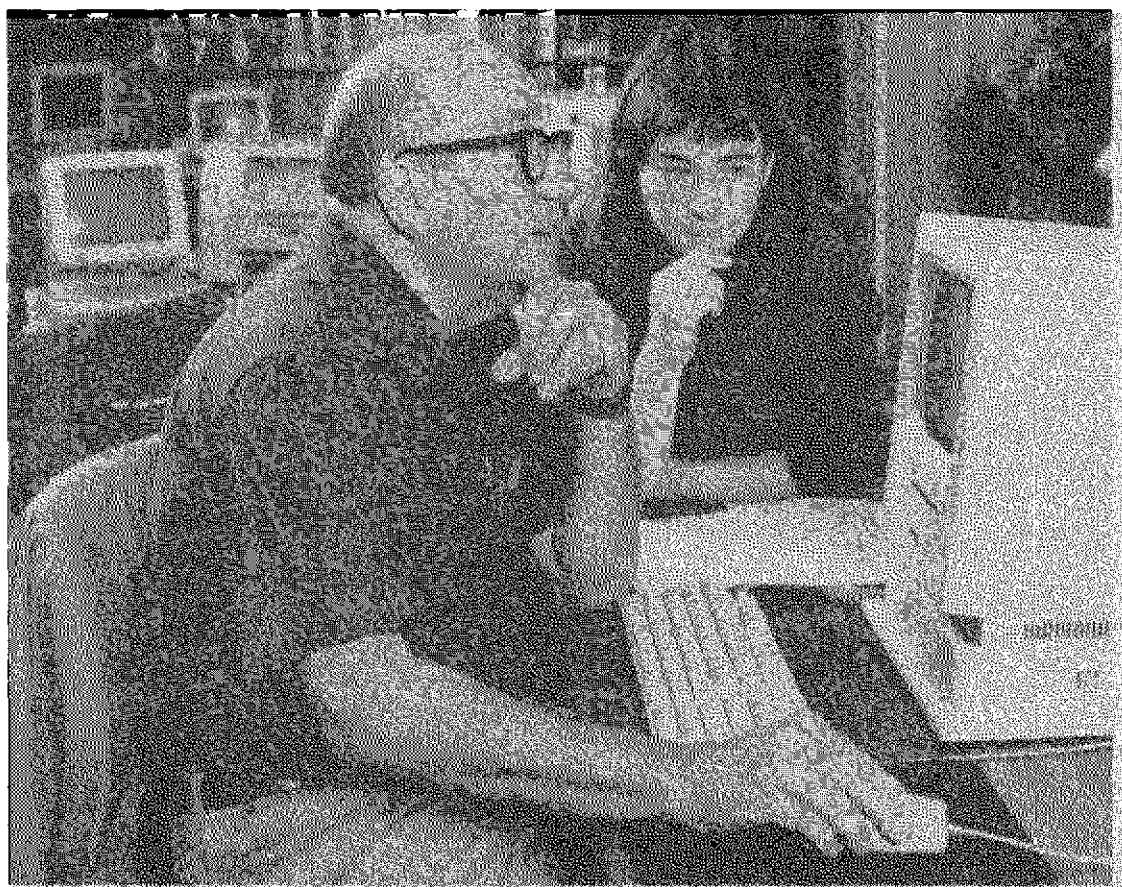
Seattle - Located at McIntyre Eye Clinic and Surgical Center, Bellevue. Contact: E.B.Clark, (206) 637-1416.
Sponsor: McIntyre Eye Clinic and Surgical Center.

VERMONT

Burlington - Located at Founder's Memorial School, Essex. Contact: Becky Senesac (802) 864-0381.
Sponsor: David S. Chase, M.D.

If you would like information about establishing a site in your area, please call or write Francisca Middleton, National Site Director, SeniorNet, 399 Arguello Blvd., San Francisco CA 94118, (415) 750-5030.

SeniorFest'90



September 1, 1990 • University of San Francisco

Sponsored by

Apple Computer, Inc.

Southwestern Bell Telephone

Pacific Bell

American Express Philanthropic Programs



Schedule of Events

8:00-9:00 AM

Continental Breakfast in Parina Hall of Honor
Sponsored by **Bell Atlantic Corporation**

9:00-10:15 AM

Opening Congress
Welcome: Dr. Mary Furlong, SeniorNet President
Speaker: Guy Kawasaki
McLaren Center

10:00-11:30 AM

Refreshments
Parina Lounge & McLaren Lounge
Sponsored by NYNEX

10:45 AM-12:00 PM

Workshop A

10:30 AM-11:15 AM

Session 1

11:30 AM-12:15 PM

Session 2

11:00 AM-4:00 PM

Exhibits Open
McLaren Center

11:30 AM-1:30 PM

Buffet Lunch
Cafeteria, University Center

1:15-2:30 PM

Workshop B

1:30-2:15 PM

Session 3

2:15-4:30 PM

Refreshments
Parina Lounge & McLaren Center
Sponsored by NYNEX

2:45-4:00 PM

Workshop C

2:45-3:30 PM

Session 4

4:15-5:00 PM

Session 5

5:00-6:00 PM

Wine & Cheese Reception
Parina Lounge
Sponsored by **US WEST Communications**

6:00 PM

Conference Banquet
Keynote Speaker: Dave Hughes
McLaren Center

Conference Flowers Sponsored by Manpower and Chevron, USA

Workshops

Pre-Registration Required:

You must have a Workshop Ticket

Workshop A

Time: 10:45 AM - 12:00 PM

Going Online with SeniorNet for the First Time

Beginning Word Processing Using *Microsoft Works* • IBM

Hands on *HyperCard* • Mac II

Beginning Word Processing with *Microsoft Works* • Mac SE

Workshop B

Time: 1:15 - 2:30 PM

Creating Flyers with PageMaker

Beginning Word Processing on IBM • Using *First Choice*

Computer Graphics • Mac II

Going Online with SeniorNet for the First Time

Workshop C

Time: 2:45 - 4:00 PM

Intermediate Word Processing with Works • IBM

Computer Graphics • Mac II

Going Online with SeniorNet for the First Time

Beginning Word Processing with Works • Mac SE

Sessions

Session 1

Time: 10:30 - 11:15 AM

How to Buy a Computer
Beyond the Telephone Electronic Publishing
Tips & Techniques for Online Users
Genealogy: Connecting the Dots
Taxes on the Computer: IRS Electronic Filing
New Technologies: CD ROM

Session 2

Time: 11:30 AM-12:15 PM

Skills for Employment: Manpower
Computer Health Analysis with Windom Health
GATEKEEPERS to the Future
Artificial Neural Networks: A Step Closer to Brains
Genealogy & Personal Computers: Roots III
Hitch Your Wagon to a Computer: *Oregon Trail* Simulation
The Well: An Online Community

Session 3

Time: 1:30 - 2:15 PM

Shakespeare and Emerging Technology
Health Information with the Computer: Medical Data Exchange
Electronic Democracy
Using the Delphi Network
Flowering Arranging Off Line
Adaptation Devices for Using a Computer
Skills for Employment: Manpower

Sessions

Session 4

Time: 2:45-3:30 PM

Computers & Music Using the Voyager CD Companion Series
Computer Ethics
Getting the Most Out of Your SeniorNet Membership
Health Database
Ending Financial Hassles with *Quicken*
Genealogy & Personal Computer: Roots III
Public Networks

Session 5

Time: 4:15-5:00 PM

ABC News Interactive
Being a SIG Leader
The Prodigy Service
Uploading and Downloading • IBM
Making Greeting Cards • Mac II
Computer Games : Talk to the Kids • Mac SE
Walking Down Memory Lane with Your Computer
Bringing a SeniorNet Site to Your Community
MS DOS : Questions and Answers

Workshop Descriptions

Workshop A

Time: 10:45 AM - 12:00 PM

Going Online with SeniorNet for the First Time

Curious about the network but have never been on it? This hands-on workshop will show you step-by-step how to go online with SeniorNet. You will experience the dynamic world of electronic communications.

Speaker: Phil Bernheim

Location: Parina IBM Lab

Level: Beginning

Beginning Word Processing Using *Microsoft Works* • IBM

Have you just started leaning computers? This workshop will introduce you to word processing by guiding you through a step-by-step letter writing activity. Here you will gain hands-on experience with IBM computers.

Speakers: Herm Chambers, Virginia Young, Harry Hasuko

Level: Beginning

Location: IBM McLaren 133

Hands - on HyperCard • Mac II

Fascinated by HyperCard? This workshop will provide a hands-on introduction to the Macintosh authoring tool. You will create a HyperCard stack. Knowledge of the Macintosh computer required.

Speakers: Lori Martinez & Ann Riley

Location: Lone Mt Rossi

Level: Intermediate

(Get shuttle bus by McLaren.)

Beginning Word Processing with *Microsoft Works* • Mac SE

Have you just started learning computers? This workshop will introduce you to word processing by guiding you through a step-by-step letter writing activity. Here you will gain hands-on experience with Macintosh computers.

Speaker: Virginia White

Location: Lone Mt Rossi

Level: Beginning

(Get shuttle bus by McLaren.)

Workshop Descriptions

Workshop B

Time: 1:15 - 2:30 PM

Creating Flyers with PageMaker

Be an graphic designer. Learn to create a flyer for an organization, meeting or sale using PageMaker and some clip art graphics. Some word processing skills required.

Speaker: Rosemary Brandon

Location: Lone Mt. Rossi

Level: Intermediate

(Get shuttle by McLaren.)

Beginning Word Processing on IBM: Using *First Choice*

This workshop will introduce the program *First Choice* and its capabilities for word processing and data management. You will be guided through a step-by-step letter writing or data management activity. Here you will gain hands-on experience with IBM computers.

Speaker: Matt Lehmann & Grace Young

Location: IBM McLaren 133

Level: Beginning

Computer Graphics • Mac II

Be an artist! This workshop provides a beginning look at graphics on the Mac II which will include short, hands-on experiences with powerful painting/drawing programs.

Speaker: Paul Lorton

Location: Lone Mt. Rossi

Level: Beginning

(Get shuttle by McLaren.)

Going Online with SeniorNet for the First Time

Curious about the network but have never been on it? This hands-on workshop will show you step-by-step how to go online with SeniorNet. You will experience the dynamic world of electronic communications.

Speaker: Selig Starr

Location: Parina IBM Lab

Level: Beginning

Workshop Descriptions

Workshop C

Time: 2:45 - 4:00 PM

Intermediate Word Processing with *First Choice* • IBM

Puzzled by some of the more advanced features of a word processing program? Have some hands-on instruction and get an opportunity to ask those burning questions that you have. Find out about some of the other features of this powerful, inexpensive integrated software package.

Speaker: Matt Lehman & Grace Young

Level: Intermediate

Location: Lone Mt. Rossi
(Get shuttle by McLaren.)

Computer Graphics • Mac II

Be an artist! This workshop provides a beginning look at graphics on the Mac II which will include short, hands-on experiences with powerful painting/drawing programs.

Speaker: Paul Lorton

Level: Beginning

Location: Lone Mt. Rossi
(Get shuttle by McLaren.)

Going Online with SeniorNet for the First Time

Curious about the network but have never been on it? This hands-on workshop will show you step-by-step how to go online with SeniorNet. You will experience the dynamic world of electronic communications.

Speaker: Selig Starr

Level: Beginning

Location: Parina IBM Lab

Beginning Word Processing with *Microsoft Works* • Mac SE

Have you just started learning computers? This workshop will introduce you to word processing by guiding you through a step-by-step letter writing activity. Here you will gain hands-on experience with Macintosh computers.

Speaker: to be announced

Level: Beginning

Location: Lone Mt Rossi
(Get shuttle bus by McLaren.)

Session Descriptions

Session 1

Time: 10:30 - 11:15 AM

How to Buy a Computer

Do you want to purchase a computer but don't know where to begin? This session will consider the factors that help determine what type of computer to buy. Topics include personal needs, price, software availability, and how to find a good computer dealer.

Speakers: Marcie Schwarz & Richard Adler **Location:** UC 308 Tom Rice Room

Level: Beginning

Beyond the Telephone: Electronic Publishing

Exchanging information electronically can make anyone with a personal computer and a telephone a publisher. The freedom to collect and distribute information can cause an explosion of exchange leading to groups forming around common interests rather than geographical convenience.

Speaker: Brewster Kahle

Location: University Center 421

Level: All

Tips & Techniques for Online Users

Do you ever wonder what you can do online? This session will explore the fastest and most entertaining ways to get around online. Topics will include help, companionship, uploading and downloading, and how to save money.

Speaker: Ellen Kaufman

Location: University Center 419

Level: Online Users

Genealogy: Connecting the Dots

Trace your family roots. Hear about a realistic approach to recording and managing genealogical information using *Personal Ancestral File*.

Speaker: Elizabeth Kohler

Location: University Center 413

Level: All

Session Descriptions

Session 1 (cont.)

Time: 10:30 AM-11:15 AM

Taxes on the Computer: IRS Electronic Filing

Want to start an electronic tax filing service? Learn about the IRS Electronic Filing program for tax preparers and how to start a program.

Speaker: Dorothy Richmond

Location: University Center 417

Level: All

New Technologies: CD ROM

Explore the world of information on the CD ROM. This session will explain CD ROM and demonstrate the *Grolier's Encyclopedia* and other educational applications.

Speaker: Kenyon Scott

Location: Cowell 113

Level: All

Session 2

Time: 11:30- 12:15 PM

Skills for Employment: Manpower

Thinking about re-entering the job market? This session will examine the skills needed to make such a move and discuss Manpower's Skillware training program.

Speaker: Jim Dietch

Location: Cowell 114

Level: All

Computer Health Analysis with Windom Health

Ever wonder how you could improve your health? This session will explain what Windom Health's Computerized Health Risk Appraisal for Seniors can do for you, and explore the issue of health promotion and high technology. Visit their booth in the exhibit hall.

Speakers: Dr. Henrik & Blum Brent Green

Location: UC 308 Tom Rice Room

Level: All

Session Descriptions

Session 2 (cont.)

Time: 11:30 AM - 12:15 PM

GATEKEEPERS to the Future

Learn about the environment and brainstorm online possibilities. This session will examine environmental issues and the ways that Gatekeepers to the Future can best share ideas and experiences with SeniorNet online members to effect change about local environmental issues.

Speaker: Marty Knowlton & Remmy Kingsley **Location:** University Center 421
Level: All

Artificial Neural Networks: A Step Closer to Brains

Discover the exciting new field of artificial neural networks (aka connectionism). This session will explain how artificial neural networks differ from "ordinary" symbolic computation and what resources (books and software) you can get to do your own explorations.

Speaker: Peter Marvit **Location:** University Center 417
Level: All

Genealogy & Personal Computers: Roots III

Trace your roots! This session will provide an overview of the current state-of-the-art in genealogical computing and discuss genealogical data bases, genealogical communications and genealogy software including *Roots III*.

Speaker: Howard Nurse **Location:** University Center 413
Level: All

Hitch Your Wagon to a Computer: Oregon Trail Simulation

Take a journey to the 1840's. The *Oregon Trail* simulation model is nearly twenty years old and remains one of the most popular educational computing applications. One of the original developers of the *Oregon Trail* simulation will demonstrate the program and discuss its history and development.

Speaker: Don Rawitsch **Location:** Cowell 113
Level: All

Session Descriptions

Session 2

Time: 1:30- 2:15 PM

The Well: An Online Community

Discover how an electronic online community is developed. This session will focus on the WELL and how, through shared responsibility and participatory policy-making, a true feeling of electronic community blossomed.

Speaker: Nancy Rhine

Location: University Center 419

Level: All

Session 3

Time: 1:30- 2:15 PM

Shakespeare and Emerging Technology

Hark! What's this? Watch Shakespeare come alive. This session will demonstrate the interactive software of the Shakespeare Project and show how interactive technology can transform the teaching of Shakespeare and many other subjects.

Speaker: Larry Friedlander

Location: Cowell Multimedia 113

Level: All

Health Information with the Computer: Medical Data Exchange

Have a health question? Learn how to look for health information using your computer. This session will describe the various health databases available and where to find them.

Speaker: Dr. William Helvey, M.D.

Location: University Center 421

Level: All

Using the Delphi Network

DELPHI is an online service that can be connected with modems. SeniorNet has its own area on DELPHI where members can communicate, access information and entertain themselves. Explore the DELPHI network. Learn what equipment is necessary to connect to DELPHI, how SeniorNet uses DELPHI, what it costs, and other ways to use the network.

Speaker: Chip Matthes

Location: University Center 419

Level: All

Session Descriptions

Session 3 (cont.)

Time: 1:30- 2:15 PM

Electronic Democracy

Talk to our evening Keynote Speaker about how to get involved online in political and social issues. Find out about some fascinating projects that Dave Hughes has initiated, including a project with MIT involving scientific research by some students in isolated locations with professors at MIT.

Speaker: Dave Hughes

Location: University Center 417

Adaptation Devices for Using the Computer

This session will demonstrate and discuss the uses of computer technology for people who may need the use of some adaptations to use a computer more successfully. Adaptation devices for Macintosh, IBM and Apple GS will be shown. This national organization has computer centers across the country that train adults to work with handicapped children who are learning to use computers.

Speaker: Helen Miller

Location: University Center 413

Level: All

Flower Arranging Off-Line

Need a break from computers? Create your own corsage or boutonniere and learn the basics of flower arranging.

Speaker: Dana Matusiak

Location: McLaren Glass Lounge

Level: All

Skills for Employment: Manpower

Thinking about re-entering the job market? This session will examine the skills needed to make such a move and discuss Manpower's Skillware training program.

Speaker: Jim Dietch

Location: Cowell 114

Level: All

Session Descriptions

Session 4

Time: 2:45 - 3:30 PM

Computers & Music Using the Voyager CD Companion Series

The Voyager CD Companion Series combines the interactivity of the computer with a compact audio disc for an in-depth exploration of important musical works. Following the success of the CD companion to Beethoven's Ninth Symphony is the newest CD companion, Igor Stravinsky's *The Rite of Spring*.

Speaker: Peter Bogdanoff

Location: Cowell Multimedia 113

Level: All

Computer Ethics

Examine the issues of the security of computer communications, the vulnerability of computer systems, and the protection of civil liberties and First Amendment rights with the Executive Director of Computer Professionals for Social Responsibility. CPSR has been working to protect privacy and at the same time enhance access to sources of public information.

Speaker: Gary Chapman

Location: UC 308 Tom Rice Room

Level: All

Getting the Most Out of Your SeniorNet Membership

Now that you're a SeniorNet member, learn what SeniorNet can do for you. This session, led by SeniorNet's President, will explain the benefits of being part of a growing network of seniors. Topics will include the network and participation in a site and independent membership.

Speaker: Dr. Mary Furlong

Location: University Center 417

Level: All

Health Database

Come, meet and ask questions about "Ask CATHI" (Computer-Assisted Telephone Access to Health Information,) a data base being developed at the Gerontology Center at California State, Fullerton that will soon be available to SeniorNet users. This project is being generously funded by Pacific Bell.

Speaker: Dr. Francis Mackey

Location: University Center 421

Level: All

Session Descriptions

Session 4 (cont.)

Time: 2:45 - 3:30 PM

Ending Financial Hassles with *Quicken*

Come and see *Quicken*, the world's #1 best selling financial software. *Quicken* manages all your personal finance activities, including paying bills, cash, credit cards, investments, assets, and liabilities.

Speaker: Melissa Menge

Location: Cowell 114

Level: All

Genealogy and Personal Computers: *Roots III*

Trace your roots! This session will provide an overview of the current state-of-the-art in genealogical computing and discuss genealogical data bases, genealogical communications and genealogy software including *Roots III*.

Speaker: Howard Nurse

Location: University Center 413

Level: All

Public Networks

Computer networks that connect members of geographic communities in order to enhance participation in community life are a new phenomenon. This panel will focus on two networks, The Public Network of the City of Santa Monica and Community Memory of Berkeley. The Public Network of the City of Santa Monica provides free computer and communication service to residents of Santa Monica from one of 35 public terminals. Community Memory in Berkeley lets all people read and write messages on an unrestricted number of topics, using a network of publicly placed computer terminals in locations such as libraries, senior centers, and laundromats.

Speakers: Ken Philips & Evelyn Pine

Location: University Center 419

Level: All

Session Descriptions

Session 5

Time: 4:15 - 5:00 PM

ABC InterActive Bringing Content to Multimedia

ABC News Interactive brings the resources of a major US television network to multimedia. The session will demonstrate current multimedia packages including Instant Replay of History on Martin Luther King and on the Great Quake of 1989.

Speaker: Jamie Sullivan

Location: Cowell 113

Level: All

The Prodigy Service

Come hear the reason why Forbes magazine chose to write about the Prodigy Service in a recent article entitled, "Be Your Own Broker." Also, learn about the ways to save time and money by using the PRODIGY Service. The PRODIGY Service enables families with a computer and a modem to access information, do electronic messaging, and conduct transactions.

Speaker: Ed Butler

Location: University Center 419

Level: All

Making Greeting Cards • Mac

Make a Labor Day, Rosh Hashanah, or Halloween card. This session will demonstrate how to make greeting cards using *The Print Shop* and then give you a chance to try yourself.

Speaker: Tera Freedman

Location: Mac II Lone Mt Rossi

Level: Beginning

Computer Games: Talk to the Kids

Meet the game experts. In this session the SeniorNet Kids will show you the ins and outs of computer games including *Where in the USA is Carmen San Diego* and *Brickles*.

Speakers: Daniel Furlong & Molly Henricks

Location: Mac SE Lone Mt Rossi

Level: Beginning

Session Descriptions

Session 5 (cont.)

Time: 4:15 - 5:00 PM

Walking Down Memory Lane with your Computer

Have you always wanted to write your autobiography, or maybe you've wanted to keep a journal. Learn a unique approach in recording and organizing your memories and experiences in book form, utilizing the software *Memories*.

Speaker: Elizabeth Kohler

Location: University Center 413

Level: All

Bringing SeniorNet to Your Community

Learn what is needed to establish a SeniorNet site in your community. This session will suggest strategies for finding sponsors and facilities and generating enthusiasm.

Speaker: Fran Middleton

Location: University Center 417

Level: All

↑
SeniorNet
Site Coordinator

This session will answer questions
IBM and discuss the best ways to format

Location: IBM Lab McLaren 133

Want to be a special interest group leader? In this session, SeniorNet's Network Consultant will talk about what SIG hosts do and who is eligible to be a host. If you'd like to become more active on SeniorNet Online, here's your chance to find out how.

Speaker: Joanne Taeuffer

Location: University Center 421

Level: All

Session Descriptions

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Session Descriptions

Session 5 (cont.)

Time: 4:15 - 5:00 PM

Walking Down Memory Lane with your Computer

Have you always wanted to write your autobiography, or maybe you've wanted to keep a journal. Learn a unique approach in recording and organizing your memories and experiences in book form, utilizing the software *Memories*.

Speaker: Elizabeth Kohler

Location: University Center 413

Level: All

Bringing SeniorNet to Your Community

Learn what is needed to establish a SeniorNet site in your community. This session will suggest strategies for finding sponsors and facilities and generating enthusiasm.

Speaker: Fran Middleton

Location: University Center 417

Level: All

MS DOS: Questions and Answers

Puzzled by your MS DOS operating system? This session will answer questions about the MS DOS operating system for the IBM and discuss the best ways to format your data.

Speakers: Selig Starr and Phil Bernheim

Location: IBM Lab McLaren 133

Level: All

Being a SIG Leader

Want to be a Special Interest Group (SIG) leader? In this session, SeniorNet's Network Consultant will talk about what SIG hosts do and who is eligible to be a host. If you'd like to become more active on SeniorNet Online, here's your chance to find out how.

Speaker: Joanne Taeuffer

Location: University Center 421

Level: All

Showcase Exhibits

Showcase Exhibits in Parina Lounge, University Center

Marjorie Brooks, Member

Helen Chien, Member

Donald Renner, Member

Carmichael Site

Chinatown, San Francisco Site

Coastline Site

Fullerton Site

Honolulu Site

Little House Site

Nacogdoches Site

Oklahoma Site

Omaha Site

Orlando/Ocala Sites

Puget Sound Site

University of San Francisco Site

Speaker Information

Richard Adler
SeniorNet
399 Arguello Blvd.
San Francisco, CA 94118

Jeff Aldrich
EPIC Project
2791 F North Texas St. Suite 341
Fairfield, CA 94533

Phil Bernheim
SeniorNet
3606 Bassett Court
S San Francisco, CA 94080

Dr. Henrik Blum
Windom Health
2600 10th Street Suite 400
Berkeley, CA 94710

Peter Bogdanoff
Voyager
1351 Pacific Coast Highway
Santa Monica, CA 90401

Rosemary Brandon
SeniorNet
399 Arguello Blvd
San Francisco, CA 94118

Ed Butler
Prodigy Services Company
101 California Street
San Francisco, CA 94111

Herm Chambers
Sacramento SeniorNet Site
253 Meister Way
Sacramento, CA 95819

Gary Chapman
Computer Professionals
for Social Responsibility
P.O. Box 717
Palo Alto, CA 94302

Jim Deitch
Manpower, Inc.
314 Las Vegas Boulevard N
Las Vegas, NV 89101

Joan Elswit
2810 Oakton Manor
Oakton, VA 22124

Tera Freedman
St. John's School
San Francisco, CA

Larry Friedlander
Stanford University
English Department
Stanford, CA 94305

Daniel Furlong
SeniorNet Kids
399 Arguello Blvd
San Francisco, CA 94118

Mary Furlong
SeniorNet
399 Arguello Blvd
San Francisco, CA 94118

Deborah Gray
Flowers by Design
1217 Bracebridge Ct.
Campbell, CA 95008

Brent Green
Windom Health
2600 10th Street Suite 400
Berkeley, CA 94710

William Helvey, M.D.
Medical Data Exchange
445 S. San Antonio Road
Los Altos, CA 94022

Harry Hasuko
657 Twin View Dr.
Honolulu, Hawaii 96817

David Hughes
Old Colorado City
Electronic Cottage
6 N. 24th Street
Colorado Springs, CO 80904

Brewster Kahle
Thinking Machines
3035 23rd St.
San Francisco, CA 94110

Ellen Kaufman
SeniorNet
6221 Greenwood Road
Little Rock, AR 72207

Guy Kawasaki
488 Cowper
Palo Alto, CA 94301

Remmy Kingsley
Gatekeepers to the Future
Fort Cronkhite Bldg. 1055
Sausalito, CA 94965

Marty Knowlton
Gatekeepers to the Future
Fort Cronkhite Bldg. 1055
Sausalito, CA 94965.

Elizabeth Kohler
The Senior Connection
4813 Alexon Way
Sacramento, CA 95841

Matt Lehmann
Peninsula Volunteers
Little House
800 Middle Ave.
Menlo Park, CA 94025

Paul Lorton
University of San Francisco
Ignatian Heights
San Francisco, CA 94117

Speaker Information

Francis Mackey
Computer Assisted Telephone
Access to Health Information
Gerontology Center
California State University
Fullerton, CA 92634

Lori Martinez
Schools of the Sacred Heart
San Francisco, CA

Peter Marvit
Hewlett-Packard
1501 Page Mill Road 1 Upper
Palo Alto, CA 94304

Chip Matthes
General Videotex Corp./Delphi
3 Blackstone St.
Cambridge, MA 02139

Dana Matusiak
Flowers by Design
1217 Bracebridge Ct.
Campbell, CA 95008

Melissa Menge
Intuit
155 Linfield Ave P.O. Box 3014
Menlo Park, CA 94026

Fran Middleton
SeniorNet
399 Arguello Blvd.
San Francisco, CA 94118

Helen Miller
Disabled Children's Comp Group
2095 Rose Street
Berkeley, CA 94709

Howard Nurse
Commsoft
2252 Old Middlefield Way
Mountain View, CA 94043

Karen Peterkin, R.D.
Medical Data Exchange
445 S. San Antonio Road
Los Altos, CA 94022

Ken Phillips
City of Santa Monica
1685 Main Street
Santa Monica, CA 90401

Don Rawitsch
VP, Dev Operations
Josten's Learning Corp
6170 Cornerstone Ct.
Operations East
San Diego, CA 92121-3710

Nancy Rhine
The WELL
27 Gate Five Road
Sausalito, CA 94965

Dorothy Richmond
IRS— Taxpayers Services
1221 Broadway 4th Floor
Oakland, CA 94612

Kenyon Scott
Apple Computer, Inc.
333 West San Carlos
San Jose, CA 95110

Marcie Schwarz
SeniorNet
399 Arguello Blvd.
San Francisco, CA 94118

Selig Starr
2210 Mark Court
Silver Spring, MD 20910

Jamie Sullivan
SeniorNet
399 Arguello Blvd.
San Francisco, CA 94118

Virginia White
Fullerton SeniorNet
Cal State Fullerton
CCLE Ruby
Gerontology Center
Fullerton, CA 92635

Grace Young
Peninsula Volunteers
Little House
800 Middle Ave.
Menlo Park, CA 94025

Virginia Young
1434 Gregory St
Honolulu, Hawaii 96817

Exhibitor Information

AMEX Life Assurance Company

Robert W. Dawson, Jr.
Sharlene Moss
1650 Los Gatos Drive
San Rafael, CA 94901-1899
AMEX Life is a pioneer and leading provider of long term care for America's seniors.

Banner Blue

Debbie Hall
P.O. Box 7865
Fremont, CA 94537
A software demonstration for an easy-to-use program for recording family ancestry and creating beautiful family trees.

Commsoft, Inc

Wendy Whipp
Bobbie Rush
2257 Old Middlefield Way
Mountain View, CA 94043
A demonstration of Roots III, Genealogical Software, Roots Utility package.
Session: Genealogy & Personal Computers: Roots III

Gate Keepers to the Future

Remmy Kingsley
Marty Knowlton
Fort Cronkhite Bld. 1055
Sausalito, CA 94965
A senior-oriented environmental organization that publishes a quarterly newsletter to generate awareness of environmental issues.
Session: Gate Keepers to the Future

Hipbone Productions

Darlene Cohen
255 Laguna Street
San Francisco, CA 94102
Hipbone Productions provides information about arthritis and demonstrations of pain reducing exercises.

Intuit Company

Melissa Menge
155 Linfield Avenue P.O. Box 3014
Menlo Park, CA 94026
Quicken: A software demonstration of the world's #1 best selling financial software
Session: Personal Finance Software: Quicken

Medical Data Exchange

William M. Helvey, M.D.
Karen Peterkin
445 South San Antonio Rd.
Los Altos, CA 94022
A new bibliographic consumer health database, MDX Digest. Uses any PC/MS-DOS microcomputer with a hard disk. Also available online.
Session: Health Information with your Computer

NYNEX

Theresa Alpert
Associate Director
120 Bloomingdale Rd. Room 439
White Plains, NY 10605
NYNEX INFO-LOOK gateway electronically connects people who have information with people who want information.

PeaceNet

Fred Wood, Sr.
322 Sacramento St.
San Francisco, CA 94115
Peacenet and Econet international computer networks link thousands of people and organizations involved in peace, human rights, and environmental issues.

Prodigy Services Company

Robert Caviglia
Tom Oblatz & Nancy Noakes
101 California St., Suite 500
San Francisco, CA 94111
The Prodigy service enables families with personal computers access to a broad range of information on news, education, sports, and entertainment; shopping; securities trading; banking; and electronic mail.
Session: The Prodigy Online Service

Exhibitor Information

Regional Bell Operating Companies

Diane Olberg
2101 "L" Street NW Suite 600
Washington, DC 20037

In the world of the future your telecommunications choices should be limitless. Come see the possibilities.

Senior Medi-Benefits

Arlene Goodwin
P.O. Box 3435
Berkeley, CA 94703

A non-profit medical claims management service which organizes medical paperwork for medicare recipients.

Senior Spectrum

Ricky Singer
7700 Edgewater Dr., Suite 736
Oakland, CA 94621

A display of Senior Spectrum Newspapers. Senior Spectrum publishes full-service tabloid newspapers for active seniors in Northern and Central California, Nevada and Colorado.

SeniorNet

Jamie Sullivan
399 Arguello Blvd
San Francisco, CA 94118

A hands-on exhibit for SeniorNet Online
Sessions: Getting the Most out of Your SeniorNet Membership, Bringing a SeniorNet Site to Your Community, Going Online with SeniorNet for the First Time

U.S. Treasury Depart Financial Management Service

Dorothy Richmond
Stacey Lovegren & Linda Weise
P.O. Box 3858
San Francisco, CA 94119-3858
Informational Booth for the IRS Electronic Filing System
Session: Taxes on a Computer: IRS Elec Filing

Wells Fargo ONLINE

Tricia Bello-Kunkel
111 Pine St 4th floor
San Francisco, CA 94111
Demonstration of Wells-Fargo ON-LINE (banking & bill paying by computer)

Windom Health

Dr. Henrik Blum
Brent Green, Carol Aronson,
Jo Whitehouse, Priscilla Tutor & Isabelle Weisman
2600 10th Street Suite 400
Berkeley, CA 94710
Computer health analysis with a computer that takes 5 minutes to complete.
Session: Computer Health Analysis with Windom Health

Conference Sponsors

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American Express Philanthropic Programs
AMEX Life Assurance Company
Outpatient Ophthalmic Surgical Society (OOSS)
US WEST Communications
Manpower of Southern Nevada
NYNEX
Bell Atlantic Corporation
Chevron, USA

SeniorNet receives core support
from the John and Mary Markle Foundation

We thank those who have donated goods
and/or services to the conference:

Dan Gilbert Design
Peter J. Henricks Photography
Milton Bradley
3M Corporation
Maxis Software
Brøderbund Software
Intuit
East Hampton Industries

A Special Thanks

Volunteers:

SeniorNet is blessed with volunteers who contribute their time and expertise to the organization. As we expand our list of volunteers is growing. We would like to acknowledge the volunteers who have contributed to this conference:

Rosemary Brandon
Patti Collins
Molly Henricks
Peter Henricks
Lillian Hyatt
Julie King
Bob Kilcullen
Ellen Klebanoff
Fay Kramer
Ann Kruze
Denise LaBuda
Pat Langley
Sr. Lynn Lester
Desmond Reeves
Ann Riley
Miriam Schafler
Pat Steacy
JoAnn Suyemoto
Marcus Turk
Helayne Waldman
Chuck Wilcher

SeniorNet Song

History has turned a page, we've entered the computer age,
And people say if you're too old it all will slip away.
But you and I, we know the truth, the secret of eternal youth,
Let your mind run free and far by learning every day.

Chorus

Yes I will get on-line and I'm going to shine,
My friends are going to talk to me.
When I get on-line, it feels so fine,
In our community.
Well, I know I've got the power when I use technology,
With SeniorNet tomorrow is today.

They said I wouldn't make the climb, they said that I'd be trapped in time,
They said my thinking had been done, they didn't know I cared.
But I release, when I touch the keys, the treasures of my memories,
And out across the open miles a lifetime I can share.

Repeat Chorus

We started out as just a few, but we'll be thousands 'fore we're through,
'Cause SeniorNet will show the way to open a new door.
And all across the world map we'll bridge the generation gap,
And show that seniors also share a spirit to explore.

Repeat Chorus

Words and Music by Don Rawitsch
July 1990

12-20-89

Woody Chan, Board Member, Self-Help for the Elderly
Volunteer Coordinator, SeniorNet

Self-Help for the Elderly

Self-Help for the Elderly serves the seniors of Chinatown. They have five meal sites which serve at least 100 meals per site. They also provide a range of social services, home care, counseling, etc.

SeniorNet

Self-Help for the Elderly has been a Senior Net Site since February 1989. There is also a site in Menlo Park, at the University of San Francisco, and a new site opening at Aquatic Park. The SHFE site has five Mackintosh's in a room in their administrative offices as well as a laser printer. The computers are also occasionally used by SHFE staff.

SeniorNet trains only those fifty-five plus. No experience in using computers is necessary. Most of the people trained have no experience. They train in simple computer activities trying to encourage on-going use.

Class Structure & Promotion

Classes last for a six week period. They teach: word processing, advanced word processing, database, spread sheet and telecommunications. They have taught word processing twice and advanced word processing, spread sheet, and telecommunications once. Senior Net provides training materials. They also have on-going lab time, whether classes are in session or not, Fridays from 9 to 5. A monitor is available to answer questions. Senior Net itself is most interested in having the site and those trained going on-line

They have promoted their classes through the Chinese newspapers and word of mouth. For the first round almost 100 people expressed interest and 75 participated.

Costs

Pacific Bell sponsored the start-up, donating \$10,000. SHFE is negotiating for on-going support from PacBel but it is not secure. SHFE also pays a \$3000 fee to hook-up to TYMENET. Individual membership in SeniorNet used to cost \$10, but is being increased to \$25, which, Woodie notes, is a significant increase for those on fixed incomes. SHFE charges an additional \$2.00 fee for each class to pay for discs, etc.

Issues

Major difficulty is coming up with instructors for training. Currently training is primarily done by volunteers from the SHFE staff, but Woody wants to recruit seniors who have been trained. So far he has not had much luck, but he hopes next year to put together a schedule of volunteers. SeniorNet at USF might also provide some graduate students to serve as trainers.

Self-Help for the Elderly has had some difficulty getting their own constituency (Seniors in Chinatown) to use the training, because the people they serve are predominantly mono-lingual. Someone who is developing software for Chinese speakers but the cost for the program was prohibitive. They have taught some of these seniors to use the MacPaint program.

Seniornet -

12/11/89
Woody Chan

Univ. of SF - Seniornet - how to use computers
need no previous knowledge
series of classes -

* WP - 1st

* • then tele communication

• how to communicate
all around country

* • spread sheet

• database

• electronic citizenship -

* most interest

trained 60 people -

* most don't have computers

only have 5 computers

sponsored by PacBell - supplied
start-up

increasing fee from Univ of SF

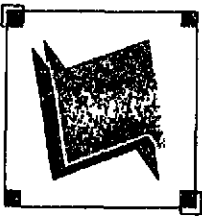
- annual membership of \$10 -

\$25/ + charge for class

\$5 - per class includes
materials

- handouts → after 12-

difficulty getting people to buy into
ongoing training



Community Memory

A public access information and resource exchange

December 21, 1989

Woody Chan
Self-Help for the Elderly
SeniorNet
445 Grant Avenue, 2nd Floor
San Francisco, CA 94108-3248

Dear Woody:

Just a note to thank you for taking the time yesterday to tell me about your SeniorNet site and to give me a tour of your facility. You guys are doing great work.

We will be listing your site on Community Memory as a place where interested seniors can learn more about computers.

I've enclosed some information about Community Memory: a brochure, an article, and our Pocket Guide.

If there is anyway I can be of assistance to you in the future, please don't hesitate to let me know. Again, thank you for the time and the information.

Warm regards,

Evelyn Pine
Education and Outreach Director

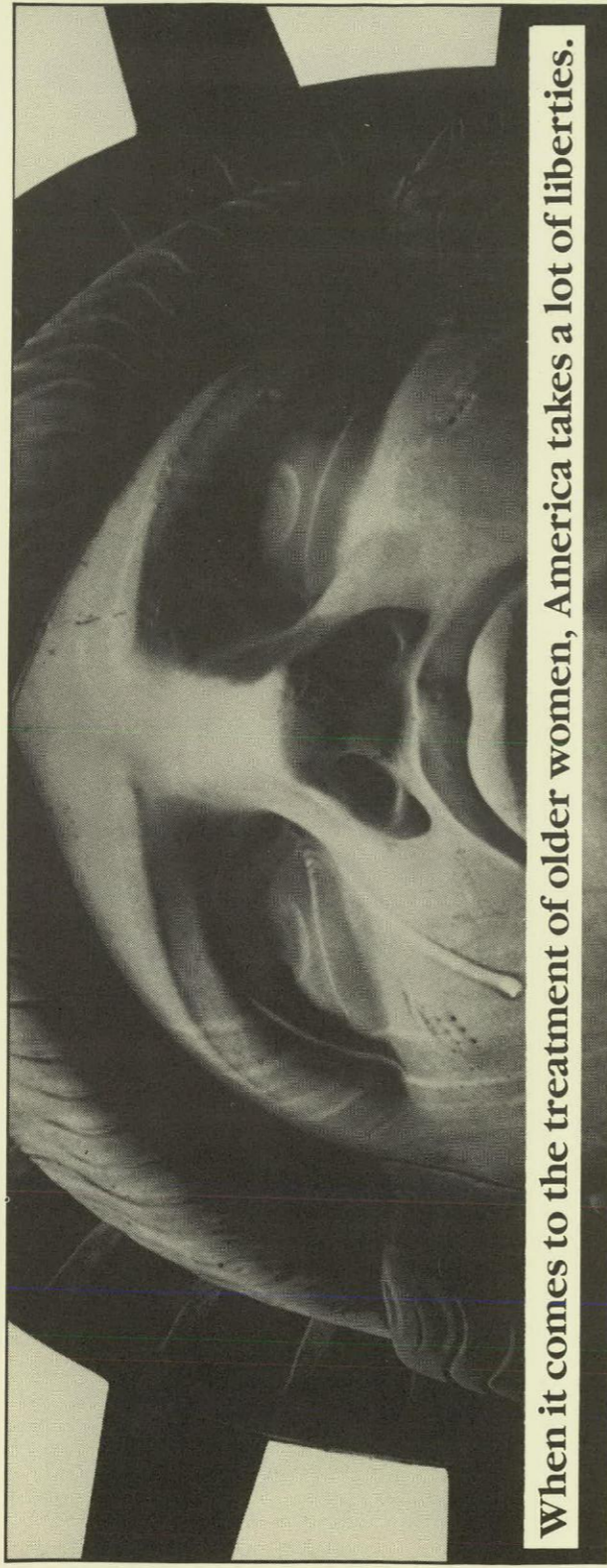
enclosures



VINTAGE HEALTH LIBRARY
 AND RESOURCE CENTER
 ALTA BATES HERBICK HOSPITAL
 2484 SHATTUCK AVENUE
 BERKELEY, CA 94704



Older Women's League
 1325 G Street N.W., Lower Level B
 Washington, D.C. 20005



When it comes to the treatment of older women, America takes a lot of liberties.

The Facts of Life for Older Women

In this country, the problems of aging are largely women's problems. Did you know

- Over 70% of the nearly 4 million persons over 65 living in poverty are women.
- Only one older woman in five currently receives any pension income.
- Most women over 65 depend on Social Security as their only significant income.
- Millions of midlife women have no health insurance at all.
- 85% of all surviving spouses over 65 and 80% of the elderly who live alone are women.



The Older Women's League, a nationwide organization founded in October, 1980 is working to change these facts of life. It's not an easy task. Most older women are not accustomed to raising their voices, nor to being seen or heard in positions of power and control. But by working together, older women, who now comprise this country's fastest growing population segment, can make a difference.

How OWL Hopes to Bring About Change in the Lives of Older Women

Here's how the Older Women's League (OWL) works through its local chapters to bring about better lives for older women:

- By effecting changes in public policy through the education of OWL members and policymakers at all levels to benefit our constituency of midlife and older women.
- By developing creative new forms of mutual self-help. Working together in good company we can help each other to plan better for the last half of our adult lives. For example, OWL chapters are conducting workshops on "What do I want to be when I grow old?", and on such topics as employment of older women, housing options, health issues, legal problems and more. Such workshops help us look ahead realistically, and also provide a springboard for action on issues that seem insoluble when faced alone.
- By changing the image of older women from poor, pitiable and powerless to proud, self-directed and strong. The national public service advertising campaign, now running in national magazines and on network radio, focuses on the shocking statistics involving older women, but presents a positive portrait of this emerging group. Through a new perception of themselves, older women become role models for their peers as well as for younger women.

OWL's Current National Agenda Focuses on Six Key Issues Affecting Older Women

Social Security is the sole support of most older women. OWL is working to protect present benefits, while pressing for basic changes to make the system fairer and more adequate for women.

Most retirement-age women have no access to private pensions, whether as former homemakers or former employees. OWL is working for changes that correct inequities in both public and private pensions.

Millions of mid-life women have no health insurance following divorce or widowhood. OWL is working at the state and federal levels to help these women gain access to affordable health insurance.

Women are the primary providers of family care to the chronically ill, and also comprise the majority of nursing home patients. OWL is working for services like relief for home-bound caregivers to encourage independent living and keep people out of nursing homes. OWL's model respite care bill is one step in this direction.

Older women face multiple barriers in getting jobs they need to support themselves and provide for their later years. OWL is working to combat age and sex discrimination in employment and help older women get a fair share of training and jobs programs.

Women have been disproportionately hurt by cuts in human services and entitlement budgets. OWL is working to highlight the impact of these cuts on older women and to redirect national budget priorities.



OWL provides educational materials on all these issues and more, analyzing the question from the viewpoint of older women, a constituency which has been invisible too long.

OWL has developed model state bills on health insurance conversion rights and on respite services for caregivers of chronically ill spouses, parents, or children.

OWL provides training so that members can educate policy makers, work effectively with media, and become citizen advocates.

Programs on the Drawing Board

Through the generosity of supporting foundations, corporations and individual donors, OWL has begun the following:

- A national pension literacy campaign to educate the public on the complexities of pension laws and practices, which can limit women's access to pensions and make retirement planning difficult.
- Grassroots leadership development through field coordinators who will train OWL organizers to build strong chapters and effective actions.
- Education on death and dying to bring out into the open difficult subjects like decisions about life support and funeral arrangements, which women often face alone as surviving spouses.
- New publications in OWL's Gray Paper series, on health insurance, older women and poverty, long-term care, and other issues of special concern to women.

Working Together, We Can Change the Facts of Life

The Older Women's League has accomplished two important tasks in its short history: it has allowed older women to face their problems with a sense of fellowship and support, and it has taught older women the first steps toward overcoming these problems."

Claude Pepper
U.S. House of Representatives

How to Get Involved with OWL

Yes! your issues are the very ones I'm concerned with myself. Please send me the materials I've indicated below.

- WOMEN AND PENSIONS tabloid (\$1.00) _____
- OLDER WOMEN AND JOB DISCRIMINATION: A Primer (\$1.50) _____
- TAKING CHARGE OF THE END OF YOUR LIFE: Forum on Living Wills (\$4.50) _____
- OWL GRAY PAPERS (\$3.00 each)
- NOT EVEN FOR DOGCATCHER: Employment Discrimination and Older Women _____
- TILL DEATH DO US PART: Caregivers of Severely Disabled Husbands _____
- DISILLUSIONMENT OF DIVORCE FOR OLDER WOMEN _____
- WELFARE: End of the Line for Women _____
- DEATH AND DYING: Staying in Control to the End of Our Lives _____

I'd like to help the Older Women's League get on with the job. Enclosed is \$10 to join the national organization, which includes the bimonthly OWL OBSERVER (or \$5 for those who cannot afford more).

Here's an additional contribution to help fund your valuable work.

\$20 \$30 \$50 other

(Check with your employer for a possible matching contribution)

Name _____

Address _____

City _____ State _____ Zip _____

Please return to: Older Women's League
1325 G Street N.W., Lower Level B
Washington, D.C. 20005

3/27/90

Evelyn met with Marty Lynch, Executive Director of the Over
Sixty Health Center
1860 Alcatraz
Berkeley, CA 94703
(415) 644-6060

The Grey Panthers founded the clinic fifteen years ago, but there is no longer any official connection between the Panthers & the clinic.

Provide a range of services aimed primarily at independent elders.

- geriatric
- internal medicine
- social services & case management
- dental
- mental health (including short term counseling)
- nutrition counseling
- health education counseling
- preventative health screening

Service area = "north Alameda County" but they tend to serve Southwest Berkeley and Northwest Oakland.

Who they serve = low income older population
55% black
35% white
10% Asian Hispanic

Illiteracy is an issue with some of their clients.

average client age is 78
"The kind of coordinated care we provide is most needed by older people. People in their 60's and early 70's can deal with their health problems in the same ways most adults do usually."

Lots of people with disabilities & frailties
"It would take a lot of effort to get our constituency to use your system. However, some of the 'old Berkeley' types might be interested." -- North Berkeley Senior Center is a much more likely population -- more educated. -- "However, if you're really interested in reaching low income seniors and a racially diverse population it is very important to put CM in the South & West Senior Centers"

The Health Center is trying to get a "Benefits Eligibility Package" from United Senior Services in Washington up and running. The computerized system asks the client a series of

commit = Y for all on list.

Call for missing mailing addresses

CITY-WIDE AT-RISK YOUTH CONSORTIUM

These are probably all in

Berkeley Asian Youth Center
1950 Carleton Street
Berkeley, CA. 94704
Tel. 849-4898
Attn: David Kakishiba

CK.
if current add.

Adelante, Inc.
830 Bancroft Way
Berkeley, CA. 94710
Tel. 549-0232
Attn: Martha Acevedo

Berkeley Boosters Association
2141 Bonar Street
Berkeley, CA. 94702
Tel. 644-6696
Attn: Ove Wittstock

Drug Abuse Prevention Office/BUSD
1835 Allston Way, Room 3
Berkeley, CA. 94704
Tel. 644-6070
Attn: Javani Strong

Break The Cycle
1950 Carleton Street
Berkeley, CA. 94704
Tel. 644-6159
Attn: Ronnie Stevenson

?

Malcolm X Elementary School *orig type = K12*
1731 Prince Street
Berkeley, CA. 94703
Tel. 644-6313
Attn: Cheryl Chin *CK. - MALCOLM X SCH. - separate from?*

City of Berkeley Project Excellence
2180 Milvia Street, 3rd Flr.
Berkeley, CA. 94704
Tel. 644-6355
Attn: Shyaam Shabaka

Longfellow Elementary School *K12*
1500 Derby Street
Berkeley, CA. 94703
Tel. 644-6360
Attn: Connie Whitehurst

City of Berkeley Young Adult Project
1730 Oregon Street
Berkeley, CA. 94703
Tel. 644-6226
Attn: Phil Cotton

Columbus Elementary School *K12*
2211 - 7th Street
Berkeley, CA. 94710
Tel. 644-6306
Attn: Lorna Skantze-Neill

City of Berkeley Youth Employment Services
1730 Oregon Street
Berkeley, CA. 94703
Tel. 644-6031
Attn: Larry Taylor

Berkeley Neighborhood Safety Prog. Civ
2400 Bancroft Way
Berkeley, CA. 94704
Tel. 643-9415
Attn: Nikki Williams

New Perspectives
2991 Shattuck Avenue
Berkeley, CA. 94705
Tel. 540-0401
Attn: Martin Weinstein

Stiles Hall *SOC*
2400 Bancroft Way
Berkeley, CA. 94704
Tel. 841-6010
Attn: David Stark

South Berkeley Neighborhood Development Corporation
1767 Alcatraz Avenue
Berkeley, CA. 94703
Tel. 653-6230
Attn: Taleb Jenkins

questions and then prints out what entitlements they are eligible for. Runs on DBase software; used in an assisted way. The questionnaire is very basic. Includes 30 to 40 services everything from SSI, Medicare, Adult Day Health Care. The system is also customized to provide local resources. They are still developing the hand-outs to support the system.

Database Development: referrals for in-home elder services, minor home repair services.

Basic information which explains social service programs plus eligibility (April Barnes has list of stuff that's on Over Sixty Clinic system) Also resources for home support services and young people helping old people locally.

Which Doctor's take medicare assignment 80% medicare, 20% person pays, but a lot of Doctor's overcharge. Social security has booklet of listings but they're not updated often enough.

Information about insurance: medi-gap, long term care -- a lot of concern about this because of the National Long Term Care Campaign

Information from Legal Assistance for Seniors in Oakland

- Possible sites:
- o Downtown Oakland Senior Center, Connie Wodler, Director housed in Veterans Memorial near lake served as FEMA center Oakland Senior Centers not as well developed as Berkeley
 - o Adult Day Health Center where you are dealing with a heavier care population. East Oakland has the largest -- they are still building one in Berkeley CADD's in Oakland Barbara Gregory 436-7702 is the director

For more disabled seniors to get stuff out of the system they would need assistance.

Home and School Environments for Learning
2214 Stuart Street
Berkeley, CA. 94705
Tel. 464-0432 or 464-1255
Attn: Richard McMurtry

K123 ✓

Community Service Bureau
City of Berkeley Police Dept.
Tel. 644-6696
Attn: Lieutenant Reggie Lyles

city ✓

Inter-City Services, Inc. SOC
3101 Sacramento Street
Berkeley, CA. 94702
Tel. 644-0120
Attn: Mansour Id-deen

✓

HHS/Francis Albrier Rec. Center
City of Berkeley
Tel. 644-8515
Attn: Madalyn Law

city ✓

Project SEED
2336-A McKinley Avenue
Berkeley, CA. 94703
Tel. 644-3422

SOC ✓

HHS/James Kennely Rec. Center
City of Berkeley
Tel. 644-8512
Attn: Theodore R. Scates

city ✓

New Bridge Foundation
1820 Scenic Avenue
Berkeley, CA. 94709
Tel. 548-7270
Attn: Peter Budlong

Heal ✓

Berkeley High School/BUSD
2246 Milvia Street
Berkeley, CA. 94704
Attn: Nancy Rubin, Social Living
Instructor

K12 ✓

Berkeley/Albany Community Recovery Center
2126 Sixth Street
City of Berkeley, CA. 94710
Tel. 486-8269

Heal ✓

Berkeley Youth Alternatives
2141 Bonar Street
Berkeley, CA. 94702
Tel. 849-1402
Attn: Ed Clark

SOC ✓

City of Berkeley Mental Health Division/HHS
Family, Youth and Children's Program
2519 Derby Street
Berkeley, CA. 94704
Tel. 644-6617
Attn: Matthew Mock

city ✓

Juvenile Bureau
City of Berkeley Police Department
Tel. 644-6740
Attn: Captain Bobby Miller

city ✓

Community Services Bureau
City of Berkeley Police Department
Tel. 644-6696
Attn: Dori Dawson

city ✓

external under



Groups of Seniors: AARP
Grey Panthers 527-3790 call Virginia who
staffs the office and ask who is the
current convener
Retired Union People -- PG&E
FORUM (Federation of Retired Union
Members) Jack Eshelman
525-5298

Also contact: Terry Dowling: Senior Information & Referral
Services in San Francisco 626-4634 for
information, background on I&R for Seniors

The Journal of Community Communications

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*“...A Campaign for
Healthier Aging”*

Over 60 Health Center
Case Management
and
Consultation Services

1860 Alcatraz Avenue
Berkeley, CA 94703
(415) 644-6060



How Can We Help?

The Over 60 Health Center's case management service seeks to prolong independence and maintain the quality of life of elderly citizens by:

- Maintaining and rebuilding social relationships;
- Advocating for entitlements;
- Providing status assessments at home; and
- Assisting with locating services and facilitating delivery of services, including:

What Are the Costs of Services?

Case Management Services

There is no charge for case management and consultation services.

Medical Services

Medical services are provided on a sliding-fee scale. The Center also accepts MediCal, Medicare, and private insurance. The cost of medicines is also based on a sliding-fee scale.

Dental Services

Dental services are provided on a sliding-fee scale. The Center also accepts MediCal and private insurance. Clients may be billed for necessary appliances at the Center's costs.

- filling out forms and applications;
- obtaining transportation;
- obtaining in-home support services;
- coordinating family assistance;
- coordinating medical and dental services; and
- obtaining nutrition counseling.

We specialize in obtaining high quality care at affordable cost.

To encourage comprehensive planning in the care of older clients, consultation services are also available to other community service providers.

Why Coordination of Services?

The Over 60 Health Center is not only concerned with the prolongation of life; equally important is the QUALITY of life. The center's case management and consultation services can help improve the quality of life by:

- Assisting elderly persons who are at risk of institutionalization because of diminished physical, mental, or social function to live as independently as possible.

Case Management and Consultation

Monday—Friday

8:30—5:00

(Other Times by Appointment)

Medical

Monday—Friday

9:00—5:00

Dental

Monday—Thursday

9:00—5:00

Hours

- Promoting optimum levels of independence;
- Encouraging and supporting each older person's capacity for independent living;
- Integrating services, whether provided by the Over 60 Health Center or by other community providers; and
- Consulting with other medical and social service providers.

Quality Care means that the Over 60 Health Center works with the community provider to ensure comprehensive long-term community care.

Goal: Coordination of Services

What is Available?

For elderly persons needing comprehensive medical and dental services:

- Case management staff assists in coordinating planning and followup.

For those persons receiving primary health care elsewhere in the community:

Who Can Apply for Services?

- An individual older person;
- A family member;
- A friend;
- A health provider; or
- A social service provider.

The Over 60 Health Center also provides outreach services to assist in identifying homebound persons in need of care. The center will also provide consultation to other groups interested in reaching out to older persons.

- Case management services are available to assist the elderly to maintain their independence and remain in their own homes through the provision of services and consultation.
- Over 60 medical staff will assist with the home management of such disorders as dementia and incontinence on a consultation basis, as needed or as requested by the individual's primary provider.

For other community providers:

- Workshops emphasizing a multidisciplinary approach to elder care will be arranged for the community at large.

- Incontinence Evaluation and Treatment
- Dementia Evaluation and Treatment
- Home Visits When Necessary
- Geriatric Physical Therapy
- Specialized Geriatric Psychological Services
- Fluent Spanish-Speaking Providers

Satellite centers are located in areas where services are not available.

Dental Services

Dental services provided at Over 60 are particularly suited to the needs of seniors. Clients receive a thorough dental examination and are then given a clear explanation of the findings. A treatment plan is then recommended along with estimates of the costs and the duration of treatment. Dental services include:

- | | |
|--|--|
| <input type="checkbox"/> Complete Dental Examinations | <input type="checkbox"/> Dental Hygiene |
| <input type="checkbox"/> X-Rays | <input type="checkbox"/> Fillings and Crowns |
| <input type="checkbox"/> Partial and Complete Dentures | <input type="checkbox"/> Tooth Extractions |
| <input type="checkbox"/> Root Canals | <input type="checkbox"/> Periodontal (Gum) Treatment |

Community Services

Other services provided through the Over 60 Health Center assure a holistic approach to client health and continuity of care. These services include:

- | | |
|---|---|
| <input type="checkbox"/> Health Education Programs | <input type="checkbox"/> Arthritis Exercise Classes |
| <input type="checkbox"/> Information and Referral | <input type="checkbox"/> Weight Management |
| <input type="checkbox"/> Volunteer Services | <input type="checkbox"/> Nutrition Counseling |
| <input type="checkbox"/> Drop-In Blood Pressure Screening | <input type="checkbox"/> Advocacy |

Comprehensive Services

Medical Services

At the Over 60 Health Center, medical services are provided by physicians, physician assistants and nurse practitioners who have had special training in geriatrics and experience in serving the health care needs of older persons. The Center provides:

- General Medical Care
- Health Care Planning
- Nutrition Counseling
- Medication Review
- Mobility Assessment
- Foot Care
- Hypertension Screening
- Comprehensive Physical Examinations

Who Benefits Most from Case Management and Consultation Services?

- Frail elderly who lack a family or other support system;
- Those recently bereaved;
- Physically disabled older persons;
- Those with signs of mental impairment; and
- Elderly who were recently discharged from a hospital/home health service.

The aim of the Over 60 Health Center is to keep available those options in life which steadily diminish with aging. To this end, we encourage and support each older person's capacity for independent living.

History

A 1975 survey conducted by the Gray Panthers of the East Bay found that many older persons were at risk of losing their independence because of diminished physical, mental and social function. Many elderly faced social and economic barriers to health care and no programs at that time specifically focused on measures to enhance or maintain their good health.

After a year of planning, the Gray Panthers succeeded in obtaining a grant to establish a Geriatric Health Care Center. They contracted with the City of Berkeley's Department of Public Health to administer the project and services began in January 1976.

As a result of Proposition 13, Berkeley lost county funds and was forced to withdraw its administrative support of the Center. Determined to maintain critically-needed services for seniors on fixed low incomes, in July 1978, the Over 60 Health Center incorporated as a non-profit Health Center for older adults.

Concerns of Aging and the Elderly

The elderly are the fastest growing segment of the U.S. population. While persons 65 and older comprise only 11% of the population, they consume 30% of national health funds and 50% of the federal health budget. The greatest expenses are incurred by the oldest old—many of these elders are either confined to institutions or at risk of being confined because of chronic illness and disabilities.

Over 60 has tried to preserve the spirit and integrity of elderly by emphasizing prevention, health maintenance and independence. Center directors and staff have long recognized the plight of older Americans and have developed programs sensitive to their needs; programs which allow the time and patience so critical to understanding the health, social and psychological needs of the elderly.

*Over 60 was the nation's first
Geriatric Preventive Health Care Center
and is nationally recognized for
its model of geriatric care.*

The Over 60 Health Center



HEALTH AND AGING

A publication of the Over 60 Health Center • Specializing in Health Care for the Elderly

DIRECTORS REDEFINE HEALTH CENTER MISSION

The Board of Directors of the Over-60 Health Center recently held a training and development workshop to review their roles and responsibilities in a changing health care environment.

Conducted at the Berkeley Town House, the half-day session was lead by Helen Major, a consultant who has years of experience working with not-for-profit boards. After much discussion and review of its expanded role as a provider of quality care for older persons in Alameda County, the Board redefined its mission.

The mission of the Over-60 Health Center is **to maintain and improve the health and independence of elders, and to assist in the planning of their futures.** To ensure this mission, the

Board's top priority will be to stabilize the Center's funding. An immediate priority is to promote longevity among the Over-60 staff in order to ensure continuity of care and contribute to the Center's future success.

INSIDE THIS EDITION...

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PREVENTIVE HEALTH SERVICES FOR EAST OAKLAND

The Over-60 Health Center was awarded a three year grant by Alameda County to provide mobile preventive health services to seniors in the East Oakland community.

Over-60 is pleased to welcome Karen Broder as the Coordinator of the program. Karen is an R.N. with a background in geriatric nursing, social work and mental health.

The program has been running monthly clinics for three months at ten different sites, and the response has been enthusiastic.

More than 150 seniors have taken advantage of the free services offered which include blood pressure monitoring, routine foot care, screening for diabetes, vision and hearing problems, nutrition counseling, medication review, and educational presentations.

Karen Broder, R.N.



(see page 2, East Oakland)

CARE FOR FRAIL HOMEBOUND ELDERLY

The Over-60 Health Center in cooperation with Highland Hospital recently received a grant from Alameda County to provide home health care to frail homebound elderly. Over-60 has been doing home health care visits for some time, but this grant assures continuity to the program with specific funding.

The program provides a full range of primary and geriatric care. It will include telephone assistance, medical triage, routine home-physician care as well as case management, and urgent next-day home care visits.



Chester Mark, P.A. back at Over-60

Chester Mark, a physician's assistant, will provide much of the services of the program, but will also work closely with other providers at Over-60. Chester has recently rejoined the Over-60 staff after six months of travel around the world.

Highland will be providing the same services to a broader population. At the same time, they will teach residents about primary care in the home situation, and about important community resources.

Confusion Over Catastrophic Insurance Coverage

There has been a great deal of debate over Medicare and the Catastrophic Act, much of which is clouded by myth and misinterpretation. The debate has only made the insurance dilemma all the more confusing. It is extremely difficult today for almost anyone to understand all the complexities surrounding health insurance.

But there is help available! An important service at Over-60 is the Insurance and Benefits Counseling Program. Call Over-60 for an appointment to meet with a HICAP trained insurance specialist.

The U.S. Department of Health and Human Services has established two toll-free numbers to answer questions about Catastrophic Coverage. For a recorded message, dial 1-800-888-1770. If you have specific questions, you may call a special hotline: 1-800-888-1998

EAST OAKLAND (con't from page 1)

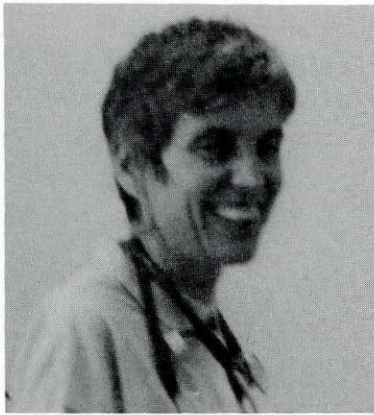
Monthly mobile clinics have been established at BACS' senior activity centers, Oakland Housing Authority senior residences, Allen Temple Arms, Spanish Speaking Unity Council housing sites, Arroyo Viejo Senior Activity Program, and the Inter-tribal Friendship House "Young at Heart" Program.

Future sites include the East Oakland Food Pantry Senior Outreach Program, and the Center of Hope Community Church Senior Housing, Brookfield Library Senior Citizens Club, and Foothill Square Social Security Office.

Over-60 is coordinating its efforts to provide care for East Oakland elderly with the Eastern Health Center, Clinica de la Raza, San Antonio Neighborhood Clinic, East Oakland Health Center, and the Native American Health Center.

The program still has room to expand. For information, contact Karen Broder at the Over-60 Health Center. To request a copy of the monthly schedule, call Over-60 at 644-6060.

NEW PREVENTIVE HEALTH SERVICES



Carolyn Coolidge, N.P.

To promote good health in older adults and more awareness for prevention, Over-60 has begun monthly preventive health sessions at the West Berkeley Senior Center. The sessions will include



Angela Apple, P.A.-C

health education and screenings, counseling, individual assessments and referrals.

Angela Apple, a physician's assistant, and Carolyn Coolidge, a nurse practitioner, both from Over-60,

will address concerns of the participants. The sessions are held the second Monday of each month from 10:00 to 12:00 noon, and are free.

EMERGENCY FOOD PANTRY

We have just experienced the scare of a major earthquake. Most of us have now had time to get our lives back to normal. However, we need to think about what we can do to make ourselves more prepared in emergencies. You may be left for a time without sources of food or water after an earthquake. More likely, bad weather or illness can keep you at home, unable to get to the store.

Over-60 urges everyone to take time to gather together an "emergency food pantry". Plan to keep a variety of nutritious foods on hand for quick and easy meals to tide you over during a time when you can't leave your home.

MEATS & HIGH PROTEIN FOOD

Canned tuna or chicken
Macaroni & cheese
Baked beans or chili
Condensed soups (split pea, minestrone)
Peanut butter

GRAINS & CEREALS

Cereals - hot & cold
Rice & dried pastas
Whole wheat crackers & bread sticks
Graham crackers or oatmeal cookies

We suggest you store a good supply of foods that do not require cooking in case you are left without electricity or gas. Avoid boxed mixes that need fresh ingredients such as milk or eggs. Also, store several gallons of water (bleach bottles can be washed out and are very suitable for this purpose).

As it would be very expensive to buy everything you need at once (and too heavy to carry!), buy only a couple items each time you visit the store. Try also to purchase items when they are on sale, and choose generic brands. Suggest to family and friends that an "emergency food pantry" basket would be a welcome gift.

FRUITS & VEGETABLES

Canned vegetables
(green beans, spinach, peas, carrots, corn)
Canned fruit
(apricots, peaches, pears, grapefruit, plums)
Dried prunes & raisins
Canned fruit & vegetable juices
Instant mashed potatoes

MILK PRODUCTS

Non-fat dried milk or evaporated milk
Instant cocoa mix

For other suggestions on what you should do to prepare for an earthquake, refer to the front of the White Pages of your Telephone Book, pages B9 - B12.

OVER-60 APPRECIATES THE FOLLOWING GENEROUS DONATIONS

BUSINESS DONORS Direct Line Messaging Service

IN-KIND SUPPORT

Goods & Services

Robert Bach
John Mauldrew
James Thompson

IN MEMORY OF
Esther Behr
Shirley Thorner

Lorna Brangwin
Richard & Barbara
Lagerstrom
Karen & Wood White

David Cooper

Helene London

Rene Pollard

Helene London

Wilbur Windland

Naomi Windland

DONATIONS

Mary Jean Aerni
Hede Altschuler
Adele Amodeo
Galina Andreyev
Robert Bach
Jane Bare
Mildred Barron
Mona Bazaar
Searcy Mae Bell
Teresa Berecz
Evelyn Berman
Meredith Bermel
Anna Blair
Carolyn Boyd
Alice Bradley
Jone Bruzas
Beatrice Burns
Rose Burrus
Kathleen Butler
Arthur & June Caines
Isaac Campbell

DONATIONS

Fanya Carter
Yu Chang
Salita Chase
Evelyn Christiansen
Mabel Chui
Carlos Concha
Eunice Crews
Florence Damsell
Francesca de los Reyes
Sandy Dennett
John Denton
Chester & Constance
Dippel
Helene Fatt
Bertha Ferguson
Dora Ferrell
Dorothy Field
Mrs. Clyde Fields
Lynn Forthman
Steve Fotinos
Ruth Friedlander
Peter & Flora Gee
Gerald Glass
Genia Green
Mary Hampton
Florence Hanlon
Regina Hanover
Ida Harris
Luther Harris
Charlotte Hart
Mitchel Hookins
Robert & Marianna
Hoolhorst
Ruth Huffman
Eunice Jackson
Iva Jackson
Mr & Mrs Roger
Jacoby
Rita John
Mary Johnson
James Joslin
Barbara Khurana

Thank you...

Kaiser Permanente donated enough used furniture to Over-60 to redecorate our lobby and other waiting areas -- it's wonderful!

DONATIONS

Lawrence Kiviat
Ruth Knutson
Barbara Lagerstrom
Marion LeBon
Lim Lee
Iva Rene Lett
Alfred & Queenie
Lever
Claudia Linard
George Linden
Elizabeth Lindsay
David & Hannah Ling
Edwin & Marguerite
Linsley
Mrs Lee Lloyd
Guenevere Logan
Helene London
Leonardo Manansala
Harriet Manke
Jeanne Margen
Alever Marshall
Irene McConnell
Else Meyer Miller
Claire Millikan
Meredith Minkler
Maria Mino
Ethel Molo
Suse Moyal
Dorothy Nyswander
Myrel Oakey
Grace O'Gara
Roman Onate
Aglaia Panos
Peter Panos
Manuela Pantoja
Vernon Parsley
Lillian & Fred
Partington
Margaret Purvine

DONATIONS

Mr & Mrs Jerry
Phillips
Claudine Raymond
Loraine Rickmond
John Roark M.D.
Mary Robinson
Sarah Robinson
Sherry Rogers
Debbi & Shelly Sack
Viola Scott
Elizabeth Segal
Sahra Shahrokh
Bolourchi
Trudy Sheer
Baron Shiraishi
Elizabeth Sholachman
Robbie Smith
Milton & Betty Soldz
Claire Sosinski
Ada Spanier
Laura Storay
Eleanor Sully
Rose Lee Sumka
Patricia Tarnopol
Vera Thompson
Geneva Thornton
Gerald Tranter
Marjorie Vinther
Corazon Vivas
Stanley Wang
Erica Weingarten
Marie Wickware
Mattie Williams
Jane Wilson
Earlie Woods
Ann Yamamoto
Ga Go Yong
Mary Young
Alice Yu

NEW HEALTH CENTER MEMBERS

Galina Andreyev	Alfred James Hodges
Winnie Brown	Doris Lester
Ruth Burleson	Elizabeth Lilly
Spencer Burleson	Ethel McCook
Helen Caisse	Ardell Merritt
Pok King Chu	Annie Miller
Alice Daigne	Ola Mae Newsome
Zama Domango	Roman Onate
Wilma Dorsey	Martha Schurmann
Walter Fischer	Morgan Shaw
Juliana Friedman	Magnolia Stephens
Janie Gardner	Gladys Turner
Ralph Guidi	H C Votaw
Eugenia Hamzavi	Kwan Foon Wong

YOUR HEALTH CENTER

When Over-60 first opened its doors in 1976, the practice of geriatrics was virtually unknown. Alameda County had absolutely no programs designed to provide health care for adults over sixty years of age.

Since that time, Over-60 Health Center has become a highly recognized and respected model of geriatric health care. Clients who have come to the Center for several years have seen Over-60 evolve from a free neighborhood clinic that offered health screenings and referrals, to become a comprehensive health

center which specializes in the health needs of older adults. Over-60 has really become something our clients can be proud to be a part of!

The Over-60 programs and services have long depended on help from our clients. December of 1988 marked the first year Over-60 encouraged clients to become more involved in the Center by participating in a Membership Plan. That Membership promotes the many types of health services one can receive under a single roof, and the Center's multidisciplinary approach to health care for the elderly.

When you visit the Center as a supporting Member, we hope you will feel a sense of pride, knowing that your support helps maintain your medical, dental, and social service programs!

If you have not yet become a Member, please fill out the enrollment form at the bottom and send it in. For renewal of Memberships, Over-60 will send out a reminder before they expire.

Thirty-six percent of our \$12,000 goal for 1989 Membership was reached -- that's great! Now let's work on raising that level higher yet for 1990! Thank you for your continued support!

MARTY LYNCH
Director
Over-60 Health Center

OVER-60 HEALTH CENTER 1860 Alcatraz Avenue Berkeley, CA 94703

OVER-60 MEMBERSHIP PLAN

___ I have enclosed \$5.00 for my 1990 Health Center Membership.

___ I have also enclosed a \$ ___ donation for Over-60 Health Center.

Name _____

Address _____

City _____ State & Zip _____

Phone _____

- I am a current Over-60 client.
 I would like to begin using Over-60 health services.

PROTECT YOUR WISHES --

Durable power of Attorney Seminar

A free seminar entitled Making Health Care Decisions: Durable Power of Attorney for Health Care will explain what you can do to ensure that your wishes will be respected in the event that you become unable to make your own health care decisions.

The session will be held Tuesday, January 23 from 1:30 to 3:00 p.m. in the Maffly Room at Herrick Hospital, 2001 Dwight Way in Berkeley. Speakers will clarify issues and answer questions. They include James Mittelberger, M.D.;

April Barnes, M.S.W.; and Carole Russell, G.N.P. from the Over-60 staff.

Durable Power of Attorney forms will be made available at the end of the program. Volunteer assistance in completing the documents can be arranged on an appointment basis.

The seminar is co-sponsored by the Vintage Health and Resource Center and the Over-60 Health Center. It was made possible by a grant from Alex Hauptman, M.D.

THE ACTIVE INGREDIENT

We travel through life and begin to look forward to "the leisure years"; a time to do the things we never had time for before. Too often however, these years become a time of inactivity.

Much of what we call "aging" has simply to do with a loss of function. Too much inactivity can often cause organs such as the heart, lungs, kidneys and pancreas, and the metabolic and circulatory systems to perform less efficiently. Muscle mass also deteriorates from disuse.

Regular exercise together with a proper diet can have extremely positive effects on high blood pressure, heart disease, stroke and diabetes. A low-fat, reduced calorie diet will lead to weight loss and lower cholesterol. More dramatically, when diet is combined with exercise, the level of total blood cholesterol will drop while the high density lipoprotein (HDL, the "good" cholesterol) level will rise.

One's entire philosophy of "aging" can change with regular exercise -- simply because it makes you feel better. It is recommended that we exercise vigorously for 45-60 minutes at least three times a week. Certainly, everyone is not able to accomplish a vigorous workout. But something as simple as walking is extremely good for our heart, muscles and bones. Walking in place,

either in a standing or sitting position, can also result in a heart-pumping exercise. To increase the aerobic affect of walking, use your arms in a pumping or flexing motion.

Because of space limitations at Over-60, the Center can no longer hold a regular exercise class, but will continue their class at Satellite Central in Oakland. For other classes, contact your nearest senior center for details. There are also several exercise classes on t.v. early in the morning, ranging from yoga to aerobics. These can be modified to suit your individual needs.

One of Over-60's clients, Layna Verin, continues to stay active physically and mentally. Layna spends much her time writing and publishing articles, and the following is some of what she has written about her favorite exercise . . . "Yoga consists of postures, but also includes exercises to improve breathing. Most of us have forgotten how to breath. Our breathing is shallow, and doesn't send as much oxygen through the blood stream as it should. A half dozen yoga postures done regularly will make your body more supple and leave you feeling lighter and freer. You need not stand on your head or wind yourself up like a pretzel, as many people believe.

"And remember, though we all slow down as we get older, with yoga, it is the tortoise, not the rabbit, who wins the race!"

HEALTH CENTER BULLETIN

APPOINTMENTS

If you need an **urgent care** visit, it is very important that you call Over-60 first. With a phone call made prior to your visit, we can arrange an appointment for you as soon as possible. This way you can avoid a long, uncomfortable wait in the lobby while we try to fit you in a tight schedule. Over-60 is working hard to always improve access to care. With scheduling so tight, we need to depend on our clients to be sure to cancel your appointment if you can not make it.

MEDICATIONS & PRESCRIPTIONS

When you visit Over-60, bring all medications including over-the-counter and prescription drugs to your appointment. It is best to have your prescriptions refilled at this time.

Allow at least 24 hours before you intend to pick up a prescription at the pharmacy. Most refills are called in by the end of the business day.

For medication refills needed between clinic appointments, call your pharmacy as you may have other refills left. The pharmacy phone number is listed on the medication label.

Remember to plan ahead for weekends and holidays. You don't want to be stuck without important medications. Try also not to wait until the last minute to call for a refill. It is best to call for a prescription refill several days before your medication runs out.

For medications dispensed from Over-60, call the clinic at 644-6060. The best (least hectic) days to call for refills are Tuesdays and Thursdays.

THE DIABETES SUPPORT GROUP has been meeting now for a year. They offer information and support in the management for diabetes, and often have special speakers. Call Ann Bednarczyk at 644-6060 for more information.

IN MEMORY

of the following clients, Over-60 sends condolences to their family and friends.

Barbara Byerly 11/89
Olga Kandelberg 12/89
Winefred Cooper 9/89
Abtene Bass 7/89
Argee Barksdale 12/89
Clemons Green 8/89
Jack Guelld
Joseph Guyon 8/89
Willie Mae Hibbit 6/89
Mary Hills 7/89
Geraldine Loupe 10/89
Estelle McCoy 12/89
Floyd Miles 12/89
Ventura Peredez Nunez 7/89
Ruth Peterson 4/89
Clarence Secrease 12/89
Betty Schukmann 7/89
Samuel Sherman
Rossie Walker
Queenie Wiggins 11/89

REGULAR HEALTH CENTER SERVICES

FREE BLOOD PRESSURE SCREENING
Monday - Friday
9:00 a.m. - 4:30 p.m.

GENTLE EXERCISE
Wednesday
10:30 - 11:30
Satellite Central
540 21st St - Oakland

DIABETES SUPPORT GROUP
2nd Tuesday each month
1:30 - 3:30 p.m.
Vintage Resource Center
2484 Shattuck Avenue
Berkeley

GENERAL SERVICES by appointment
Medical, Dental, Mental Health
Social Case Management,
Nutrition Counseling,
Stress Reduction and Weight
Management.

GERIATRIC CONSULTATION by appointment
Coordination of health and
social care, assistance in
completing forms and applica-
tions, information and referral,
assistance with insurance.

**For Information or
Appointments Call:
(415) 644-6060**

Visions & Challenges For 1990

Thanks to much support, the Over-60 Health Center has achieved a reputation for high quality professional health and social care. We are a leading provider of health and social services designed to help older persons maintain their health and to live independently.

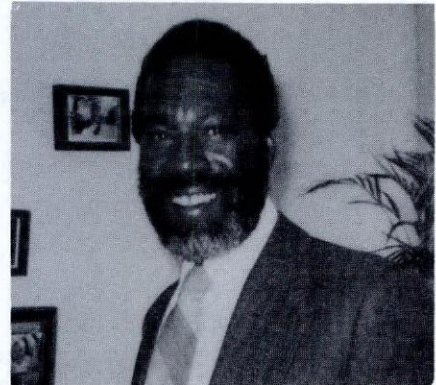
This is a constant challenge. It is inspired by a vision of a society in which every human being has the right to sensitive, quality health care regardless of social status or ability to pay. Until that time, those of us who understand the task at hand, must continue to rise to the occasion with good will.

Part of the challenge to continue our programs is a constant need to raise additional funds. Currently, Over-60 is faced with ongoing expenses for dental care that is nonreimbursed, and the rising cost to provide medical services. There are also necessary repairs to be made to the facility, and an immediate need to rent additional office space to make more room for delivery of services. Within the next twelve months, Over-60 must raise \$50,000 to cover these expenses.

To reach this goal, each of us must take a step forward in our commitment to provide health care to those who need it. If every person who receives this newsletter pledges as little as \$20, we can meet this challenge.

We urge each of you to start 1990 by making a gift to Over-60 so that we may keep our "Campaign for Healthier Aging" alive!

The Board and staff at Over-60 thanks everyone for their continued support over the years, and wishes you health and peace for 1990!



Thomas White, after nine years of dedicated work at Over-60, is leaving to begin a new program for youth in Long Beach. Thomas will be missed by all his friends at Over-60!

**OVER-60
HEALTH CENTER
1860 Alcatraz Avenue
Berkeley, CA 94703
(415) 644-6060**

The Over-60 Health Center is a community-based resource for older persons.

HEALTH AND AGING is made possible by support from Pacific Bell, and the James Irvine Foundation.

Editors: Debbi Sack
Eleanor Sully

**Non-profit Org.
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Berkeley, CA
Permit #522**

March 29, 1990

Marty Lynch, Executive Director
Over Sixty Health Center
1860 Alcatraz
Berkeley, CA 94703

Dear Marty:

Thanks for taking the time to talk with me yesterday about
Community Memory and senior services in Berkeley.

I'll be contacting April Barnes in the next couple of weeks to
get more information about the Benefits Eligibility package.

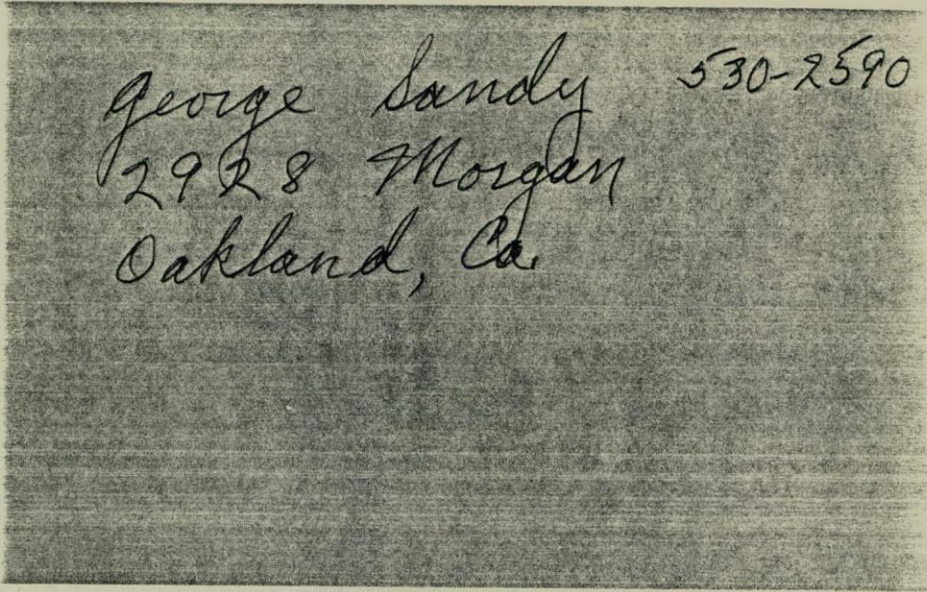
It was a pleasure to meet you.

Warm regards,

Evelyn Pine
Director, Education & Outreach

Add to ML

constit = S
user = U



George Sandy 530-2590
2928 Morgan
Oakland, Ca

orgtype = POL
constit = S
user = U



RESIDENCE PHONE
(415) 228-1189

500 543-3352

JACK McCORMICK
SECRETARY

CONGRESS OF CALIFORNIA SENIORS, INC.
1010 ELEVENTH STREET, SUITE 204, SACRAMENTO, CALIFORNIA 95814
PHONE (916) 442-4474



Barbara

Hellmuth

Prefix First Mid. Last Suffix

? Director - Alameda County Department of Aging

Street 1234 E. 14th Street, Suite #207

City San Leandro

State CA Zip 94577

Work Phone 415-667-3060

Home Phone

e-mail

FAX

Telex

CM Tom

contacts

other
contacts

Louis Labat (Prog. Services Dir.)

- wrote a letter of recommendation for TET application
- great source of info about local senior services agencies



Community Memory

A public access information and resource exchange

Barbara Helmuth, Director
Department on Aging
1234 E 14th Street, Suite 207
San Leandro, CA 94577

November 13, 1989

Dear Ms. Helmuth,

You were kind enough to write a letter of support for Community Memory in May 1989, when we were applying for the Telecommunications Education Trust. I'm happy to inform you that our project was indeed funded for one year. This letter is to update you on our work, now in its second quarter.

One of the objectives of Community Memory is to provide electronic access to information regarding services for older persons.

Of the seven terminals already installed in public sites, one is at the North Berkeley Senior Center. It has received considerable passive attention from visitors of that center. Now we are working on boosting usage.

Evelyn Pine, the project's Education Director is preparing introductory workshops and tutoring sessions aimed at older persons. We are recruiting senior volunteers who will serve as "resident CM experts," thus helping create a user base.

Besides attracting users among seniors, we would like to significantly build up the database with information which benefit the elderly; a tricky task. There is a lot of enthusiasm at both the center as well as at City Hall for pooling valuable referral information for the senior community and presenting it on CM. The challenge now is to find the necessary resources to carry it out. So much information is available only in hard copy, and therefore needs to be transcribed.

I would value your perceptions and opinions on how CM can better serve seniors, especially now as more institutions look to this type of technology to address at least in part the many needs of the elderly. Perhaps we can meet next time you plan to be in Berkeley, and I can give you a tour of CM? I would also greatly value your suggestions on database development suited to actual needs in the senior community, and what the sources of such information may be.

Sincerely,

Tom Nemcik
Project Director

667-3060

LOUIS LABAT - PROGRAM SERVICES DIR.

5.2.89

BARBARA HELLMUTH, DIRECTOR

ALAMEDA COUNTY DEPARTMENT OF AGING

1234 E. 14TH ST. # 207

SAN LEANDRO, CA

CONTACT:

OMIBUDSMAN INC.

1212 BROADWAY # 606

OAKLAND

465 1065

< JANE ROBINSON, DIRECTOR >

OVER 60 HEALTH CLINIC

1860 ALCATRAZ

BERKELEY, 94703

644 6060

< MR. MARTY LINCH >

OAKLAND PUBLIC LIBRARY

3565 FRUITVALE AV.

OAKLAND 94602

530 0563

< JOHN HAWKINS >

THEY HAVE AN
EXCELLENT VISITING
PROGRAM FOR THE
ELDERLY

< CONTACT CLOROX CORPORATION >

• THEY GIVE AWAY LOTS of \$
• THEY ARE in OAKLAND

LEGAL ASST. FOR SENIORS

OAKLAND

832 3040

< ORAH YOUNG, DIRECTOR >

ST. MARY'S COMMUNITY CENTER

707 JEFFERSON

893 4723

< SISTER CAROL COOK >

• ALL THESE AGENCIES SEARCH AND PROVIDE SERVICES FOR
THE ELDERLY < (STOKER SERVICES) >

MULTIPURPOSE SENIOR SERVICES PROJECT (CITY of OAKLAND)

659 14TH ST. OAKLAND 94612

273 3762

< ELENOR W. HULL, DIRECTOR >

LINKAGES PROGRAM (CITY of OAKLAND)

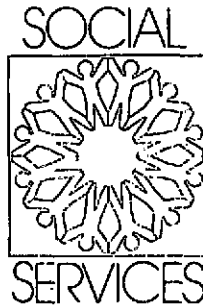
659 14TH ST. OAKLAND 94612

273 3931

< PHYLLIS W. FREEMAN, DIRECTOR >

SOCIAL SERVICES AGENCY

County of Alameda
JACK WEIR • DIRECTOR



May 2, 1989

DEPARTMENT ON AGING
1234 E. 14th Street, Suite 207
San Leandro, California 94577
BARBARA HELLMUTH, DIRECTOR
(415) 667-3060

Terri Jones, Project Director
Telecommunication Education Trust
3580 Wilshire Blvd., Suite 1660
Los Angeles, CA 90010

Dear Ms. Jones,

I had an opportunity to speak with Tom Nemcik of Community Memory on May 2, 1989. He introduced me to a project currently in progress to provide electronic access to information regarding services for older persons.

Although this was my first exposure to this telecommunication concept, this Department supports any services which will enhance the elderly's ability to access services specifically designed to provide services to them and to make them more familiar to community programs.

I hope you will consider Mr. Nemcik's proposal favorably. The Department on Aging encourages any innovative effort designed specifically toward older persons.

Very truly yours,



Barbara Hellmuth
Director

BH:fh

11.14.89

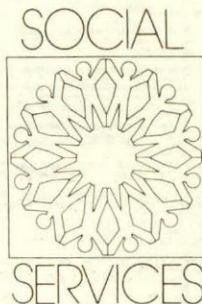
LOUIS LABAT - PROG. SERVICES DIR. @ ALAM. CO. DEPT
- (PHONE CONV. W/ TOM) of AGING

- HAD PRIOR CONTACT W/ CM (MIKE WHITSON)
- RECOGNIZES CM'S POTENTIAL FOR ADDRESSING SR'S NEEDS.
- HAPPY TO HEAR ABOUT OUR RECENT SUCCESSSES AND ABOUT THE TERMINAL @ N.B.S.C.

** WILL INFORM US ABOUT UPCOMING SENIORS TASK FORCE MEETINGS - WE CAN DO A CM PITCH for info
- WORK TOWARD PROVIDING LOTS of info on CM AS A PILOT/TRIAL FOR LARGE-SCALE SYSTEM SPECIFICALLY for SR'S.

SOCIAL SERVICES AGENCY

County of Alameda
JACK WEIR • DIRECTOR



DEPARTMENT ON AGING
1234 E. 14th Street, Suite 207
San Leandro, California 94577
BARBARA HELLMUTH, DIRECTOR
(415) 667-3060

Nov. 22, 1989

Tom Nemcik, Project Director
Community Memory
2617 San Pablo Ave.
Berkeley, Ca. 94702

Dear Tom:

Your letter of Nov. 13th to Barbara Hellmuth was referred to me for follow up.

Since we have already discussed this matter, I would like to suggest that we plan a meeting with senior center directors from: North Berkeley, West Berkeley, South Berkeley, Emeryville, and Albany, along with the Vintage Resource Library and Health Center in Berkeley. This meeting should be planned after the holidays since the senior centers tend to have a lot of activities and staff time will be limited for outside meetings.

I can assist you with building up your data base of senior resources but first, I would like to know what the senior directors feel would benefit their constituents and their families.

I will contact you after the first of the year.

Call me if you should have any further questions.

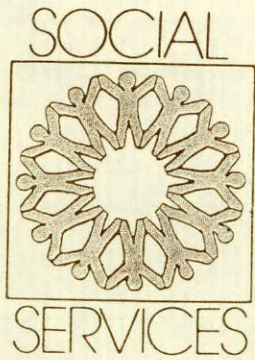
Sincerely,

A handwritten signature in cursive script that reads "Louis Labat".

Louis Labat, MSW
Program Services Coordinator

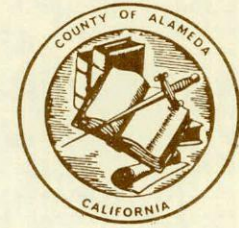
**WHAT IS THE ALAMEDA COUNTY
DEPARTMENT ON AGING?**

The Alameda County Department on Aging is the designated Area Agency on Aging (AAA) for Alameda County, and is one of 33 such AAA's in California. AAA's may be non-profit or public agencies and are primarily responsible for a geographic area that is either a city, a single county, or a multi-county district. In Alameda County, the AAA is a division of the Social Services Agency, which is headed by the Board of Supervisors.



ALAMEDA COUNTY DEPARTMENT ON AGING
1234 East 14th Street, Suite 207
San Leandro, CA 94577

ALAMEDA
COUNTY
DEPARTMENT
ON AGING



AREA AGENCY
ON AGING



WHAT DOES AN AREA AGENCY DO?

The Alameda County Department on Aging plans, coordinates, and advocates for the development of a system of comprehensive community-based, long-term care services. This system provides essential social, health, and nutritional services that assist older persons (aged 60 and older), particularly low-income minority and frail elderly, in leading independent, meaningful, and dignified lives in their own homes. The service system includes:

- **Access Services**, including outreach and information and referral.
- **Community-Based Services**, including congregate meals, adult day care, legal assistance, ethnic senior centers, Alzheimer's day care, employment services and case management.
- **In-Home Services**, including personal care, house-keeping/homemaking, home-delivered meals, in-home services registries, visiting and telephone reassurance.
- **Services to Residents in Long-Term Care Facilities**, including bedside visiting, and long-term care ombudsman services.

The Alameda County Department on Aging also provides a direct service to the public through an Information and Referral office. Open Monday-Friday 8:30 - 5:00, this office links callers with appropriate senior services by carefully assessing individual needs and providing information on services to meet identified needs. In this role, the Department on Aging is a critical point of access for seniors to the service system.

WHAT YOU SHOULD KNOW ABOUT AREA AGENCIES ON AGING

- ★ AAA's were created by the 1973 amendments to the Older Americans Act (OAA), originally established in 1965 as federal legislation.
- ★ The Older Americans Act (OAA) is the largest federal/state program designed exclusively to serve the social and nutrition needs of persons 60 years and older.
- ★ The OAA created a partnership among governments -- federal, state, and local -- and the private sector to advance the social and economic agendas of the elderly.
- ★ Area Agencies are the local arm of a national aging network which consists of:
 - The Federal Administration on Aging
 - 57 State Agencies on Aging
 - 667 Area Agencies on Aging
 - over 12,000 congregate nutrition sites
 - over 18,000 providers of home and community services
 - over 15,000 citizen advisory council members

THE KEY ROLE OF ADVISORY COUNCIL MEMBERS

The Alameda County 21 member Advisory Commission on Aging, the majority of which are older individuals, also includes local elected officials, and the general public. Commissioners are appointed to 4 year terms by the Alameda County Board of Supervisors, the Mayor's Conference, and the Nutrition Project Councils and advise the Department on Aging on the development and administration of services for Alameda County's older citizens.

PRIMARY PURPOSE OF THE ALAMEDA COUNTY DEPARTMENT ON AGING

- Secure and maintain maximum independence and dignity in the home or community for older individuals capable of self care with appropriate supportive services;
- Remove individual and social barriers to economic and personal independence for older individuals;
- Provide a continuum of community based and in-home care for the vulnerable elderly, thereby avoiding premature or inappropriate institutionalization;
- Provide Information & Referral Services to the public to connect callers with appropriate services for seniors.

ALAMEDA COUNTY DEPARTMENT ON AGING

1234 East 14th Street, Suite 207
San Leandro, California 94577
(415) 667-3060

SENIOR INFORMATION AND REFERRAL

[North County] (415) 667-3067
[South County] (415) 352-5117
8:30 a.m. -- 5:00 p.m.
Monday -- Friday

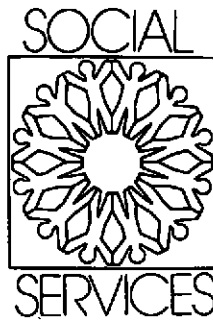
Barbara
Hellmuth
Director

Edward
Malone
Advisory
Commission
Chair

SOCIAL SERVICES AGENCY

County of Alameda

HELEN KNUDSON • DIRECTOR



DEPARTMENT ON AGING
1234 E. 14th Street, Suite 207
San Leandro, California 94577
BARBARA HELLMUTH, DIRECTOR
(415) 667-3060

April 24, 1991

TO: Evelyn Pine, Community Memory Project

FROM: *[Signature]* Louis Labat

RE: Updated Information for Community Memory Billboard

There have been some changes in the listing I gave you in June 1990 regarding the Calif. Senior Legislature.

Please change the billboard to reflect the current list of CSL reps along with the (now) Toll Free Phone # for CSL legislation information.

Please let me know if and when another meeting of the Education Advisory Committee will be held.

THANKS

The California Senior Legislature (CSL) was formed in 1980 as a result of Concurrent Resolution No. 129, introduced by Senator Mello.

Each fall, 120 Senior Senators and Assembly-members convene for one week in Sacramento to debate and vote on legislation designed to improve the health and welfare of the State's senior population.

The result of this legislative meeting is the identification of ten (10) priority bills which the CSL representatives then lobby for in their respective communities. They, of course, need the counsel and support of constituents in their area.

Since its inception in 1980, over 70% of the priority bills passed by the CSL have become law through the regular legislative process.

CSL representatives must be 60 years of age or older, registered voters, and live in the area they wish to represent.

Elections are held every 2 years in March of odd numbered years, and elections are coordinated by the local Area Agency on Aging (AAA).

Persons interested in the CSL are encouraged to participate in the total CSL process, (i.e., elections, advocacy, lobbying, etc.)

CSL sessions are held in October of each year in Sacramento, and all sessions are open to the public.

California tax payers may support CSL activities by contributing to the California Fund for Senior Citizens when they file their taxes each year.

Alameda County has five (5) CSL representatives, and they represent the following districts:

DISTRICTS 1, 2, & 4 (include: Dublin, Fremont, Livermore, Pleasanton, Hayward, Newark, Union City, San Lorenzo, San Leandro, Castro Valley, Piedmont [and those parts of Oakland which are in supervisorial District #4]).

Senior Senator Milton Jacobs
4109 Greenacre Road
Castro Valley, CA 94546
Phone: 582-4970

Senior Assemblymember Le Roy J. King, Ph.D.
4141 Deep Creek Road, #219
Fremont, CA 94555
Phone: 790-3438

DISTRICTS 3 & 5 (include: Alameda, Albany, Berkeley, Emeryville, [and those parts of Oakland which are not in Supervisorial District #4]).

Senior Senator Charles A. Tillman
2415 Roosevelt Drive
Alameda, CA 945401
Phone: 522-1817

Senior Assemblymember Vera Borges
379 Burlwood Avenue
Oakland, CA 94603
Phone: 430-9286

Senior Assemblymember Ruth Witherspoon
3224 Boise Street
Berkeley, CA 94702
Phone: 655-2215

NOTE: CSL representatives are not paid, however, their expenses to Sacramento are paid for the one week legislative session.

Further information concerning CSL legislation which is pending can be obtained by calling the CSL HOTLINE number at 1-800-776-3895.

For information regarding the CSL in Alameda County, contact Louis Labat, Program Coordinator, Alameda County Department on Aging, 1234 East 14th Street, Suite 207, San Leandro, CA 94577.

PHONE: 667-3060



U

CALIFORNIA SENIOR LEGISLATURE (CSL)

ALAMEDA COUNTY DEPARTMENT ON AGING
1234 East 14th Street, Suite 207
San Leandro, CA 94577

Barbara Hellmuth, Director

PHONE: 667-3060 (Main Office)

Senior Citizens Information and Referral (I&R)

PHONE: 352-5117 {South County}
667-3060 {North County}

7

PAUL KLEYMAN

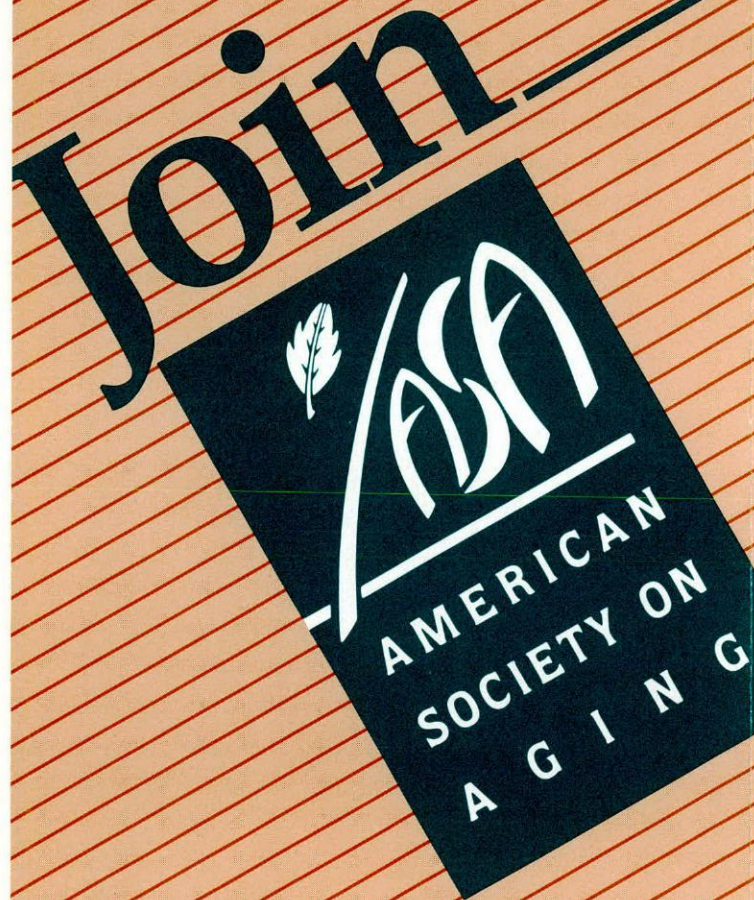
Editor, *The Aging Connection*

Yolala!

**833 MARKET STREET SUITE 516
SAN FRANCISCO CALIFORNIA 94103**

415 882-2910
742-0433





833 MARKET STREET
SUITE 512
SAN FRANCISCO
CALIFORNIA 94103
415 543-2617

Mission

For more than 35 years, the American Society on Aging has worked to promote the well being of aging individuals and their families.

ASA has a distinguished reputation for:

-  High-quality, affordable professional education
-  Informative, reliable publications
-  An energizing, multidisciplinary Annual Meeting
-  Community-building among professionals in the field
-  Innovative special projects
-  Discussion and debate of new and developing policy issues

Membership

ASA's members comprise a national, multidisciplinary coalition that includes public and private sector administrators and executives, service providers and researchers, educators and advocates, health and social service professionals, students and the retired. Anyone concerned with aging is a valued member of ASA.

Professional Education

ASA sponsors more than twenty conferences and seminars each year in cities throughout the United States on current developments in research, practice, policy and theory. ASA is a leading provider of state-of-the-art training and education in aging in a wide variety of subject areas.

ASA's Annual Meeting brings together a dynamic community for networking and sharing knowledge and experience.

ASA Forums

ASA offers two membership affiliates for its members with special interests—the Forum on Religion and Aging and the Business Forum on Aging.

The Business Forum on Aging is an impartial purveyor of information addressing issues in human resources, marketing, consumer affairs and new product development.

The Forum on Religion and Aging promotes programs, policies and educational opportunities which empower the experience of religion and spirituality in later life.

Both Forums provide members with special programming, a quarterly newsletter, periodic "white papers" on selected topics and an information clearinghouse.

Generations

Published quarterly, *Generations* has a national reputation as one of the most unique, informative and readable journals in the field of aging. Each issue offers diverse perspectives on a single topic through articles written by leading researchers, policy-makers theorists and practitioners. Because each issue of *Generations* is a mini-textbook on a selected subject area, back issues are continuously in demand.

Special Projects

ASA initiates and sponsors several special projects each year to facilitate innovative approaches to serving the elderly. Projects include a special report on technology and aging; exploration of the commonalities between aging and disability and the way these two communities can work together; policy development in the area of long-term care, and a series of public forums on long-term care needs and financing options.

Join the Leaders, Join ASA

As a member of ASA you will enjoy:

- ✦ Significantly reduced fees for all ASA conferences and events, including the Annual Meeting
- ✦ Subscriptions to *Generations* and *The Aging Connection*
- ✦ Organizational members enjoy full membership benefits for two individuals and member discounts for three individuals attending the Annual Meeting; discounted registrations are transferable to other individuals in the organization
- ✦ Opportunities to share ideas, information and perspectives
- ✦ Development and expansion of professional and personal contacts

The Aging Connection

ASA's bi-monthly newspaper, *The Aging Connection*, is a forum for discussion and debate of significant current issues in aging. It provides continuous coverage of innovative ideas in practice, research, and new products and designs for enhanced living. It analyzes important state and federal policy initiatives and provides a useful calendar of aging-related events and conferences.

- I wish to become a member of ASA
- Individual Membership (\$70 per year) Student Membership (\$30 per year)**
 Organizational Membership (\$200 per year)* Senior Membership (\$30 per year)†
- In addition, I would like to be affiliated with the following Forum(s):††
- Forum on Religion and Aging — Individual, Student or Senior Members (\$25 per year)
 Forum on Religion and Aging — Organizational Members (\$70 per year)
 Business Forum on Aging — Organizational Members only (\$300 per year)
- I also wish to be a Sustaining Member and make a yearly contribution at the following level:
- \$25 \$50 \$75 \$100 Other \$ _____

Please print; duplicate for additional organizational member information.

NAME _____

POSITION/TITLE _____

ORGANIZATION _____

BUSINESS ADDRESS _____ BUSINESS PHONE: AREA CODE _____ NUMBER _____

CITY _____ STATE _____ ZIPCODE _____

HOME ADDRESS _____ HOME PHONE: AREA CODE _____ NUMBER _____

CITY _____ STATE _____ ZIPCODE _____

Please mail to my home business address.

Please provide the following information:

Field (Select one or two)

Setting (Select one or two)

- | | | | |
|---|-------------------------|----------------------------------|-----------------------------|
| 01 Administration/Management | 11 Planning/Development | 01 Advocacy Organization | 10 Long-Term Care Facility |
| 02 Business/Finance | 12 Public Policy | 02 AgingNetwork | 11 Media/Communications |
| 03 Communications/Media | 13 Recreation/Arts | 03 Business/Industry | 12 Mental Health Center |
| 04 Education | 14 Rehabilitation | 04 Community-Based Health Agency | 13 Private Practice |
| 05 Law | 15 Religion | 05 Consulting | 14 Professional Association |
| 06 Medicine/Dentistry | 16 Research | 06 Educational Institution | 15 Religious Institution |
| 07 Mental Health/Counseling | 17 Retired | 07 Government | 16 Social Service Agency |
| 08 Nursing | 18 Science/Technology | 08 Hospital/Medical Center | 17 Voluntary Organization |
| 09 Nutrition | 19 Service Provider | 09 Housing/Retirement Community | 18 Other _____ |
| 10 Physical/Occupational/Speech Therapy | 20 Social Work | | |
| | 21 Other _____ | | |

Remittance:

- Membership Dues \$ _____
- Forum Dues \$ _____
- Contribution \$ _____

- My check is enclosed (payable to ASA) Please bill me
- Please bill my organization (P.O. # _____)
- Please charge my credit card:

TOTAL \$ _____

MC/VISA # _____ EXP. DATE _____

Cardholder's Signature _____ Date _____

* Organizational Members: Please supply this information for two individuals from your organization. Both will receive full membership benefits. (Duplicate this form for additional organizational member information.)

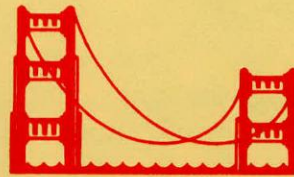
** Not eligible if employed. Please furnish proof of full-time student status.

† Sixty-five or older.

†† Forum brochures are available on request.

Preliminary Announcement

The 1990's — Bridge to the 21st Century



San Francisco, home to ASA and the site of the 1990 Annual Meeting, suggests a meaningful symbol for this year's theme — the Golden Gate Bridge.

The decade of the 1990's is indeed a bridge to the year 2000. How will we use the last decade of the 20th century to prepare for the 21st? Will we attend to the broad gaps in services? Will a new level of concern for the quality of life for all of our citizens emerge, or will we continue to accept the rule of fragmentation and painful inequities in health care, housing, and social services, while fewer and fewer families and individuals are well served?

The growing number of elders in an increasingly diverse society means that change is inevitable.

The real questions are about the kinds of changes that will occur and who will provide the direction.

If the twenty-first century is to answer to the growing needs of elders and the emergent needs of generations yet to be born, the decade of the 1990's — our bridge to the twenty-first century — must be dynamic, thoughtful and informed by the needs of those to whom the future belongs.

What is the role of professionals in aging in this process? How do we perceive the needs of the next century, and how can we help prepare the way toward a more enlightened, humane and equitable society?

General Sessions

Opening General Session

Thursday, April 5, 2:00 P.M.
"Reflections on Growing Old"

Does old age "rage, rage against the dying of the light," or does it invite us to "grow old with me, the best is yet to be?" The significance, positive or negative, of the experience of old age matters to the individual, to service providers, to caregivers and to policymakers. Three distinguished writers and thinkers will share their own personal experience of aging.

(Invitees to be announced.)

General Session

Saturday, April 7, 3:45 P.M.
"Equity and Resource Sharing"

Is health care a special good? How much of our resources ought we spend on it? Must we set limits? How should we understand and resolve questions of fairness, distributive justice and rationing? This session will confront some of the toughest choices we must face as we approach the 21st century.

Daniel Callahan, Director of the Hasting Center and author of *Setting Limits*, and others to be confirmed.

Closing General Session

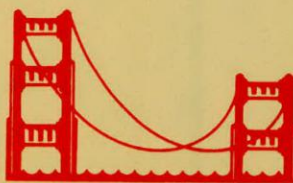
Sunday, April 8, 3:15 P.M.
"Report of the Pepper Commission on Long-Term Care"

This will be the first public presentation of the report to be issued by the Pepper Commission, established in 1988 with the passage of the Medicare Catastrophic Health Protection Act, addressing long-term care and healthcare access. Given the Commission's prestigious reputation, its legislative mandate and the significance of its purposes, its recommendations will most likely serve as the foundation for the Congressional health agenda.

Edward Howard, Staff Attorney for the Pepper Commission, and others to be confirmed.



Major Sessions



Point-Counterpoint Sessions

- * "Minority 'Set-Asides' in Federal Programs and National Professional Organizations in Aging"
- * "Profit vs. Not-for-Profit Long-Term Care Facilities: Two Classes of Care?"
- * "Hospice Programs: Accreditation vs. Regulation"
- * "The Future of Community-Based Care: Are We Ready?"
- * "Interested Observer vs. Active Participant: ASA's Role in Shaping Public Policy"
- * "Gerontology: A Specialty or a Discipline?"



Symposia

- * "Not in My Backyard: State and Local Health Care Rationing"
- * "The Older Americans Act and Long-Term Care"
- * "The Future of Social Insurance"
- * "Home Care: Perspectives, Problems, Potential"
- * "Nursing Home Reform: Are We Getting Closer to the Goal?"
- * "The Combination of Alcohol and Medication Use among the Elderly"
- * "Neglected Voices in Home-Care Quality: The Consumer and the Homemaker"
- * "Bridging the Gap Between Research and Practice"
- * "The Aging Agenda in Congress for the 1990's"
- * "Healthy Aging and Preventive Health Care: Individual Health Trend Assessment, Self-Care and Intervention in the Health Care System of the 21st Century"

- * "Countertransference and Aging: The Personal-Professional Connection"
- * "Legal and Ethical Issues in Health-Care Decisionmaking"
- * "Productive Aging in the 1990's: A Bridge Too Far?"
- * "Board and Care: Issues for the 90's"
- * "Profiles of Aging America: Using the Media to Promote Positive Aging"
- * "Access and Mobility as a Human Right: Transportation in America"
- * "Aging in Place — Roles of the Aging Network in Housing"
- * "Who Will Support Technology for the Frail Elderly at Home?"
- * "Building Multicultural Gerontology into University Curricula"
- * "The State's Role in Long-Term Care"
- * "The Role of the Geriatric Education Centers in Geriatric Training"
- * "Wellness and Aging: The Next Ten Years"
- * "The Potential Impact of Current Medicare Demonstration Efforts on Future Medicare Policy"
- * "Aging Advocacy — Back to the Future: Lessons Learned from the 80's"



Please Note

This is a preliminary conference announcement. A more detailed description of the Annual Meeting, including major sessions and other conference programs, will be mailed to you in early January.

Pre-Conference Special Programs



Please note: The following information is partial and preliminary. Detailed information will be available in January. Please let us know if you would like to receive Special Program brochures.

Unless otherwise noted, these are two-day programs that begin on the afternoon of Tuesday, April 3, and end at noon on Thursday, April 5.

Health Care and Older Adults: Managing Quality Care

Co-Sponsored by the American Hospital Association, Section for Aging and Long-Term Care Services; the Catholic Health Association of the U.S.; The Healthcare Forum; and the California Association of Hospitals and Health Systems

The challenge facing health providers serving older adults is in finding a balance between high quality care and cost effectiveness, a challenge that providers are meeting in a variety of ways. This two-day Pre-Conference Special Program will address the multiplicity of issues involved in balancing costs and quality in hospitals offering services to older adults, HMOs and managed care settings.

The program is designed for those in hospitals, managed care settings and health maintenance organizations already providing special services to older adults or considering the possibility of establishing such services.

The issues that will be addressed include: quality and appropriate care; the future of health care for the elderly; implications for the hospital today and tomorrow; cost effective programs and services; getting started: from motivation to evaluation; the concerns of rural hospitals; care coordination; geriatric assessment and planning; membership plans; creating a healing environment; achieving physician support; motivating hospital staff; hospitals and SNFs; managing older patient care in the acute care bed; marketing health care to older adults; market research and market segmentation; wellness and health promotion programming; using the geriatric team in managed care settings; hospital/community partnerships; the role of the geriatrician in primary care.

Today's Housing vs. Tomorrow's Needs — Meeting the Challenge

Co-Sponsored by the American Association of Retired Persons, the National Association of Senior Living Industries and the National Research Center of the National Association of Home Builders

This conference will address the importance of developing housing and housing services which will provide a greater degree of flexibility, allowing elders to age in place. The new housing market must identify and adapt to this ever-changing market of older Americans.

The program is designed to heighten awareness of the housing needs of older consumers, to identify and examine the barriers that exist in meeting those needs, and to develop new ideas, services and products that will adapt and re-adapt to the changing needs of older people.

"Today's Housing vs. Tomorrow's Needs" is intended for housing managers, developers and financiers; service providers, consumers, aging network administrators, and public service employees; and remodelers, environmental designers and healthcare professionals.

Program tracks include: adapting single family homes for older residents; aging in multi-family housing; developing affordable and feasible small-scale projects; senior housing development: ingredients for success; and consumer power and housing advocacy.

Aging, Disability and Rehabilitation: Building a Common Agenda

Co-Sponsored by the Research and Training Center on Aging, Rancho Los Amigos Hospital and the World Institute on Disability

Disability affects people of all ages, but the frequency and intensity of disability increases steeply with age. While some seek and are able to find excellent rehabilitation and other services that expand autonomy despite disability, many are not so fortunate.

This conference will address the need

for the formation of a unified movement to address the disability needs of people of all ages; the funding constraints that limit vitally needed professional intervention, particularly rehabilitation services; societal integration of older people with disabilities; the need for open communication between older and younger disabled persons; the possibilities offered by advances in rehabilitation medicine and technology; and the public policy and ethical issues that require our attention.

The conference is designed for healthcare professionals, older and younger people with disabilities, aging network administrators; educators and all others interested in aging, disability and rehabilitation issues.

Aging & the Human Spirit

Co-Sponsored by ASA's Forum on Religion and Aging

Wednesday, April 4,
9:00 A.M. - 5:15 P.M.

Religion and spirituality are often a central concern of older persons, but there is little dialogue or collaboration between clergy and lay persons serving aging members of congregations and those who work with the aging in social service or healthcare settings. This conference is designed to bring together clergy and chaplains, educators and students, social service and healthcare professionals, and all those concerned with issues of religion, spirituality and aging in all settings, both religious and non-religious.

This one-day Pre-Conference Special Program will address: spiritual growth in later life; congregational programming for the elderly; time and meaning in long-term care; intergenerational worship experiences in long-term care settings; adaptive worship; the development of faith during the later years; pastoral services with older adults and their families; supportive ministries with caregivers and helpers; and varieties of religious experience in a multicultural aging world.

The keynote speaker will be **Harold Koenig, M.D.**, Resident in Psychiatry, Geriatric Research, Education and Clinical Center, VA Medical Center, Durham, NC. He will address the theme of his recently published book, *Religion, Health and Aging*.

Pre-Conference Intensives



Full-Day Intensives

Wednesday, April 4, 9 A.M. – 5 P.M.

1. Healthcare Decision-Making

Focuses on life-support treatment, cost and allocation, and assisted suicide and euthanasia; a mock ethics committee will discuss the mechanisms currently in use.

Joan McIver Gibson, Ph.D., Senior Program Dir., Ctr. for Health Law and Ethics, Inst. of Public Law, Univ. of New Mexico, Albuquerque, NM; and others to be confirmed

2. From Good Intentions to Results: Management Skills and the Business of Volunteerism

The nature of today's volunteer has changed drastically. Effective programs require that the role of the volunteer manager is understood and resources and programs are managed professionally.

Jacquelyn Larson Kelley, Consultant and Program Dir., Senior Employment Resource Ctr., San Jose Office on Aging, San Jose, CA

3. Creative Work Options for Older Men and Women

Explores options for older persons in paid employment, self-employment and volunteer assignments that lead to employment, as well as varied work arrangements for employer and employee.

Helene Nemschoff, Retirement Planning Specialist; and **Caroline Voor-sanger**, Career Counselor, both of San Francisco, CA

4. Perfecting Your Presentation Style: Techniques the Pros Use

The techniques that the pros use to polish their image and presentation: organizing the presentation for clarity and persuasion, focusing energy and nervousness, skillfully communicating verbally and nonverbally, clarifying with visuals.

Jane Munger Pettit, MSW, Pres., Group Works, Washington, DC

5. Guardianships and Conservatorships: Old Despair, New Hope

The history and status of these legal tools; criteria for petitioning and the concept of the least restrictive alternative; appropriate and inappropriate uses; community-based alternatives; indicators of abuse and possible interventions; steps for working with the judicial system.

Mary Joy Quinn, R.N., M.A., Dir., Court Investigation Unit, California Superior Court, San Francisco, CA

6. Research and Practice Foundations for Action in Ethnic Aging

Research can provide the cutting-edge information needed to make meaningful decisions that affect the lives of elders of diverse cultural backgrounds; emphasizes new and evolving methodological approaches to minority and ethnic aging research and practice.

Elena Yu, Ph.D., Research Assoc., Pacific/Asian American Mental Health Research Ctr. and Assoc. Prof., Dept. of Community Health Sciences, School of Public Health, Univ. of Illinois, Chicago, IL; and others to be confirmed.

Half-Day Intensives

Wednesday, April 4,
9 A.M. – 12:30 P.M.

7. Brief Systemic Psychotherapy with the Elderly: Basic Concepts

(See Intensive #15 for follow-up.)

Overview of brief systemic strategic psychotherapy adapted for older adults; theoretical assumptions, assessment, systemic questioning, treatment, planning, creation and management of change; video case examples and skills practice.

Marilyn Bonjean, Ed.D., Pres., I.C.F. Consultants, Inc. Milwaukee, WI; and **Richard Spector, MSW, LCSW**, Senior Staff Therapist, Family Therapy Inst. of Washington, D.C.

8. Managing Behavior Problems in the Older Person with Cognitive Impairment

Presentation of the environmental/behavioral approach for the management of problem behaviors; discussion of underlying causes and interventions for specific behaviors.

Kathleen C. Buckwalter, R.N., Ph.D., Prof., College of Nursing, Univ. of Iowa, Iowa City, IA; and **Joyce Takano Stone, RNC, M.S.**, Clinical Nurse Specialist/Gerontology, Veterans Admin. Medical Ctr., San Francisco, CA

9. Race, Class, Gender and Aging

The ways race, class, gender and age influence the position of elders in American society; includes "multiple jeopardy" and protective aspects of gender, class and ethnic identity and affiliation.

Meredith Minkler, Dr.P.H., Prof., School of Public Health, Univ. of California, Berkeley, CA; and **Beverly Ovrebo, Dr.P.H., Assoc. Prof.**, Health Education Dept., San Francisco State Univ., San Francisco, CA

10. Multidisciplinary Approach to Geriatric Assessment: Rationale, Process, and Problems

The process by which a multidisciplinary team arrives at a diagnosis, problem list, and treatment plan; how different perceptions and interpretations of team members impede or enhance the process.

Sally A. Salisbury, R.N., M.S., C.S., Coord., Geriatric Assessment Service, San Francisco Inst. on Aging, Mt. Zion Medical Center; **Jonathan Pesner, Ph.D.**, Staff Psychologist/Neuropsychologist, Laguna Honda Hospital, San Francisco, CA; **Roselle Fliesler, M.S., OTR**, Mgr. of Occupational Therapy and Coord., Hand and Arthritis Outpatient Clinic; **Anya Schratz, B.A.**, Clinical Social Worker, Geriatric Assessment Program; and **Alan J. McBride, M.D.**, W. K. Kellogg Fellow in Geriatric Medicine, all of San Francisco Inst. on Aging, Mt. Zion Medical Ctr., San Francisco, CA

11. Aging and AIDS: Ethical, Legal and Psychosocial Issues

Similarities between the needs of older people and those infected with HIV; ethical, legal and psychosocial issues including loss of autonomy, maleficence, problems of distributive justice, ageism, homophobia, racism, loss of self-esteem, inadequate insurance coverage, and limited access to health services.

Robert M. Schmidt, M.D., MPH, Ph.D., Dir., Ctr. for Preventive Medicine and Health Research, Pacific Presbyterian Medical Ctr. and Prof. of Clinical Science/Hematology, San Francisco State Univ., San Francisco, CA

12. Replicating the On Lok Model of Long-Term Care

Overview of the national replication program; emphasizes consolidated service approach and risk-based financing, including the mechanism for risk-sharing.

Jennie Chin Hansen, MSN, Dep. Dir., and **John Shen, BSW, Dir.**, Program for All-Inclusive Role for the Elderly (PACE), both of On Lok Senior Health Services, San Francisco, CA

13. Developing Hospital-Based and Community-Based Case Management Systems Serving the Elderly

Case management definitions, models and design issues for developing pro-

Registration Form

Tear Along Perforated Line

Pre-Conference Special Programs

(Unless otherwise indicated, Special Programs are held on Tuesday, April 3, 1 - 5 P.M.; Wednesday, April 4, 8:30 A.M. to 5 P.M.; and Thursday, April 5, 8:30 A.M. - Noon)

"Health Care and Older Adults: Managing Quality Care"

Early Registration (before March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$215 ASA Members attending Annual Meeting | <input type="checkbox"/> \$245 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$285 Non-Members attending Annual Meeting | <input type="checkbox"/> \$315 Non-Members not attending Annual Meeting |

Late Registration (after March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$255 ASA Members attending Annual Meeting | <input type="checkbox"/> \$285 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$325 Non-Members attending Annual Meeting | <input type="checkbox"/> \$355 Non-Members not attending Annual Meeting |

"Today's Housing vs. Tomorrow's Needs: Meeting the Challenge"

Early Registration (before March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$165 ASA Members attending Annual Meeting | <input type="checkbox"/> \$195 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$235 Non-Members attending Annual Meeting | <input type="checkbox"/> \$265 Non-Members not attending Annual Meeting |

Late Registration (after March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$205 ASA Members attending Annual Meeting | <input type="checkbox"/> \$235 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$275 Non-Members attending Annual Meeting | <input type="checkbox"/> \$305 Non-Members not attending Annual Meeting |

"Aging, Disability and Rehabilitation: Building a Common Agenda"

Early Registration (before March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$120 ASA Members attending Annual Meeting | <input type="checkbox"/> \$150 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$230 Non-Members attending Annual Meeting | <input type="checkbox"/> \$260 Non-Members not attending Annual Meeting |

Late Registration (after March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$160 ASA Members attending Annual Meeting | <input type="checkbox"/> \$190 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$270 Non-Members attending Annual Meeting | <input type="checkbox"/> \$300 Non-Members not attending Annual Meeting |

"Aging and the Human Spirit" (Wednesday, April 4 only)

Early Registration (before March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$70 ASA Members attending Annual Meeting | <input type="checkbox"/> \$100 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$105 Non-Members attending Annual Meeting | <input type="checkbox"/> \$135 Non-Members not attending Annual Meeting |

Late Registration (after March 5)

- | | |
|---|---|
| <input type="checkbox"/> \$110 ASA Members attending Annual Meeting | <input type="checkbox"/> \$140 ASA Members not attending Annual Meeting |
| <input type="checkbox"/> \$145 Non-Members attending Annual Meeting | <input type="checkbox"/> \$175 Non-Members not attending Annual Meeting |

Subtotal Due: \$ _____

Banquet

I wish to purchase _____ ticket(s) for the Banquet on Friday evening, April 6, at \$45 each.

Subtotal Due: \$ _____

Total Remittance Due (sum of both sides of form): \$ _____

Remittance

Please fill out all the information above, making sure that the amount enclosed is equal to "Total Remittance Due."

- My check is enclosed (payable to ASA)
 Please bill my organization (P.O. # _____)
 Please charge my credit card:

VISA/MC # _____ EXP. _____

Cardholder's Signature _____ Date _____

Mail to: American Society on Aging, 833 Market Street, Suite 512, San Francisco, CA 94103.

Register by phone or fax: Those wishing to charge conference fees to their credit cards may register by phone or fax.

By phone, call (8:30 A.M. - 5:00 P.M. Pacific Time):
(800) 537-9728
 In California: (415) 543-2617
 Please have your credit card available.

To fax, call:
(415) 882-4280

For additional information, call ASA at (415) 543-2617. The toll free number above is for phone registrations only.

grams in hospitals and community settings; issues of staffing, targeting, marketing, financing and costs.

Monika White, MSW, Ph.D., Assoc. Dir., Senior Care Network, Huntington Memorial Hospital, Pasadena, CA

14. Marketing to Mature Adults

Overview of the mature market; its characteristics and relative changes that accompany aging; strategies for marketing communications; and examples of excellent and not-so-excellent marketing and advertising efforts.

Mark Zitter, Pres., The Zitter Group, San Francisco, CA

**Wednesday, April 4,
1:30 P.M. – 5 P.M.**

15. Advanced Strategies: Brief Psychotherapy with the Elderly

(Follow-up to Intensive #7).

A psychotherapy model for intervention in the subsystems of the elder's interactional world; strategic approaches to problems such as role transition, loss, impairment; video case examples.

Marilyn Bonjean, Ed.D., Pres., I.C.F. Consultants, Inc., Milwaukee, WI; and Richard Spector, MSW, LCSW, Senior Staff Therapist, Family Therapy Inst. of Washington, DC

16. Bereavement in Later Life: What Do We Know and How Can We Help

Current research that adds some new points of view to questions concerning the common course of bereavement, why certain factors may or may not influence the adjustment process and what types of interventions are most needed.

Dale A. Lund, Ph.D., Dir. and Assoc. Prof., Univ. of Utah Gerontology Ctr., Salt Lake City, UT

17. Alcoholism and the Elderly: Age-Related Problems of Diagnosis, Assessment, and Treatment

The epidemiology, natural history, complications and treatment of alcoholism in the elderly; factors leading to underdiagnosis.

David Ofman, Medical Dir., North of Market Senior Services and Asst. Clinical Prof., Univ. of California, San Francisco, CA

18. The Entrepreneurial Gerontologist: Small Business Development

For gerontologists about to start or expand a business: the aging market; how

to construct a working business plan including marketing strategies, financial design, and funding sources; how to leverage what you have to grow a successful business in a traditionally soft market.

Nancy Peppard, MSG, MPA, Pres., AgeAware, Portland, OR

19. Introduction to Vitality and Aging: Healthy Aging and Preventive Medicine

(See Intensive #29 for follow-up.)

A summary of what is known; physiological vs. chronological age; "normal" vs. "abnormal" aging; healthy aging; individual differences; sociocultural and

behavioral factors related to a long, quality life.

Robert M. Schmidt, M.D., MPH, Ph.D., Dir., Ctr. for Preventive Medicine and Health Research, Pacific Presbyterian Medical Ctr. and Prof. of Clinical Science/Hematology, San Francisco State Univ., San Francisco, CA

20. Communicating Effectively with Older Adults

The process of communication with particular focus on the perspective of the older person; specific application to the younger-older interaction episode.

Steve Taylor, Ph.D., Senior Education Spec., AgeWave, Inc., Emeryville, CA

Conference Schedule

Tuesday, April 3

1:00 - 5:00 P.M.

Pre-Conference Special Programs

Wednesday, April 4

9:00 A.M. - 5:00 P.M.

Pre-Conference Special Programs
Pre-Conference Intensives

Thursday, April 5

9:00 A.M. - Noon

Pre-Conference Special Programs
Pre-Conference Intensives
Opening General Session
Exhibit Hall Opening, Peer Groups
President's Reception in Exhibit Hall
Peer Groups

2:00 P.M.

4:00 P.M.

5:30 - 7:00 P.M.

8:30 P.M.

Friday, April 6

8:30 A.M. - Noon

Conference Sessions, Media Festival, Exhibits
Idea Exchanges, Exhibits
Conference Sessions, Media Festival, Exhibits
Conference Sessions
Banquet and Dancing

Noon - 1:30 P.M.

1:30 - 3:30 P.M.

3:45 - 5:15 P.M.

7:30 P.M. - 1:00 A.M.

Saturday, April 7

8:30 A.M. - 3:30 P.M.

Conference Sessions, Media Festival, Exhibits
Idea Exchanges, Exhibits
General Session
Membership Business Meeting

Noon - 1:30 P.M.

3:45 P.M.

5:15 P.M.

Sunday, April 8

8:30 A.M. - 3:00 P.M.

Conference Sessions, Media Festival
Idea Exchanges
Closing General Session

11:30 A.M. - 1:00 P.M.

3:15 P.M.

Exhibit Your Organization, Service, Product or Book

ASA's Exhibit Hall is a showcase for products, services, associations and publications available to older adults and those that work with and for them. Several thousand professionals, service providers, educators, researchers, administrators, planners, marketers and advocates will attend the Annual Meeting. These individuals come from a variety of settings, including hospitals, nursing homes, retirement communities, health and social service agencies. The Annual Meeting Exhibition is an opportunity to reach out to a broad segment of those in aging and aging-related fields.

If you have a book you would like to exhibit, there will be a combined book display at very affordable rates.

For additional information, contact ASA's Marketing Division at (415) 543-2617, or write to 833 Market Street, Suite 512, San Francisco, CA 94103.

21. Clinical Aspects of Case Management: Clients and Families

Working with clients and families in performing the assessment, care planning, service arrangement and follow-up functions and the issues related to their successful outcome.

Monika White, MSW, Ph.D., Assoc. Dir., and **Lynn Goldis**, Asst. Dir., Private Program Development, both of Senior Care Network, Huntington Memorial Hospital, Pasadena, CA

**Thursday, April 5,
9 A.M. – 12:30 P.M.**

22. Assuring Quality of Care for Older People

Developing a system to monitor quality in programs for older people; the steps involved in designing a quality assurance system and the issues surrounding such an effort.

Robert A. Applebaum, MSW, Ph.D., Asst. Prof., Dept. of Sociology and Fellow, Scripps Gerontology Ctr., Miami Univ., Oxford, OH; and **Keren Brown Wilson**, Ph.D., Pres., Concepts in Community Living and Assoc. Prof., Inst. on Aging, Portland State Univ., Portland OR

23. Differential Diagnosis: Evaluating the Mental Status of Older Adults

Making functional decisions regarding disposition based on objective screening of mental status, so that older individuals are neither mislabeled as senile or continued on medication that adversely affects memory or need; differentiates normal changes in cognitive status from those that reflect organic conditions.

Vivian Clayton, Ph.D., Clinical

Neuropsychologist in Private Practice, Rossmore Health Services Ctr., Walnut Creek, CA

24. Designing Personal Computer-Based Information Systems

Basic approaches for developing a PC-based information system for client tracking, assessment, service monitoring and program evaluation; system design, staffing and staff training, as well as criteria for selecting hardware and software.

Gary T. Deimling, Ph.D., Senior Research Assoc., Benjamin Rose Inst., Cleveland, OH

25. Professionals and Grief: Impact of Work, Clients and Self

Professionals in aging are in special need of techniques to help them cope with loss. This experiential/didactic workshop will cover anticipation of loss, healthy termination, maintaining balance while grieving, and unresolved grief.

Bonnie Genevay, MSW, Dir., Facing Aging Concerns Together, Family Services, Seattle, WA; and **Karen Kent**, MSG, Mgr., Older Adult Services, Eastside Mental Health, Bellevue, WA

26. Development and Management of Dementia Day Programs and Respite Services

Planning and marketing of program services, budget development and financing, and program issues and activities.

Rona Smyth Henry, Dep. Dir., Dementia Care and Respite Services Program, Bowman Gray School of Medicine, Winston-Salem, NC; and others to be confirmed

27. Caregiver Support and Education in Rural Areas

An overview of models operating suc-

cessfully, including medication management, caregiver and volunteer service credits, "gatekeeper" components, and community organization techniques with formal/informal consultation linkage.

Anne McKinley, Dir., Geriatrics Resource Ctr., Prescott, AZ; and others to be confirmed

28. The Meaning of Life and the Meaning of Suffering in Older Age

Study of Viktor Frankl's theory; examples of creative, experiential and attitudinal values in the search for meaning; contradictions in the phenomenon of suffering.

Leo T. Missinne, Prof. of Gerontology, Univ. of Nebraska, Omaha, NE

29. Healthy Aging Research: Impact on an Aging Society

(Follow-up to the "Introduction to Vitality and Aging" Intensive #19.)

Review of healthy aging research designed to identify and modify risk factors for loss of function and premature morbidity and mortality; relationships among psychosocial, behavioral and physiological parameters, age change points and intervals for men and women, and the potential for modifying the aging process.

Robert M. Schmidt, M.D., MPH, Ph.D., Dir., Ctr. for Preventive Medicine and Health Research, Pacific Presbyterian Medical Ctr., and Prof. of Clinical Science/Hematology, San Francisco State Univ., San Francisco, CA

30. Working with the Difficult Elderly Client

Identification of various types of clients with difficult behavior due to intrinsic factors and/or extrinsic problems; learning to deal with the provider's own personal reactions and value conflicts.

Judith A. Shultz, M.A., MFCC, Coord. of Older Adults Services, Jewish Family Service, Long Beach, CA; and **Kathleen H. Wilber**, Ph.D., Asst. Prof. of Gerontology, Leonard Davis School of Gerontology, Andrus Gerontology Ctr., Univ. of Southern California, Los Angeles, CA

31. All Together Now! Principles and Practices of Group Counseling

The advantages and limitations of group work for older people with different needs; strategies for managing groups; leader behaviors indicated at various stages of group development; activities appropriate at different stages.

Elinor Waters, Ed.D., Dir., Continuum Ctr., Oakland Univ., Rochester, MI

Registration and General Information



Join or Renew Now — Enjoy Member Rates

Please note that it is to your advantage to join or renew now, so that you can enjoy the lower conference rates for members of ASA. We would very much appreciate your membership and hope that you will take this opportunity to join.

Organizational Members

Any three individuals from the member organization are entitled to member rates for the conference. Please photocopy the above form for additional registrations and send them in together.

Early-Bird Special

Register before **March 5** and save \$40 on both individual and organizational conference fees. This deduction is not available to student and senior registrants.

Refunds

All cancellations or substitutions must be received in writing by **March 28**. A \$25 handling fee will be charged. Processing of all refunds will take place after the conclusion of the conference.

On-Site Registration

If you cannot mail your registration and payment to ASA by **March 28**, please wait and register on site.

Special Needs

ASA wishes to facilitate full participation in our Annual Meeting by providing supportive services such as sign language interpreters and reader services. Please indicate your needs on the registration form.

Register by Phone or Fax

If you wish to phone in your registration, please have your credit card available. Outside of California, call (800) 537-9728. Within California, call (415) 543-2617, 8:30 A.M. - 5 P.M. Pacific time.

Those wishing to charge their credit cards may also register by fax, to (415) 882-4280, any time day or night.

Poetry and Photography Contests

Both amateurs and professionals of all ages are invited to submit their images and words related to the aging process.

Poetry may be no longer than 50 lines per poem. Each poem should be neatly typed on a separate 8 1/2" x 11" page, suitable for display. The poet's name and address must appear on each page.

Photography may be black and white or color, 8" x 10" or 11" x 14", and should be mounted on white poster board.

Prizes of \$150, \$100 and \$75 will be awarded to the first-, second- and third-prize winners, respectively, in each category. The first-prize winning photo and poem will be published in the Conference Program. As many entries as possible will be displayed at the Annual Meeting. All entries remain the property of ASA and will be considered for publication in *Generations* and *The Aging Connection*, as well as possible publication in a book by Paper Mache Press.

An entry fee of \$5 will be charged for up to five (5) entries. Entries, accompanied by check (payable to ASA) should be sent to Conference Division, American Society on Aging, 833 Market Street, Suite 512, San Francisco, CA 94103.

Celebration of Creativity

We welcome submissions of works in all art forms by elders in the San Francisco Bay Area for display. Please send a one-page description and, if possible, snapshots of the work to be considered. Please limit your entry to five examples.

Send all entries to Jim Peppard, Chair, Celebration of Creativity, Pleasure Endeavors Projects, 375 Laguna Honda Blvd., Room 323, San Francisco, CA 94116.

Scholarships

ASA's Corporate Scholarship Fund provides a limited number of full and partial scholarships for the Annual Meeting and pre-conference Special Programs and Intensives. Scholarships will be awarded to professionals serving low-income, rural and minority elders, on the basis of need. For information, contact ASA, 833 Market Street, Suite 512, San Francisco, CA 94103; or call (415) 543-2617.

Students are invited to serve as session monitors in lieu of registration. Write to the Conference Division at the above address for an application form.

ASA wishes to acknowledge Metropolitan Life Foundation, Bank-America Foundation and G. D. Searle & Co. for their support of the Corporate Scholarship Fund.

Accommodations

All ASA hotels are within one city block in the heart of San Francisco near Union Square. Headquarters for the Annual Meeting is the San Francisco Hilton. The Hilton has a heated outdoor pool, health club and spa.

Hotel Nikko, across the street from the Hilton, is headquarters for the Special Program on Religion and the Special Program on Disabilities and Rehabilitation. The Nikko blends hi-tech and contemporary Japanese style and offers a glass-enclosed pool, a health club, sauna and Japanese massage.

For moderate accommodations the Handlery is an excellent value. If these hotels do not fit your budget, call ASA's agent, the Convention Service Center, at the number below for budget accommodations.

The rates below are good for an extended stay in San Francisco before or after the conference. Rates are subject to 11% city tax. For rates for three and four persons in a room, please call the Convention Service Center at the number below.

Rates	Single	Double
Hilton	\$92 - \$102	\$120 - \$140
Nikko	\$115 - \$125	\$135 - \$145
Handlery	\$75	\$75

For all ASA hotel reservations, call the Convention Service Center at 800-525-6338 or 303-831-6338 (9 P.M. to 5 P.M. MT), or fax your reservations request to the Service Center at 303-894-0448. Please remember when making reservations that lower price rooms in the headquarters hotel will sell out first.

Airfares

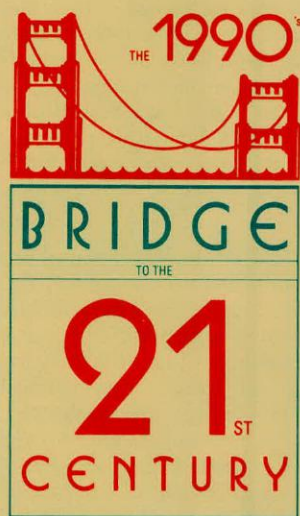
United Airlines is offering discounted airfares to ASA attendees, 5% off any United published fare (including already discounted special fares), good for travel between March 29 and April 11 for you and your ASA guest. If you do not qualify for the restricted fares (for example, if you are not staying over a Saturday night or do not wish to risk a change penalty on a restricted fare), United offers attendees a 40% discount from the unrestricted coach fare. Special fares are also available for Canadian attendees.

For reservations, call United's Convention Desk at 800-521-4041 and mention ASA code 446BR.

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PRELIMINARY ANNOUNCEMENT

AMERICAN SOCIETY ON AGING • 36TH ANNUAL MEETING • APRIL 5-8, 1990 • SAN FRANCISCO

San Francisco Examiner

S.F. cafes offer electronic chitchat

keyboard of the terminal at La Boheme, coffeehouse regulars eyed him curiously over the tops of their copies of the New York Times and Le Monde.

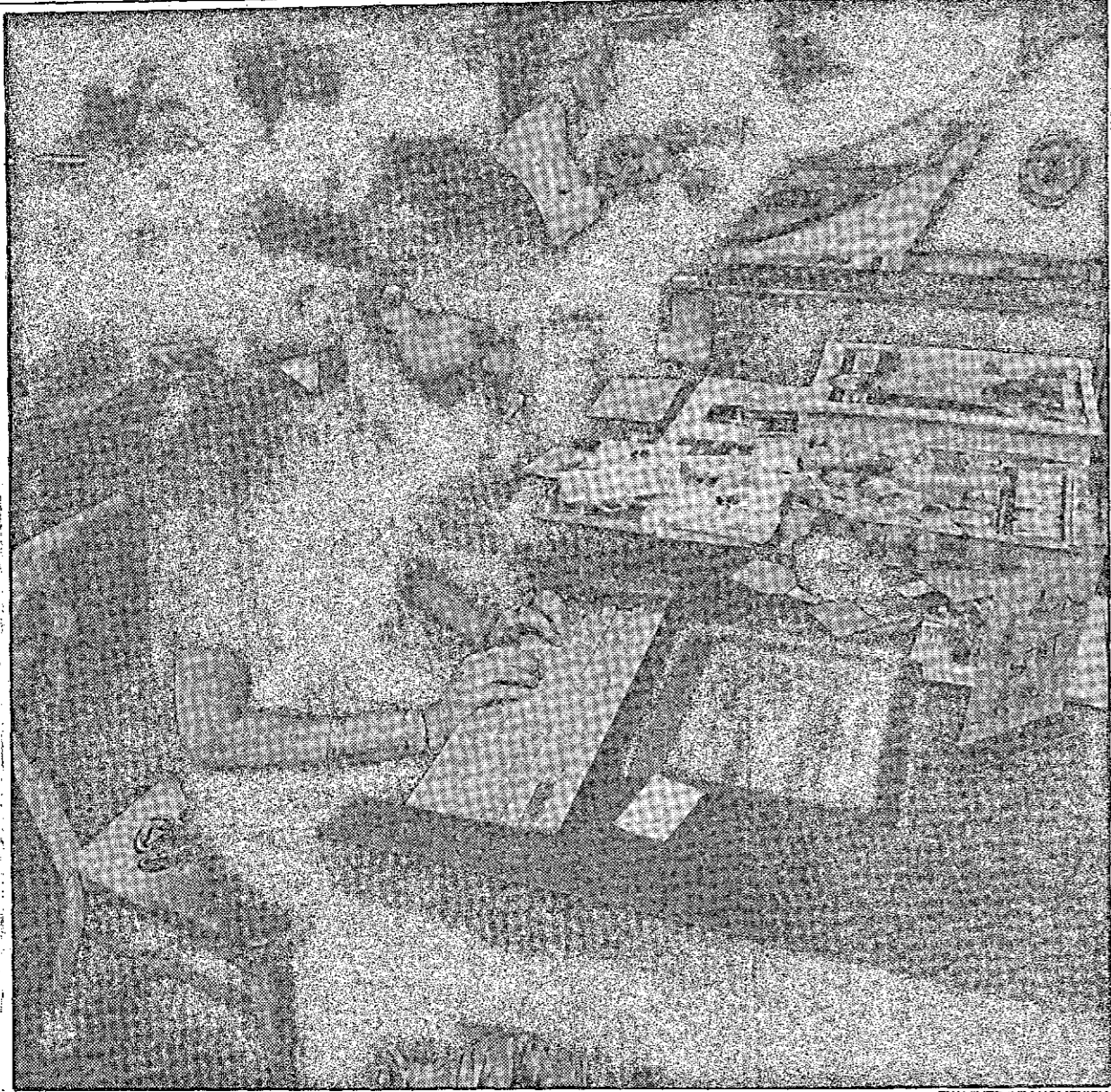
The terminals are built into what look like ordinary cafe tables, with plastic covers to shield keyboards from the inevitable cappuccino spills. Cafe customers buy \$1 tickets at the counter, good for 20 minutes of computer time.

Computer networks and electronic "bulletin boards" are nothing new, but they traditionally attract what has been called — perhaps a bit unkindly — the shirt-pocket protector set.

Gregori, a computer consultant and real estate broker, has logged many hours in the cafes of Paris. He hit on the idea of combining the rich conversational tradition of coffeehouses with the modern technology of computers.

Coffeehouse denizens can link with counterparts across town in electronic bull sessions about politics, the environment, books and poetry, sports, movies, travel and other topics.

SF Net also enables them to buy and sell used compact discs and look for a soul mate through a computerized "Love Connection" feature.



Joan Turner chats by computer to friends around town at Brain Wash, a Folsom Street coffeehouse.

Hooked on the network

"You can vent your political spleen or have a meeting of the mind," said B. Stuart, a 29-year-old actor who works part time at La Boheme and has gotten hooked on the network.

He said users of the network range from a white-haired man in his mid-60s to an 8-year-old who signs on under the moniker "Batman Dude."

"You're not biased about what the people at the other end look like," Stuart said. "You're getting into their hearts and minds. They might look like Joe Moron and be able to quote Kierkegaard."

The electronic conversation isn't limited to coffeehouse regulars. Home-computer owners can fix themselves a cup of Folgers Instant and join the discussion through their phone modems.

In fact, a substantial portion of the 300 to 400 people who comprise this new electronic cafe society are doing so from home, according to Gregori. Home users can subscribe for \$5 a month.

They include Don Coco, who loves the intellectual give-and-take of coffeehouses but can't get out as often as he likes, because he has been blind since birth. He logs on from home, using a computer with a Braille keyboard and a speech synthesizer.

More terminals coming

"A handicapped person like me can sit here in front of a computer screen and talk back and forth with so many different people," Coco said. "I think it's marvelous."

Five San Francisco coffeehouses house SF Net terminals, and Gregori plans to install more soon in Berkeley, San Francisco and the Peninsula.

COMPUTER CAFES WITH SF NET. Currently installed: Cafe La Boheme, Brain Wash, Horse Shoe Coffee House, Ground Zero, South Beach Billiards. Coming on-line soon: Cafe Milano, Espresso Roma, The Musical Offering, The Coffee Bistro, Central Park, The Coffee Club.

gori plans to install more soon in Berkeley, San Francisco and the Peninsula.

He's already looking into the possibility of linking Bay Area coffeehouses with those in Seattle.

He notes that "people used to say the same thing to Alexander Graham Bell."

Black Scouts barred from S.C. water park

GRANTEVILLE, S.C. — Two black Cub Scouts were denied admission to a water park Saturday because of their race, said their troop leader, who got a "rude lesson in reality."

Frank Williamson, manager of the park about 50 miles southwest of Columbia, said the lake was private, even though most people can get in simply by paying \$3.50 each.

Williamson said purchase of a ticket equals membership and that he reserved the right to deny membership. "Everyone knows Richardson's Lake is a private club," Williamson said.

'Discrepancies' in Tribune deal

dering the foundation to sell its \$670 million worth of Gannett stock, claiming it had dropped a poor investment. Later he dropped the Gannett name from the foundation.

Several sources suggested that the threatened closure of Oakland's only daily also might have been choreographed to give the Tribune more leverage over its creditors, who must accept discounts on \$6 million in unpaid debts if Neuharth's bailout plan is to work.

"This was not a spontaneous event," an industry source said of the bailout. "Maynard was like (former U.S. Sen.) Joe McCarthy: You call a press conference to say you're going to have a press conference (so) you get the maximum publicity."

"And who do you pick on? The evil people at Gannett, whom Al is feeding with."

"Neuharth is a master strategist and PR person," another source said. "He's been through dozens of tough negotiations involving millions. Al does not lie awake tossing and turning because he told a lie — it's all in the game."

Maynard and Neuharth were not available for comment for this story, but both men gave accounts of the bailout in Thursday's edi-

tions of the Tribune. Other interviews reveal the following discrepancies in those accounts:

"Eleventh-hour deal": The Tribune's crisis began Aug. 8, when Maynard distributed a letter saying he was being forced out of business because Gannett was refusing to sell the \$31.5 million IOU to an unnamed investor for \$2.5 million.

"Gannett in 1983 gave life to a dream," Maynard wrote in a reference to the no-money-down purchase that had been arranged for him by Neuharth, then Gannett's chairman, "and Gannett in 1991 chose to kill the same dream."

According to the Tribune's account, Neuharth read news stories about the Tribune's plight on Aug. 9 and told Freedom Fund executive John Quinn to call Maynard.

"John asked us, 'Can we be of assistance?' ... And I said, 'Let us have five million bucks,'" the Tribune quoted Maynard as saying.

"He said, 'When do you need it?' I said, 'By Wednesday.'" The deal was finally struck only hours before a press conference Wednesday morning, the paper quoted Maynard as saying.

But retired Army Maj. Gen. Harry W. Brooks Jr., a Freedom Forum director, said that helping the Tribune was formally proposed by Neuharth on July 26, two weeks before Maynard said the first contact was made.

count of the Tribune's financial plight and its efforts to restructure its debt to Gannett.

"We've known for a long time that Bob was in trouble," Brooks said. He said the foundation's lawyers then subjected the bailout plan to intense scrutiny to ensure that it would not lose its tax-exempt status by investing in a for-profit business.

Brooks said he could not reconcile his chronology with the "11th-hour" story presented by Maynard and Neuharth but called it "just a difference of emphasis."

"The anonymous investor": In his Aug. 8 statement, Maynard said that in June, he had found an unnamed investor who was willing to buy the Gannett IOU for \$2.5 million. In the letter, he accused Gannett of sabotaging the deal by demanding to know the investor's identity "to try to jack up the offer."

In the Tribune account, Maynard was quoted as saying the anonymous investor then withdrew from the deal. Maynard's wife, Deputy Publisher Nancy Hicks Maynard, said the identity of the investor would not be disclosed.

But Tribune spokeswoman Carotta Campbell said Friday that the Freedom Forum was indeed the anonymous investor.

"It was kept secret as part of the Maynard's negotiating stance with Gannett," she said.

Corrections and clarifications

It is The Examiner's policy to correct errors. Readers are urged to call mistakes to our attention by writing to us at P.O. Box 7260, San Francisco 94120.



In a story in The Examiner Sunday, Aug. 4, on sexual abuse among psychotherapists, an accompanying photograph misidentified Dr. Gary C. Aden. Aden is correctly pictured in the above photograph. The Examiner regrets the error.

NEWS SUMMARY

NEWS Wall Street scandal: The era of greed in the '80s continues into the '90s. [A-1] Tribune bailout: Interviews reveal discrepancies in the story of the Oakland Tribune bailout. [A-1] Abortion protests: Abortion advocates outnumber protesters at clinic vigils throughout Bay Area. [A-1] 'Adam' search: Confident they've found the "mother" of humanity, some scientists are now looking for its "father." [A-2] Gay rights: The Legislature is expected to approve a bill affording gays and lesbians anti-discrimination protection. [B-1] The diaper debate: Environmentally sensitive parents turning from disposable diapers to cloth. [B-1]

SPORTS The Giants: Scott Scudder, just off the disabled list, pitches five strong innings as the Reds blank San Francisco for the second straight game, 7-0. [D-1] The A's: Brian Harper knocks in four runs as first-place Minnesota rallies from a 4-1 deficit to beat Oakland, 12-4, handing the A's their sixth straight loss. [D-1] Ray Ratto: Early exit for John Burkett, in more than one way. [D-1] Art Spander: Gaylord Perry's slick road to the Hall of Fame. [D-1]

BUSINESS Bullish banker: The planned merger of BankAmerica Corp. and Security Pacific Corp. will play a positive role in the reshaping of the nation's banking industry, BofA's chairman says. [E-1] OAKLAND — It was portrayed as the spontaneous and 11th-hour rescue of a newspaper on the very brink of financial doom. But weeks before his dramatic appearance Wednesday in the Oakland Tribune's newsroom, media tycoon Allen H. Neuharth proposed using the charitable Freedom Forum's funds to bail the troubled daily out of its latest crisis, according to a foundation director.

IDEAS Rob Morse: Someone should offer government officials a guide to painless political suicide. [A-3] Bill Mandel: Longtime Coke drinker becomes a convert to Pepsi. [A-2]

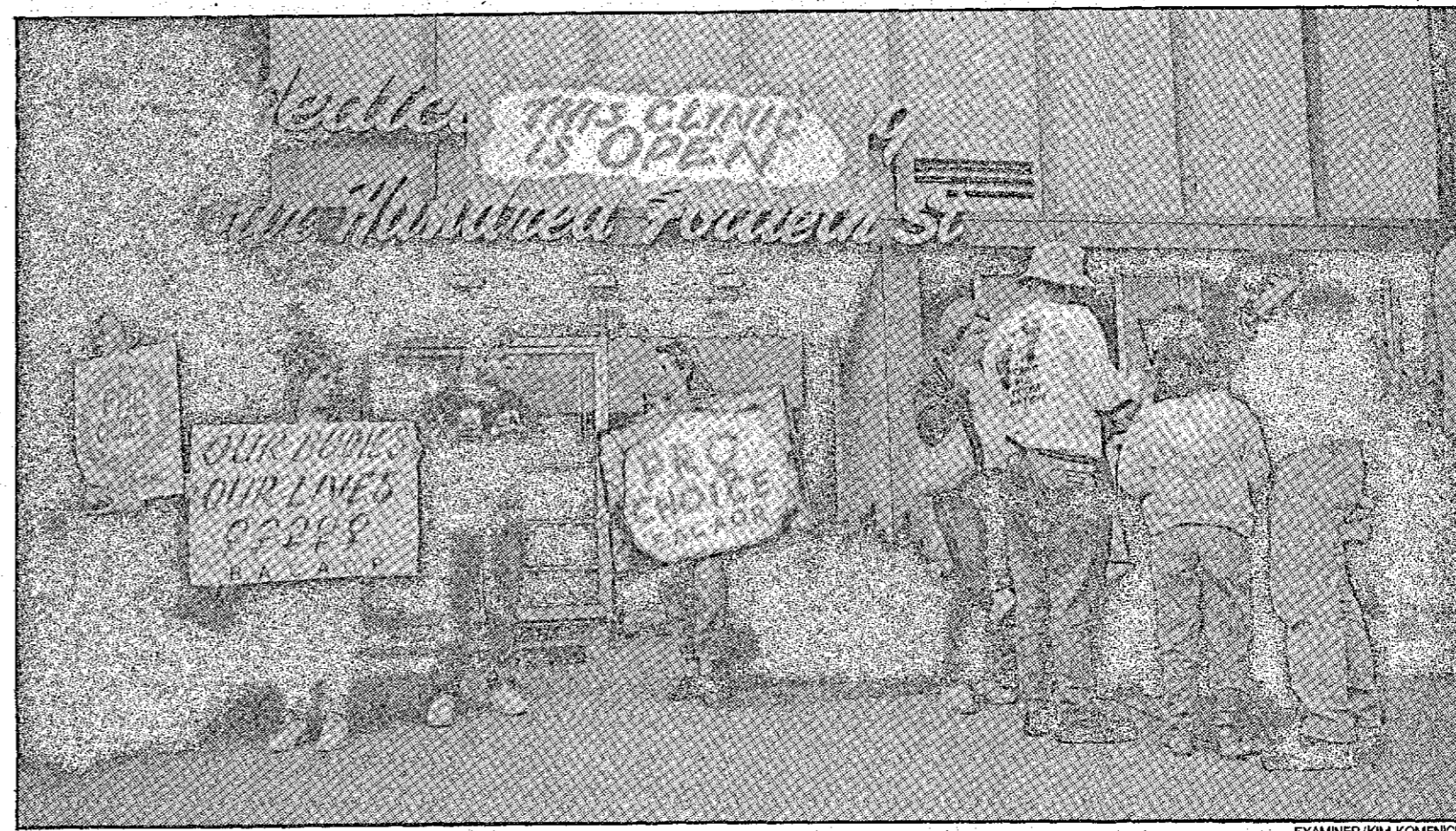
WEATHER Local: Early afternoon clearing Sunday and Monday. Highs mid-60s to the 80s. Coastal clouds at night. Lows in the 50s. [B-2] National: Thunderstorms from Maine to Kentucky and portions of the Southern states. Clear skies for the upper Midwest. [B-2]

LOTTO 6/53 Saturday's numbers: 3 11 12 28 45 47 Bonus number: 43. LITTLE LOTTO Friday's numbers: 10 20 22 26 33 34. DECCO Saturday's cards: 4 6 6 6 6 6 6 6

IMAGE It's a small world Thoughts on fathers and sons, what's new with sex and the single parent, fashions for grown — our annual special issue for kids (and grown-ups)

'teensomething' Exclusive interview with the teen heartthrobs of "Beverly Hills, 90210" [C-1] A day at the ballpark Go behind the scenes at the Oakland Coliseum [D-1]

VIEWS CLASH AT PREGNANCY CLINIC



About eight abortion opponents and 20 abortion advocates promote opposing views outside the Oakland Pregnancy Consultation Center Saturday.

'Discrepancies' in Tribune deal

sources revealed several discrepancies in the story of the Tribune bailout as told last week by Neuharth, the retired chairman of the Gannett newspaper chain, and by Tribune Publisher Robert C. Maynard. The discrepancies involve when the deal between Maynard and Neuharth was first discussed and whether another mystery investor ever existed. They also involve whether Gannett, which had sold the Tribune to Maynard for no money down in 1983, actually precipitated the crisis by refusing to refinance a \$31.5 million IOU it held on the newspaper.

Interviews with the director and with other newspaper industry sources revealed several discrepancies in the story of the Tribune bailout as told last week by Neuharth, the retired chairman of the Gannett newspaper chain, and by Tribune Publisher Robert C. Maynard.

Few rally to protest abortions

OAKLAND — What had been pitched as a massive nationwide assemblage of praying anti-abortion demonstrators was largely a bust in the Bay Area Saturday, but handfuls of Bible-toting demonstrators still forecast a groundswell. "It's a lot harder to be quiet and pray than it is to hold signs and yell," said Steve Butler, who clutched a Bible among a small group of abortion opponents outside the Oakland Pregnancy Consultation Center. "But I think this is effective. I'll grow this week."

Butler has been arrested for militant protest at the Oakland clinic before. But there were no reports of trouble Saturday, the first day of a weeklong anti-abortion campaign called "Turn the Hearts California."

Drug traffic in Venezuela links Mafia, social elite

CARACAS, Venezuela — When Ronald Miguel Morett and four other Venezuelans were detained in Canada in April carrying 39 kilos of pure cocaine, the high society of Caracas was shaken up. The 23-year-old Morett and his friends came from influential families. They were spoiled rich kids who were well known in the partying circles of Caracas nightclubs.

High-tech small talk offered at S.F. cafes

around San Francisco, linked by a first-of-its-kind computer network that may one day connect them also to the cafes of Paris and Vienna. From Cafe La Boheme in the Mission District to Ground Zero in the Haight, the spirit of Kerouac is meeting the spirit of Wozniak. But there's one big twist: These latter-day William Saryons aren't in the same cafe. They're sipping espresso in coffeehouses scattered

Pro-choice turnout overshadows vigils

Anti-abortion demonstrators were outnumbered as much as 4-to-1 by pro-choice advocates at clinics in the San Francisco and San Jose areas. Butler was arrested for militant protest at the Oakland clinic before. But there were no reports of trouble Saturday, the first day of a weeklong anti-abortion campaign called "Turn the Hearts California."

Abuses increase with the rise of telemarketing; high court ruling impedes regulators

Chicago Tribune — You pay \$35 for \$5 worth of trash bags to help "wheelchair veterans." Of that, about \$10 goes to an organization that offers free weeklong vacations to wheelchair vets at a little, fenced-in motel-like complex in a seedy section of North Las Vegas. The rest goes to expenses and fund-raisers. You spend \$24 for a "family ticket" to a show by a second-run nightclub act to benefit local firefighters and their charities. About \$6 goes to the firefighter group; they won't tell you how much they make or where it's spent, but it's enough to help buy a snazzy, revenue-producing office building in Novato.

Scams grow as charity fund-raisers on upswing

Chicago Tribune — You pay \$35 for \$5 worth of trash bags to help "wheelchair veterans." Of that, about \$10 goes to an organization that offers free weeklong vacations to wheelchair vets at a little, fenced-in motel-like complex in a seedy section of North Las Vegas. The rest goes to expenses and fund-raisers. You spend \$24 for a "family ticket" to a show by a second-run nightclub act to benefit local firefighters and their charities. About \$6 goes to the firefighter group; they won't tell you how much they make or where it's spent, but it's enough to help buy a snazzy, revenue-producing office building in Novato.

On Wall Street, the greed goes on

Chicago Tribune — It appears that the greed decade didn't end with the humbling of Drexel Burnham Lambert and the jailing of junk-bond king Michael Milken. On Friday, Wall Street learned that the Spirit of the '80s lurched on into the '90s. Salomon Brothers, which survived a rocky patch to become the premier bond firm in the nation, revealed that it, too, was mired in scandal. Its two top officers announced they were quitting for failing to act against the firm's illegal bond-purchase activities.

Beyond the forced unemployment of two multimillionaires, this latest scandal sends a shudder up and down Wall Street because of what it says about how the powerful act in their own world. The message to the "little guy," who is trying to take his company public or buy a couple of bonds so he can retire someday, is that the priority for some on Wall Street is: Me first.

Salomon and Drexel had spent much of the 1980s duking it out. Drexel, with Milken, had a lock on the junk-bond market. Salomon, under the leadership of that quintessential bond trader, John Gutfreund, owned the mortgage-backed bond market and was the acknowledged king of the Treasuries. But, it turns out, being so powerful can apparently breed a dangerous arrogance. In Salomon's case, maybe its executives should have paid more attention to what was going on in the clubby confines of their firm's No. 1 business: the \$2.2 trillion market in U.S. Treasury securities, which helped propel the firm to \$451 million in profit last year. [See SALOMON, A-13]

Nastiest boardroom brawl in S.F.

The battle between Transcisco Industries Inc. and PLM International Inc., corporate siblings who've been fighting since the day they were born, began as an investor's delight but has degenerated into the nastiest brawl in the Financial District. [E-1]

Scientists hunt for the 'father' of humanity

Quest may prove more difficult than discovery of 'Eve'

By Key Davidson
EXAMINER SCIENCE WRITER

Confident they've found the "mother" of humanity, some scientists are now looking for its "father."

But the quest for humanity's father — dubbed "Adam" — may be much tougher than, and at least as controversial as, the purported discovery of "Eve" in 1987.

And the quest will be all the tougher because of the death of Eve's champion — biochemist Allan Wilson of UC-Berkeley.

Whoever Adam was, he almost certainly wasn't Eve's sexual partner, the scientists caution. Rather, Adam may have lived thousands of years before or after Eve. But he's interesting because his genetic material, like Eve's, exist in every human on Earth.

In 1987, Wilson and his colleagues concluded that all humans have a common ancestor: an African female who lived perhaps 200,000 years ago.

She was christened "Eve," after the biblical Eve, and became the subject of headlines and talk shows. According to Wilson, her descendants supposedly swept over Earth in a mass migration, totally replacing other branches of the pre-human tree.

What did Eve look like? A 1988 Newsweek offered a contradictory answer, portraying Eve on its cover as a slender Donna Summer type while suggesting, inside, that she "was as muscular as Martina Navratilova, maybe stronger."

On July 21, Wilson, who was 56, died while undergoing treatment for leukemia at a Seattle medical

institute. But the debate he started still rages through the halls of academia.

Some scientists called Wilson's find a revolution in the study of human origins. Others insisted it was contradicted by fossil evidence.

Wilson found evidence of Eve's genes in the human mitochondrial DNA, the energy-generating part of the cell. The mitochondrial genes are transmitted only by women, so they can be used to trace human lineage through the female line.

In turn, Adam might be traced by examining genes related to men — the Y chromosome.

To be specific, researchers will analyze Y chromosomes from around the world to see how they've "mutated" over time. Assuming random mutations occur at a regular rate (rather than in fits and starts), the genes can serve as a "molecular clock" to date the age of a person's earliest genetic ancestor. The greater the number of mutations, the "older" the genes.

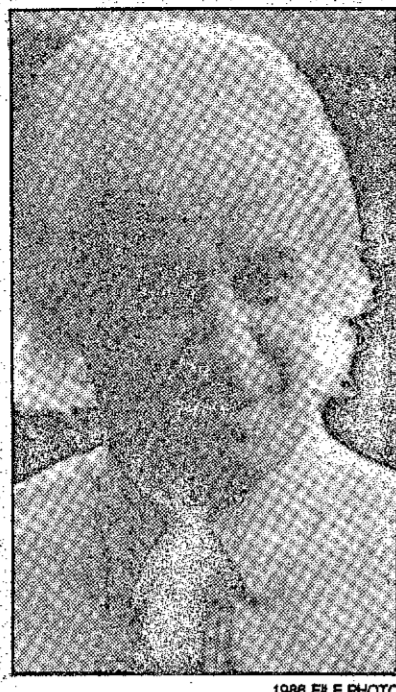
In this way, a French scientist claimed last year to have found Adam. Gerard Lucotte of the College de France said Adam was a pygmy who lived 200,000 years ago.

But many experts disagree. Michael Hammer at the University of Arizona calls the Frenchman's announcement "premature. There are too many assumptions that have gone into his conclusions."

Indeed, some experts reject the whole Eve hypothesis.

The Eve theory "is a non-story," says one of the nation's leading geneticists, Kenneth K. Kidd of Yale School of Medicine. The reason is that Eve contributed only to the genes in human mitochondria, not to myriad other genes in our bodies.

The Eve theory is contradicted by fossil evidence of human migrations, argues Milford Wolpoff of



The late UC-Berkeley biochemist Allan Wilson and colleagues claimed the discovery of "Eve."

the University of Michigan.

Also, recent genetics research may have undermined Wilson. Scientists analyzing the human "apolipoprotein" gene in a Japanese patient have found a mutation that is from 500,000 to 2 million years old, says James Spuhler of Los Alamos National Laboratory in New Mexico. That contradicts the claim that human history can be traced back to an African Eve 200,000 years ago.

Wilson was "great for making data (but) he's sometimes very screwy in interpreting the data," Spuhler charged.

Still, Wilson's work is supported by distinguished noted geneticists such as Luigi Luca Cavalli-Sforza of Stanford. He has studied hundreds of nuclear genes — DNA from the cell nucleus, rather than the mitochondrion — and found they reinforce the Eve hypothesis.

However, Eve's original age of 200,000 years now looks closer to 100,000, Cavalli-Sforza said.

Hammer says the Eve debate could end "in the middle," with both sides being partly right and partly wrong.

Looking back on Wilson's life, Kidd says "a lot of his ideas and the kinds of publicity he generated were stimulating, thought-provoking — also controversial, and in many cases wrong or oversold. But his great contribution was his creativity, his ability to make people think in new ways."

UFO 'close encounters' of the silly kind

Were aliens trying to silence witness?

By Alex Renton
LONDON INDEPENDENT

LONDON — Kathryn Howard, an American singer with shimmering blond hair, was just about to tell her abduction experience (Sweden, April 1968, went to the moon in spaceship of highrise proportions, listened to rhythm of universe) when something happened.

A cigar-shaped object, no more than 6 inches long and with a bulbous tip, shot across the stage in front of her, going at least 10 mph. It crashed to the floor, skidding, shattering and making a startling noise.

"Oooh!" went the audience. "Wow!"

Were aliens intervening to stop Howard revealing all?

When it emerged that a photographer had merely tripped over a cord, wrenching a microphone from its stand, the whispers of explanation were laden with disappointment.

Few people at the Sixth International Congress on UFOs might have been expected to show relief that Howard was not going to be re-abducted before their eyes, but a lot felt cheated. And that explains some of the current problems of "Ufology."

Not looking for reasons

"If I resolve a case, I've succeeded," said veteran researcher Jenny Randles. "But too many Ufologists don't want to explain things. That's not what they're here for."

Randles said that tampering with evidence that might provide a rational explanation is not unknown. "There are people within

the Ufology community who hold very firmly to beliefs about extraterrestrial intelligence. And there are no lengths they will not go to stop those who challenge them."

The central question — can Ufology become a serious scientific discipline when there are so many nuts around? — was well illustrated at Mike Alexander's stall outside the conference.

Dense, desktop-published casebooks and investigations complete for customers with Airfix flying-saucer kits, rubber dolls in the image of Steven Spielberg's star ET, a display from the comedy movie "Spaced Invaders" ("Now there's living proof there is no intelligent life in space") and a sticker saying "UFOs are real — ask the Government."

Alexander ("skeptical with an open mind") isn't worried about mixing science with Hollywood. "A lot of people take all this too seriously," he said.

Like in the movies

Just as sanguine was his fellow Independent UFO Network member Terry Jones, who sported a Gary Numan tattoo and a flying suit with "US Colonial Marines" badges attached — "Like in the movie 'Aliens.'"

Is he, perhaps, an abductee? "I don't think I am. I don't believe I am, not as far as I know. But I've got an intense interest in the subject."

Randles relies on the report of the Defense Ministry and Jodrell Bank to help her investigate dozens of reports of "anomalous phenomena" (90 percent of which are quickly explained) every year. "It's a waste of time to be seen as a bunch of amateurs wandering around looking for aliens on hill-tops," she complained.

"In the end it always comes down to money: to fund serious research, you've got to pander to an extent to the community."

NEWS SHOWS

Here is the guest lineup for Sunday's interview and news-feature programs:

NBC's "Sunday Today" Delta Airlines CEO Ronald Allen; arms-control inspectors in the Soviet Union; walking sticks; author Don Sanders, 9 a.m. **CBS' "News Sunday Morning"** Possible Democratic presidential candidates for 1992; efforts to preserve Walden Pond and Walden Woods; Vermont Mozart Festival, 7 a.m. **ABC's "Meet the Press"** Jesse Jackson, (CC) 7:30 a.m. **CNN's "Newsmaker Sunday"** Former FBI criminologist Robert Reaser; Dr. Jonathan Pincus of Georgetown University School of Medicine; Jack Levin, co-author "Mass Murder — America's Growing Menace," on serial killers, 7:30 a.m. (repeated 2:30 p.m.) **ABC's "Nightline"** Jesse Jackson, (CC) 7:30 a.m. **KRON's "California This Week"** Assembly Speaker Willie Brown, D-S.F., and Assemblyman Bill Jones, R-Fresno, on transportation; UC-Berkeley Chancellor Chang-Lin Tien, 8:30 a.m. **ABC's "Face the Nation"** Randall Terry, founder of Operation Rescue, and Katie Michelman, executive director, National Abortion Rights Action League, on abortion; Democratic pollster Harrison Hickman and National Republican Congressional Committee Co-Chairman Spencer Abraham, 9 a.m. **ABC's "This Week with David Brinkley"** Gov. Bill Clinton of Arkansas and L. Douglas Wilder of Virginia; Democratic presidential candidate Paul Tsongas, 10:30 a.m. **KGO's "Sunday On Seven"** Nancy's inspection in the Bay Area schools; the movie "Backdraft," Noon. **PBS's "McLaughlin Group"** Hostages; BCCI; Quayle calls for fewer lawyers, 5:30 p.m. **CBS's "60 Minutes"** Botched mob hit makes targets of a widow and her son; convicted murderer says he only witnessed the crime; cancer patients in wilderness program, 7 p.m. **CBS's "48 Hours"** Botched mob hit makes targets of a widow and her son; convicted murderer says he only witnessed the crime; cancer patients in wilderness program, 7 p.m.

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WILLIAM RANDOLPH HEARST JR.

Horizon brightening for hostages, peace

AMERICA'S EMERGENCE as the world's mightiest military power, coupled with the diplomatic skill of President Bush and Secretary of State James Baker, has led to release of three Western hostages held in Syrian-protected, Iran-supported Islamic Jihad terrorist hideouts in Lebanon.

It has also led me to be cautiously optimistic that there will be a major breakthrough in the hostage crisis before the end of this year. Meanwhile, my hunch is that some of the 11 Western hostages still held in Lebanon and the 375 Arab prisoners held by Israel will be gradually released if the Jihad terrorists meet Israel's demand that it be informed of the fate of seven soldiers missing in Lebanon for years.

Palestinian sources claim three of the seven Israelis are alive and four are dead. Israeli Prime Minister Yitzhak Shamir wants all of the living Israeli servicemen and the bodies of the dead returned before it releases all of the Arab prisoners.

IN TALKS last Wednesday with Javier Perez de Cuellar and Israeli negotiator Uri Lubrani, Israel made clear it would not agree to the "goodwill" release of Sheikh Abdul Karim Obeid without information about the missing Israelis. Obeid, a spiritual leader of the Party of God, was captured by Israeli commandos two years ago in Lebanon. He reportedly confessed helping in the kidnapping and hanging of U.S. Marine Col. William Higgins, who had been serving with U.N. peace-keeping forces.

Although Perez de Cuellar said some progress had been made in the meeting with Lubrani, the U.N. chief said it would be "naive" to

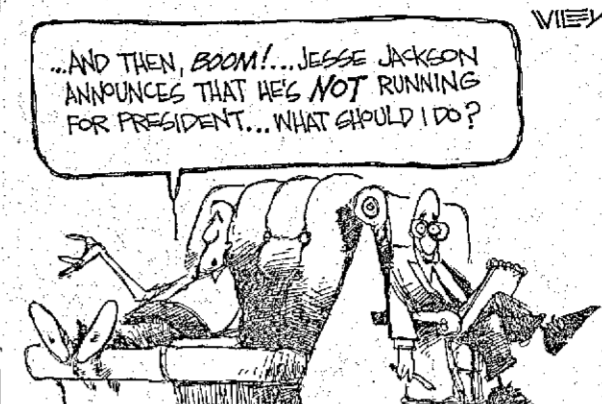
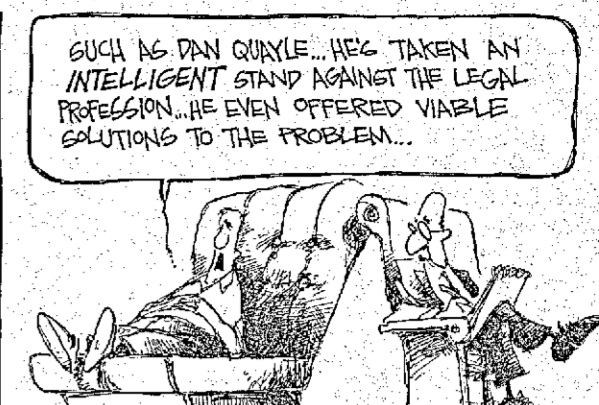
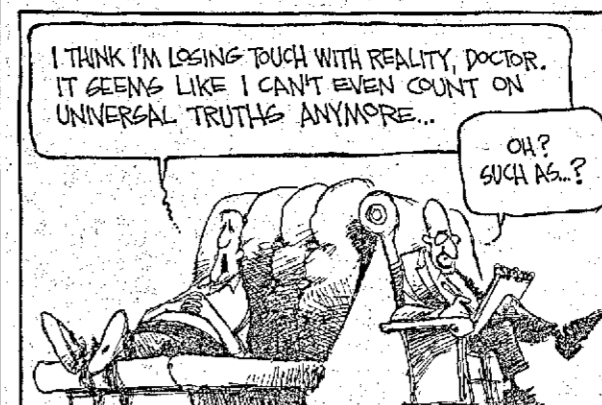
He had previously insisted the seven Israeli soldiers missing in Lebanon, or their bodies, must be returned before he would agree to release any prisoners. A few days ago, the Israeli government's position was that a limited number of Shiite prisoners would be released if it gets information on the fate of its missing soldiers.

Shamir originally refused to participate in a peace conference if Israeli withdrawal from the West Bank and other Israeli-occupied territory was on the agenda. Now Shamir has agreed to participate if he has veto power over who represents the Palestinians.

The prospects for an eventual settlement of the Arab-Israel conflict are, in my opinion, brighter than ever before.

William Randolph Hearst Jr. is a former Democratic congressman from New York.

WILEY'S VIEW



STEPHANIE SALTER

A fake tourist abroad in S.F. — warts and all

IT LOOKS just as the guidebooks say it does, this San Francisco. At once skyscraper-pointed and Mediterranean-ruined, it rises up into a wet, gray August sky and deserves a cosmic wolf whistle.

Scores of tourists have come here by ferry this day, past the stained ochre walls of San Quentin, across a calm Bay and into the heart of a place the guidebooks call "the most sophisticated city in the U.S."

One of them is a fake tourist. She has lived here since Gerry Ford was president but today she is pretending. The rest are the genuine item. Speaking German, French, Japanese and New Jersey, they are outfitted with expensive cameras, ingenious back and fanny packs and maps in many languages.

Most important, they are outfitted with a visitor's curiosity and forgiving myopia. It is all new to them, all eye-catching, head-turning, maybe even memorable. It is like this for the fake tourist, too — when she is in somebody else's city.

At an exchange rate, however, this \$2.20 boat ride is a bargain, 80 cents less than it costs to bring a car across the Bay by way of the legendary Golden Gate Bridge. Of course the \$3 bridge toll has not discouraged auto traffic or head-on

collisions, but... NO FAIR. Privileged information. Started again. Pretend. OK. This waterfront is interesting. Is that the freeway that was damaged in the earthquake? When was that? October 1989? Why's there so much left to tear down? Cheap shot. Start again.

The bus from the foot of Market Street costs 85 cents but the fake tourist cheats with her Muni Fast Pass, which just went up two bucks to \$30. She sits in an empty seat whose upholstery is ripped; it is one of many. But she reminds herself that a Fast Pass is good on San Francisco's legendary cable cars, which cost real tourists \$2.50 and much of their day because nobody tells them they can get on some place besides Powell and Market.

An insane woman boards the bus, carrying a plastic cleaner bag full of dark clothing. She chatters loudly to unseen companions about men, politicians, bitches and money. She is the first of four such souls, pursued by demons, whom the fake tourist will encounter in the next eight blocks.

At the United Nations Plaza, men with an excess supply of nothing but time and hostility sit in clumps around a fountain where real water still rushes and falls. The fake tourist walks over the gold latitude-and-longitude inlay in the sidewalk but notices that it is thick

with the same grime that covers all of Market Street, the grime of a city that has no more water to spare than it has money. Not fair. Start again.

In the parking area between the tents of the AIDS/ARC vigil and City Hall, three real tourists with French on their maps get out of a rental car and survey the neighborhood. A good place to leave the car? Until dark, the fake tourist thinks. If the trunk's empty.

Among the cropped plane trees around what used to be the Civic Center reflecting pond, a shabbily

People at every table read newspapers and nurse coffee. Angelo Badalamenti's sexy soundtrack from "Twin Peaks" musks up the air and, for a few minutes, the fake tourist has her forgiving myopia. Half an hour later, at Van Ness and Broadway, the fake tourist walks by the kind of motel she might stay at as a real tourist because the guidebook said it was "well-located but reasonable." A young man lies passed out in the blazing sun against the front of the motel's restaurant.

The fake tourist bends to see if the man's chest is rising and falling. She remembers a couple of years ago when a man lay in front of a San Francisco restaurant and died and nobody ever... NO fair. Start again. Never mind.

How? Because the economic expansion of the mid-1960s created a rising tide that lifted all boats. With each new dollar of GNP, there would be a chunk of change to finance Medicare and higher education and food stamps. Even inflation helped. The more dollars people earned, the higher their bracket, the bigger Uncle Sam's take.

No more. When Hubert Humphrey ran for president in 1968, he championed the "politics of joy." Americans could have it all, he said, guns to fight Vietnam as well as butter for the home front. It didn't sell.

In '72, George McGovern admitted the trade-off. To pay for more domestic spending, he promised to cut defense spending 25 percent.

In '76, Jimmy Carter became the first Democrat since FDR to campaign on a "balanced budget" promise. The difference was, he meant it. The problem was, he had no idea how to pull it off.

IN THE 1980s, Ronald Reagan added to the Democrats' dilemma. By cutting and "indexing" tax rates, then boosting Pentagon spending, he blew the federal deficit past the \$200 billion mark, putting the Big Chill on any Great Society-type social agenda. It sent the Democrats' condition from bad to worse. It spoiled Walter Mondale into endorsing higher taxes in 1984 and scared Michael Dukakis into campaigning on the Dickensian promise of "more IRS agents."

The effect of today's \$350 billion deficit is even more chilling. Arkansas' Bill Clinton talks tough, for example, about catching welfare cheats. Paul Tsongas promotes economic growth.

The rest of the '92 presidential prospects were last seen, calendars in hand, heading for the meat locker.

If the Democrats want to further profit by his example they might nominate Gen. Norman Schwarzkopf.

People say a different mayor would fix all of this. The fake tourist dearly wishes she could believe that but she doesn't — unless one of the candidates has learned how to part the Bay and turn six loaves of sourdough into 6,000.

NO FAIR. Start again. Out comes the sun and dries up all the rain and the smell of fresh, dark espresso seeps from a spirited Van Ness eatery called Spuntino. Inside, the fake tourist stands behind two real tourists who speak German and try to figure out if they must get their own food.

People at every table read newspapers and nurse coffee. Angelo Badalamenti's sexy soundtrack from "Twin Peaks" musks up the air and, for a few minutes, the fake tourist has her forgiving myopia.

Half an hour later, at Van Ness and Broadway, the fake tourist walks by the kind of motel she might stay at as a real tourist because the guidebook said it was "well-located but reasonable." A young man lies passed out in the blazing sun against the front of the motel's restaurant.

The fake tourist bends to see if the man's chest is rising and falling. She remembers a couple of years ago when a man lay in front of a San Francisco restaurant and died and nobody ever... NO fair. Start again. Never mind.

How? Because the economic expansion of the mid-1960s created a rising tide that lifted all boats. With each new dollar of GNP, there would be a chunk of change to finance Medicare and higher education and food stamps. Even inflation helped. The more dollars people earned, the higher their bracket, the bigger Uncle Sam's take.

No more. When Hubert Humphrey ran for president in 1968, he championed the "politics of joy." Americans could have it all, he said, guns to fight Vietnam as well as butter for the home front. It didn't sell.

In '72, George McGovern admitted the trade-off. To pay for more domestic spending, he promised to cut defense spending 25 percent.

In '76, Jimmy Carter became the first Democrat since FDR to campaign on a "balanced budget" promise. The difference was, he meant it. The problem was, he had no idea how to pull it off.

IN THE 1980s, Ronald Reagan added to the Democrats' dilemma. By cutting and "indexing" tax rates, then boosting Pentagon spending, he blew the federal deficit past the \$200 billion mark, putting the Big Chill on any Great Society-type social agenda. It sent the Democrats' condition from bad to worse. It spoiled Walter Mondale into endorsing higher taxes in 1984 and scared Michael Dukakis into campaigning on the Dickensian promise of "more IRS agents."

The effect of today's \$350 billion deficit is even more chilling. Arkansas' Bill Clinton talks tough, for example, about catching welfare cheats. Paul Tsongas promotes economic growth.

The rest of the '92 presidential prospects were last seen, calendars in hand, heading for the meat locker.

If the Democrats want to further profit by his example they might nominate Gen. Norman Schwarzkopf.

CHRIS MATTHEWS

Democrats head for the icebox

DEFEATED IN THE 1960 presidential election, defeated in California's 1962 race for governor, Richard Nixon confronted a politician's most dreaded disease: unelectability.

To keep his White House hopes alive, he moved to New York, became partner in a Wall Street law firm and waited out the liberal heat wave. Six years later, he re-emerged to win the presidency.

John Ehrlichman, the White House aide-turned-novelist, coined a phrase for his ex-boss's strategic retreat of the mid-1960s. He called it Nixon's "cryogenic storage." Like a person gripped by a fatal disease, the former vice president had decided to freeze himself until a cure could be found for the daunting popularity of the New Frontier.

A generation of Democratic presidential hopefuls are now taking the same desperate course. They have decided to enter the political deep freeze. They are super-cooling their ambitions, hoping to survived the Reagan-Bush years just as Nixon did the Kennedy-Johnson era.

New Jersey Sen. Bill Bradley, 48, will wait until his "internal clock" tells him to strike; Missouri's Dick Gephardt, 50, will fulfill his duties as House majority leader; West Virginia's Sen. Jay Rockefeller will suspend his ambitions until he is "ready" to be president.

What has driven each of these men — there may soon be others, such as Tennessee Sen. Al Gore — into hibernation is a malady that has reduced the odds of a Democrat winning the presidency to an incredible long shot. The symptoms of the disease are political and personal. The root cause is economic: a party that believes in active government can no longer afford it.

It was not always this way. In 1964, Lyndon Johnson could promise voters a wide array of progressive social legislation. He could promise better education, better health, a better life for everyone from the economic hotshot to the down-and-out.

How? Because the economic expansion of the mid-1960s created a rising tide that lifted all boats. With each new dollar of GNP, there would be a chunk of change to finance Medicare and higher education and food stamps. Even inflation helped. The more dollars people earned, the higher their bracket, the bigger Uncle Sam's take.

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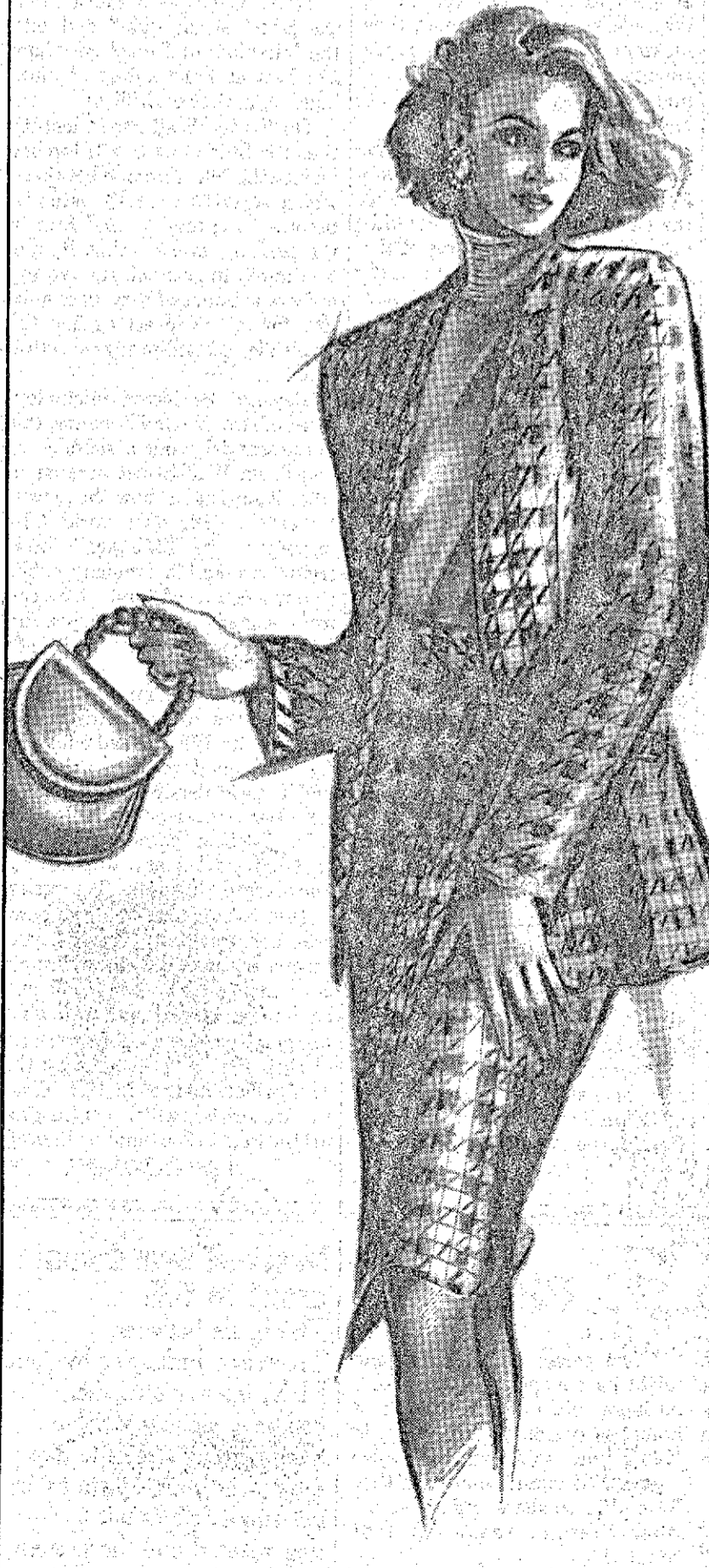
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Business is looking better—thanks to Evan-Picone's exciting new career fashions for fall.

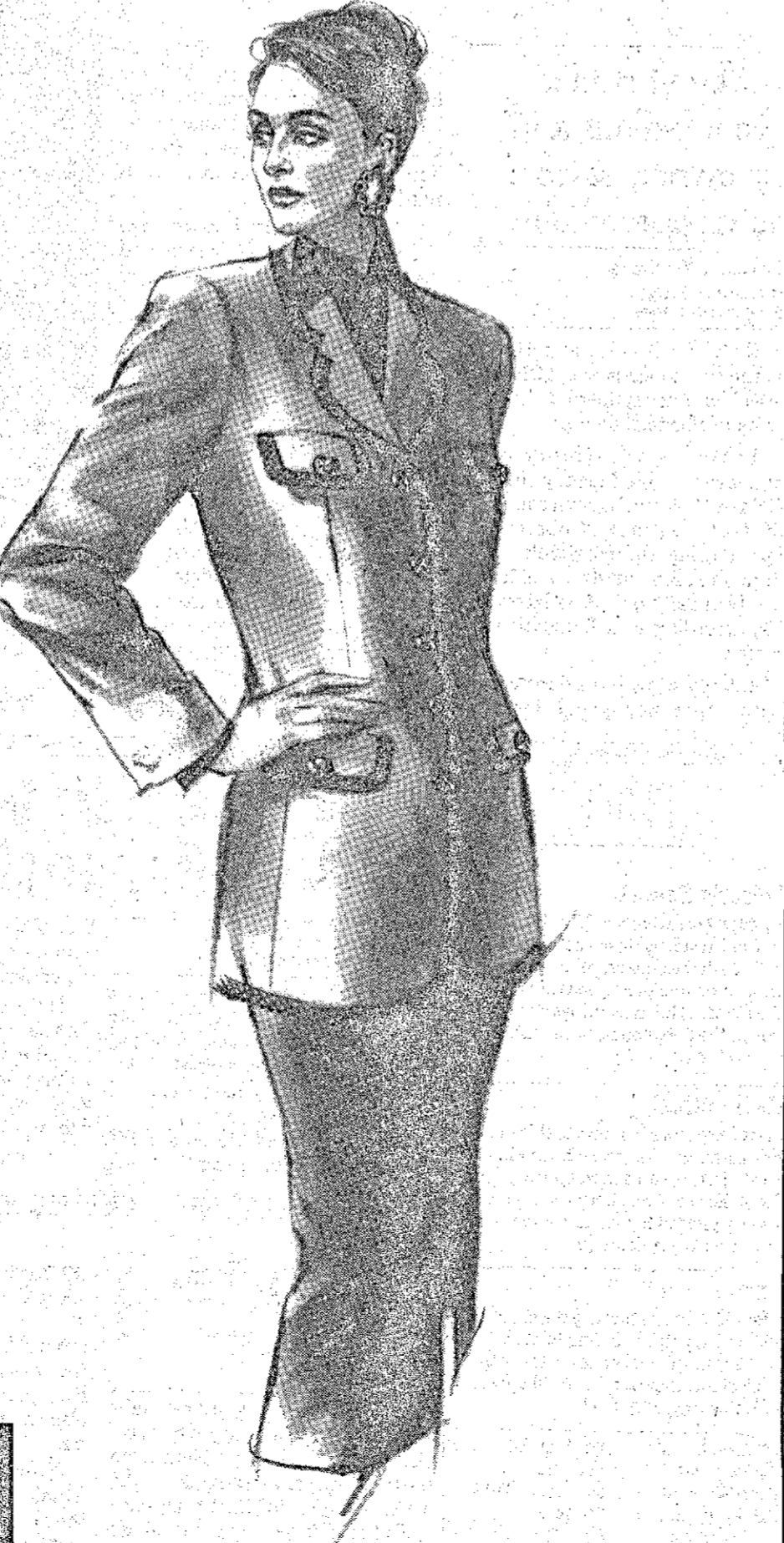
Our versatile fall coordinates from Evan-Picone will make looking your best on the job an easy proposition. So why not visit us at Nordstrom today, and put some of their fabulous designs to work for you?

- At left, houndstooth blazer in black/winter white wool; 198.00. Matching wrap skirt, fully lined; 98.00. Mock turtleneck sweater in winter white acrylic/wool; 64.00. At right, jacket with black braided trim, in bright yellow worsted wool crepe; 220.00. Wing-collar blouse in black polyester jacquard; 78.00. Slim skirt with matching covered belt, fully lined, in black worsted wool crepe; 102.00. All by Evan-Picone, sizes 4-16.

In Town Square.



The Village at Corte Madera, Stoneridge Galleria, San Francisco Shopping Centre, Broadway Plaza in Walnut Creek, Stoneridge Mall in Pleasanton, Hilldale Shopping Center, Stanford Shopping Center, Valley Fair, Oakridge Mall and Arden Fair in Sacramento. To order, call 1-800-695-8000.



Iran and Syria knew they could no longer count on the Soviets risking war

expect any imminent break in the deadlock. Nevertheless, he indicated confidence that the Western hostages and the Arab prisoners will eventually be released, paving the way for a Middle East peace conference.

If the conference leads to a peace settlement in the Middle East, it will have been due to the U.S.-led victory in the war against Iraq's Saddam Hussein.

With Soviet arms no match for American weapons wielded by superb U.S. servicemen and women, and with the collapse of Soviet military power in Eastern Europe and unreliable troops in the disintegrating Soviet empire, Iran and Syria knew they could no longer count on the Soviets risking war with the United States to support Middle East tyrants.

SO THE Iranians and Syrians are currying favor with Uncle Sam. Carrot-and-stick tactics have been used by Bush and Baker to prod Iran and Syria, as well as Israel, to settle the hostage problem. It is no secret in Washington that the carrot included hints to Iran of improved relations with the United States that could lead to release of billions of dollars of Iranian assets held here. The payoff to Syria was to allow its tyrant, Hafez Assad, to put 40,000 Syrian troops in Lebanon, to massacre up to 700 disarmed Lebanese patriots and, in effect, to annex under an imposed "Treaty of Brotherhood" the little country that was until the 1970s the most civilized nation in the Middle East.

The stick used on Israel included Washington reports that the United States would cut back sharply on American aid and would not continue to guarantee, in effect, the Jewish nation's security. Israel's Shamir softened his hard-line stand in regard to both the hostage problem and participation in a Middle East peace conference.

William Randolph Hearst Jr. is editor in chief of The Hearst Newspapers.

OTIS PIKE

The rookie lawmaker who took on the president

WASHINGTON LONG TIME ago a member of the House of Representatives, who had voted against the actions of the president in going to war, made a speech in the House detailing the reasons he thought the president had been wrong. We'll name the congressman later.

This lawmaker had been an attorney and he alluded to that fact thus: "My way of living leads me to be about the courts of justice."

He wrote to his law partner about how nervous he was when he stood up in the House to make a speech: "As to speech making, by way of getting the hang of the House I made a little speech two or three days ago on a post office question of no general interest. I find speaking here and elsewhere about the same thing. I was about as badly scared, and no worse, as I am when I speak in court."

Scared or not, this freshman representative thought the president's actions in going to war were wrong and he went after the president with the precision of an attorney and the passion of an evangelist.

Otis Pike is a former Democratic congressman from New York.

list. He said the president "feels the blood of this war, like the blood of Abel, is crying to heaven against him. That originally having some strong motive — what, I will not now stop to give my opinion concerning — to involve the two countries in a war, and trusting to escape scrutiny by fixing the public gaze on military glory — that attractive rainbow that rises in showers of blood — that serpent's eye, that charms to destroy — he plunged into it.... How like the half-insane mumbling of a fever-dream is the whole war part of his late message!"

MIGHTY STRONG language for a freshman congressman to be using against a president during a popular war.

His precise objection to the war centered on the fact that both sides claimed the land that was being fought over and the president simply ignored the claims of the other side. He took every statement made by the president justifying the war and tried to demonstrate that they were false in fact. His law partner disagreed with him, as did many of his constituents.

It was a popular war but he wrote and reported about how the

president had unnecessarily started it. The president, of course, blamed the other side for starting it.

The congressman refused to duck the issue or backtrack. He asked his partner, "Would you have gone out of the House — sk

CLARENCE THOMAS ON THE ROAD TO THE SUPREME COURT

NOAH W. GRIFFIN

Opinions, statements become orphans

FOR soaring through his Senate Judiciary Committee confirmation hearings with his views undetected David Souter was labeled the stealth candidate, Clarence Thomas is the Kipling Candidate.

Among Rudyard Kipling's many works is the poem "If," which reads in part: "If you can bear to hear the words you've spoken twisted by knaves to make a trap for fools..."

Thomas in a week of testimony before the Senate Judiciary Committee certainly heard over and over the words he has spoken — his speeches, public utterances and even interviews from the Atlantic Monthly.

Thomas made orphans of them all. He abandoned and disowned them as members of the committee tried to make him eat the reheated words.

Thomas retreated on the issue of natural law. The amorphous concept of the Jeffersonian ideal of inalienable rights derived from the hand of God and not the pen of man was debated so extensively during the hearing that the Senate Caucus Room at times resembled a law school classroom. Critics have worried that Thomas would rely more upon natural law than man-made law in the form of the Constitution.

Thomas confounded them all by simply saying that natural law has no role to play in constitutional adjudication. He thus avoided the ap as to what he would do if natural law as he defined it were to come into conflict with the Constitution.

Thomas also set adrift his earlier raise of an anti-abortion article argued that the unborn fetus

enjoys basic rights under natural law and that abortion is therefore murder.

In 1987, Thomas termed this argument, by former Republican gubernatorial candidate Lewis Lehrman, "splendid." But last week, Thomas said he only scanned the article and labeled as "splendid" only less controversial parts of it.

The committee never pinned the judge down on his views on affirmative action. I suspect the panel sought to be as circumspect as Thomas is when it comes to putting themselves on record as supporting programs that have fallen into popular disfavor except among the disaffected groups who have suffered for lack of them.

THE COMMITTEE also failed to get a satisfactory answer about a case that suggests Thomas, as head of the Equal Employment Opportunity Commission, was willing to abridge his subordinates' First Amendment rights.

While head of the EEOC, Thomas was said to be peeved at Frank Quinn, head of the agency's San Francisco office. In a Newsweek interview, Quinn had criticized the EEOC and noted that the number of discrimination cases filed by the agency was fewer under Thomas than it had been before.

Thomas sought to reassign Quinn to Alabama for the last six months of his tenure. Quinn sued the agency in U.S. District Court, where a judge found the reassignment "capricious and arbitrary" and said the move violated Quinn's right to free speech.

Thomas explained the case away Monday, saying the transfer was in the works before the Newsweek article was published.

Griffin is an Examiner

RUSSELL W. GALLOWAY

Bush's list of court hopefuls no comfort to liberals

RESIDENT BUSH put Senate Democrats between the horns of a dilemma by nominating Clarence Thomas, a black conservative, to succeed Thurgood Marshall on the U.S. Supreme Court. Two issues need to be analyzed to solve the court conundrum: What happens if the Senate rejects Thomas, and what happens if it confirms him?

Before rejecting Thomas, Senate Democrats must consider who's in line behind him.

Pat McGuigan's notorious memorandum regarding his 1990 conversation with John Sununu revealed the following Bush administration short list: Judge Edith Jones, Judge Laurence Silberman and Solicitor General Kenneth Starr. All three are white conservative Republican stalwarts.

Edith Jones is a reactionary Fifth Circuit judge who would almost certainly join Chief Justice William Rehnquist and Justice Antonin Scalia on the far right, bringing the court's radical bloc within two votes of an absolute five-vote majority. Sununu said that Jones was runner-up for David Souter's seat, that Bush "really liked Edith" and that she "starts next time at the top of the stack." Thomas got the nod for Marshall's seat because he is black, but Jones remains at the top of the list.

Laurence Silberman is a "former Reagan administration official who is regarded as the most aggressively conservative member of the (D.C. Circuit)," according to Neil Lewis of the New York Times. Silberman was again in the final four for Marshall's seat.

Solicitor General Starr was another Reagan appointee to the D.C. Circuit's right wing, Judge Patricia Wald, who sat on the same bench,

Russell W. Galloway is a professor at the Santa Clara University School of Law.

says Starr "is definitely conservative. There's no closet liberal aspect to him."

If the Senate rejects Thomas, Democrats can expect a series of conservative white Republicans to follow. Rejecting Thomas may make matters worse, unless the Senate is ready to reject Jones, Silberman and Starr as well.

THOMAS MAY be conservative, but at least he is black and grew up in poverty. He knows what life is like for poor people. He understands discrimination and injustice. Justice Harry Blackmun has said Marshall was the one voice on the court who could tell the other justices how their decisions affect the poor. Thomas could at least fill this role: he could keep the court in touch with the real world.

Moreover, Thomas may not be as conservative as he looks. His "hero" is his grandfather Myers Anderson, a registered Democrat and NAACP activist. Thomas' 1979 conversion to the Republican Party may have been opportunistic. His anger is reportedly inclusive enough to reach Ed Meese and William Bradford Reynolds as well as liberals and civil rights activists. Perhaps, with life tenure, Thomas might "regress" to some of his grandfather's views.

To put the point sharply, Thomas may be much better for the court than Jones and Silberman.

On the other hand, what hap-

pens if the Senate confirms Thomas? The Rehnquist bloc would increase to seven: Rehnquist, Scalia, Souter, Thomas, Anthony Kennedy, Sandra O'Connor and Byron White. The court's "left" wing would be occupied by two moderate Republicans: Blackmun, one of Richard Nixon's law-and-order appointees, and John Stevens, a Ford appointee.

Moreover, if the 82-year-old Blackmun retires next and is replaced by Jones or Silberman, Goldwater Republican O'Connor may be the court's second most liberal member!

This is no laughing matter. We may already have the most conservative court since the 1790s, and it will soon be the most conservative ever unless the Senate stops the court packing.

Ruled by right-wing Republicans, the court can do immense damage to interests that even the silent majority hold dear: the freedom to choose when to have children, the desire not to turn the clock back on civil rights, the freedom from government intrusion into bedrooms, the right to equal justice for women, the right to protection against out-of-control police and the right to practice religion freely.

How can the Senate accommodate these conflicting needs? The answer seems clear. Unless the Senate is willing to reject not only Clarence Thomas, but also Edith Jones, Laurence Silberman, and any other closet conservatives and stealth candidates John Sununu

may scrape up, it should confirm Thomas. That would keep the court from becoming a segregated club of white conservatives who have no idea how their rulings affect life in the mean streets. Thomas can at least tell it like it is and may even be a surreptitious centrist.

If, on the other hand, Senate Democrats are ready at last to stop being doormats and start living up to their constitutional responsibility for shaping a balanced court, they should reject Clarence Thomas, Edith Jones, Laurence Silberman and any other nominee who does not have the intellectual ability, moral stamina and commitment to liberty and justice needed to fight Rehnquist and Scalia for control of the court.

AMONG THURGOOD Marshall's many heroic deeds, one of the best may be that he resigned effective upon the confirmation of his successor rather than immediately. That stratagem gives the Senate the power to preserve the status quo, leave one liberal on the court, keep the court issue alive for the 1992 election and force Bush to give the nation a truly great jurist who can help balance the court.

Marshall has provided Senate Democrats the opportunity to draw a line and demand there be no more reactionaries on the court. Only if they are willing to exercise that power resolutely should they reject Clarence Thomas.

The judge and his questioners

Individuals express concerns one way or the other and you listen and you try to be thoughtful. If you are asked whether or not I have read the contents of it, the answer is no, senator."

...ork going

...ork, Judge David Souter or

...rence Thomas, is forced

...convictions, by

...them in

nominee renounces or abjures ideas and opinions he has expressed, and the senators declare they now have no reason to reject him — even though the senators suspect the nominee is not leveling, and the nominee is trying to yield as few of his convictions as possible, while retaining his self-esteem.

The nominee, be he Judge Robert Bork, Judge David Souter or Clarence Thomas, is forced to renounce his convictions, by

So is it "conventionalism" the Senate hankers for: a judge who'll only ratify popular opinion, it happens to be at the

This week I saw that the White House "charm school" had succeeded to the point that nominee Thomas was praising Justice Thurgood Marshall, the Rev. Martin Luther King, Jr., the late Roy Harris of the NAACP, Whitney Young of the Urban League and

But there are no women and no blacks on the Judiciary Committee. For obvious reasons. There currently are no black U.S. senators; there have been only three in history, and none served on the Judiciary Committee.

This column, however, isn't about politicians of color. It is, rather, about gender and politics. Two women in the Rehnquist court, Sandra O'Connor and Ruth Bader Ginsburg, are the only women in the



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THE BACK PAGE

"We have solid support in the East Bay and throughout Northern California, moreover, outstanding stadium, a history of successful franchises, strong demographics and a population that will support an NFL team into the next century."

George Vukasin, president of the Oakland-Alameda County Coliseum Authority, announcing an application for a National Football League franchise.

THE NEWS

Renewed war? The White House says it is sending U.S. attack planes to Saudi Arabia to pressure Iraq to let U.N. inspectors visit its weapons sites. Renewed war is an outside possibility, one U.S. commander says. [A-1]

Peace hope dim An air raid on the outskirts of Zagreb and continued sporadic fighting across Croatia doom the latest Yugoslav cease-fire brokered by the European Community. [A-1]

New lottery director Just as state Lotto czar Chon Gutierrez plans to revise the games to spark "lottomania" in California, Gov. Wilson announces that there will be no game changes until a soon-to-be announced director comes on board. [A-1]

Loan guarantees President Bush's determination to delay congressional action on \$10 billion in loan guarantees for Israel brings him face to face with the pro-Israel lobby. [A-1]

Remapping battle An agreement on new legislative and congressional districts appears headed toward a showdown in the state Supreme Court. [A-1]



AP/ANDREW SAVULICH

Passengers and pilots alike were left stranded at JFK Airport when air traffic at New York's three airports was virtually grounded Tuesday because of a communications problem.

New York phones fail Long-distance telephone service is restored to the New York City area after hours of disruption shut down the area's three major airports and inconvenienced millions. [A-2]

Asian gang thwarted An attempt to extort protection money from merchants in Oakland's Chinatown by a powerful and violent gang with ties to Hong Kong has been foiled, police say, and a dozen "foot soldiers" of the century-old crime syndicate have been arrested. [A-2]

Nervous workers Most of the 1,200 employees at the Social Security Administration building in Richmond fear returning to work after a cleanup operation prompted by an outbreak of Legionnaire's disease that has killed one woman, workers say. [A-5]

Cable fight Marin County supervisors vote to seek a way to halt two planned rate increases over the next four months by Viacom Inc., which serves the majority of cable customers in the county. [A-6]

Team wanted East Bay officials launch another effort to return professional football to Oakland, but this campaign does not involve the Raiders. [A-7]

New U.N. members The General Assembly convenes its 46th session to select Saudi Arabia's Palestinian-born envoy as its president and to welcome seven nations, five of them barred earlier by Cold War politics. [A-14]

Exile going home The Soviet Union drops treason charges against Nobel laureate Alexander Solzhenitsyn, and the exiled author says he'll end his 17-year forced labor camp stay. He finishes some writing.

THE NEED TO GIVE

"There is simply no way for private donors and the corporate world to fill the human services gap left by government. (United Way) must do everything possible to address intractable problems like homelessness, AIDS, substance abuse, as well as provide community services for children, the elderly, the mentally ill and the poor. These problems threaten our community's vitality and demand our compassion."

— W.B. SEATON, United Way campaign chairman, and CEO of American President Companies

United Way launched its 1991 Bay Area fundraising campaign last week, with its most ambitious goal to date: \$61 million — a \$3.8 million increase over the record \$57.2 million raised in 1990. In a change of policy, the Bay Area United Way has given volunteer groups in the five counties it serves the authority to decide which services should be funded. Local leaders will allocate money and manage campaigns from offices in San Francisco, Oakland, San Mateo, San Rafael and Concord.

Where 1990 money went

During the 1990 campaign, the United Way raised \$57.2 million to help support a broad range of human service agencies in San Francisco, Alameda, Contra Costa, San Mateo and Marin counties. A breakdown of how the money was spent:

Direct services: 4.1%

HELPLINE information and referral; technical and strategic management assistance program; community problem solving; labor liaison. (The HELPLINE number is (415) 772-HELP.)

Community services: 6.9%

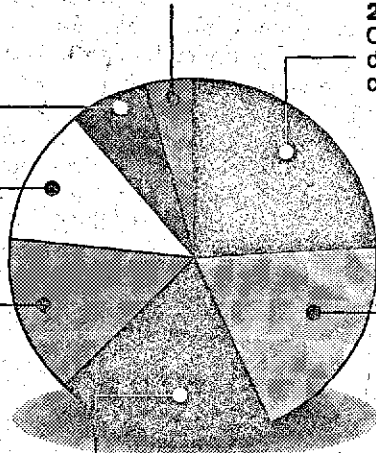
Public education, service coordination, volunteerism.

Basic needs services: 12.3%

Food and shelter; job training, legal help.

Administration and fundraising: 14.5%

Agency review and allocations; fundraising support/materials; processing donations.



Social services: 24.4%

Child care/youth development; elder care; literacy.

Donor designations: 19.5%

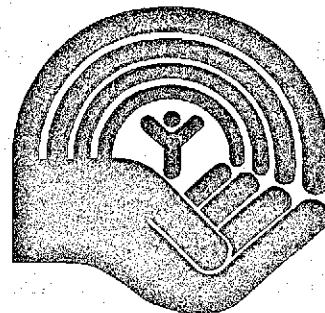
Specific agency requests.

Health services: 19.3%
General health/health education; mental health; chemical dependency services; adult day health.

Top 10 donors for 1990

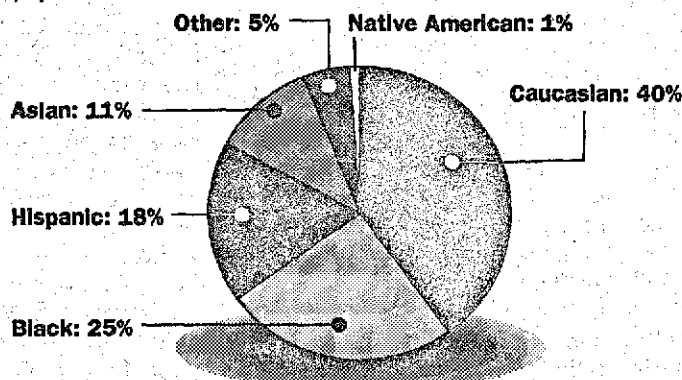
Chevron Corp.	\$4.57 million
BankAmerica Corp.	\$3.24 million
PG&E	\$2.97 million
Pacific Telesis Group	\$2.82 million
Wells Fargo Bank	\$2.7 million
United Airlines	\$1.65 million
Bechtel Group Inc.	\$907,438
American President Companies	\$742,150
Rachem Corp.	\$722,024
IBM Corp.	\$694,792

SOURCE: United Way



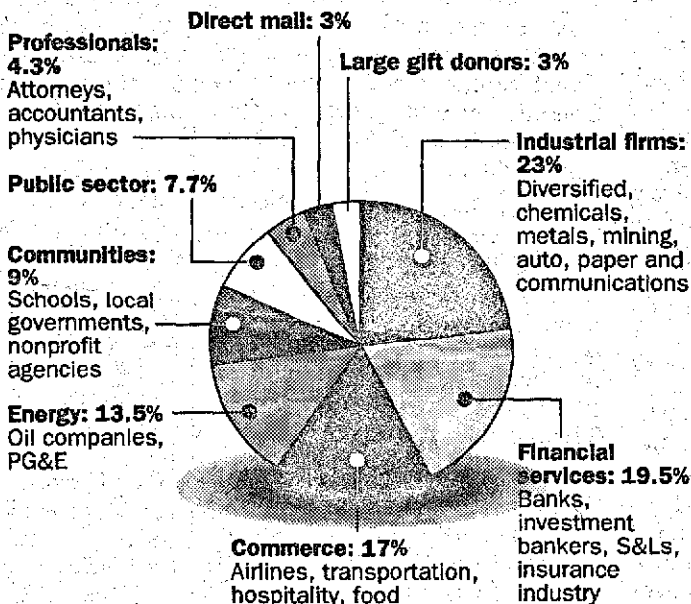
Who received help

One in three people living in the Bay Area received help from United Way agencies last year. A breakdown of ethnic populations served:



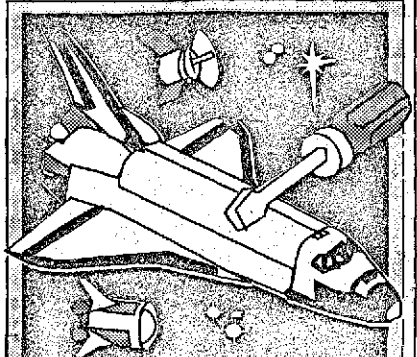
Whom donations came from

Where 1990 United Way Bay Area donations came from, divided into sectors:



JOE SHOULAK/EXAMINER

KEEPING TRACK



Orbital obstacles

Thousands of operational satellites and bits of trash clutter the space around Earth. Agencies or countries responsible for objects tracked as of Sept. 5, 1991:

Soviet Union	3,272
United States	3,262
European Space Agency	151
Japan	98
China	83

BODY AND MIND

Hope and help

Next week is Prostate Cancer Awareness Week — a good time for men to confront the fact that they are most vulnerable to this form of cancer.

The Prostate Cancer Education Council says prostate cancer will strike 122,000 Americans this year, killing 32,000.

The good news: Prostate cancer is curable if found early. A primary aim of the Awareness Week, Sept. 22-29, is to encourage men to take advantage of free screenings that will be available at 1,200 sites nationwide.

Stanford University Medical Center, for example, is offering free screening tests Sept. 23-27 to men over the age of 40. To schedule an appointment, call (415) 723-4900.

For a list of additional San Francisco Bay Area test sites, call (800) 641-8822.

Prost

Once may be enough

"It's not closing the door or saying you're cured forever. It's accepting the fact that life is one damn thing after another."

So says Moshe Talmon, a Hayward therapist, who believes that for most people seeking therapy, one session is probably enough.

Talmon heads the Single Session Therapy Institute in Berkeley. He believes that the "worried well" who want a mental checkup, or people who want to rid themselves of an old conflict, can find enough problem-solving tools in one session.

For instance, a woman trapped in an abusive relationship could get reinforcement to break the "some practical advice" restraining

GOOD READS

Opportunities and dangers

Gail Sheehy on the downside — and upside — of menopause, *Vanity Fair*, October issue. Pros and cons of estrogen, *Consumer Reports*, September issue. Lead: A bigger health threat than most of us are aware, *In Health*, Sept. 10 issue. Prospects for investment in Vietnam, *Far Eastern Economic Review*, Sept. 5. Anatomy of the revolution (featuring a view of Bolivia), *the*