

PEOPLE OF A CERTAIN AGE: Letter Writing Campaign

The New York Local Joint AFTRA-SAG Senior Performers Committee has initiated the *People of a Certain Age* letter writing campaign—written statements by your senior non-theatrical friends and family members, who watch (or don't watch) television shows and movies, which will be collected by the Committee for review and possible action, such as forwarding to casting directors, agents and producers. It is important for the creative and casting communities to read what the general senior audience thinks and feels about what is being presented for their viewing.

Below are sample questions to get you started:

- 1) What shows do you enjoy watching and why?
- 2) What would you like to see included in greater quantity in TV shows and movies?
- 3) What do you relate to in TV shows and movies?
- 4) What types of TV shows and movies would you like to see more of on the market?
- 5) Would you like to see more stories written by senior writers about senior life that include leading and supporting roles for senior professional actors? What products would you like to see advertised?
- 6) Would you like to see more standard stories written to include leading and supporting roles for senior professional actors? As we all know, **THE AMERICAN SCENE IS VERY UNDER REPRESENTED.**

As you approach your family, friends and neighbors, ages 40 and over, please make sure each letter is personalized and written *from the heart* and *in their own words*.

Be sure they include as much information about themselves as they are comfortable with: the city and state where they live and/or their name.

When you collect the letters, please mail or deliver them to:

Adam Moore
Screen Actors Guild
360 Madison Avenue, 12th Floor
New York City, NY 10017

Or bring the envelope to the next New York Local Joint AFTRA-SAG Senior Performers Committee meeting.

Thanks for your efforts and enthusiasm!