

Hollywood Takes: On Aging

A CALIFORNIA COMMISSION ON AGING INITIATIVE

PURPOSE

“Hollywood Takes: On Aging” is a California Commission on Aging initiative to engage the entertainment industry to improve society’s perspective on aging by advancing more authentic, non-stereotypic representation of older adult characters and storylines in television and film.

TAKE ONE: ROUNDTABLE PLANNING SESSION

The California Commission on Aging plans to convene influential representatives from entertainment, media and aging for a strategic planning Roundtable -- *scheduled for March 1, 1-3 pm at the LA Hotel Downtown* -- to explore principles and practices to move the initiative forward.

Prospective presenters:

- Katherine Pieper, PhD, Research Scientist, USC Annenberg Inclusion Initiative
 - George Shannon, PhD, USC Professor of Gerontology and former television and film actor
 - Kate Folb, Director, Hollywood, Health & Society, USC Annenberg Norman Lear Center
 - Arielle Burstein, Associate Director, Center for the Future of Aging, Milken Institute
 - Paul Petersen (Moderator), Actor, Author and Advocate
-

TAKE TWO: POTENTIAL ACTIVITIES

Sometimes progress simply takes a nudge. Other times, a more deliberate approach is necessary. The “Hollywood Takes: On Aging” initiative has the potential to encourage both quick and easy results as well as influence long-term, substantive solutions. For example, consider these activities:

CCoA and aging advocates can:

1. Report on Roundtable “proceedings” to news, entertainment and aging-related publications.
2. Submit articles to entertainment and aging-related publications.
3. Review TV shows and films depicting older adults and aging issues.
4. Send letters of appreciation to producers of TV shows and films that authentically represent older adults; and express concerns to producers who perpetuate ageism.
5. Publish a “style guide” and resource manual in collaboration with entertainment industry representatives and aging authorities.
6. Sponsor a “Longevity Rules” recognition program for applicable TV shows and films.

Entertainment industry representatives can:

1. Seek advice of authorities on aging when portraying older characters and aging-related storylines.
2. Encourage guilds and academies to educate members; and schools to enlighten students.
3. Organize older-adult group screenings, premieres and viewing events.
4. Produce a series of public service announcements to promote healthy and purposeful longevity.