

Make Ageism Unacceptable: The Plan

Our Objective:

Make ageism as socially unacceptable as every other “ism”

A Proven Strategy:

1. Increase visibility: define an identity
2. Actively fight discrimination against that identity: ageism
3. Kill the stereotype: encourage people 55+ to remain current

Our Audience:

1. CEOs of agencies
2. Trade writers
3. HR & Recruiters
4. Creative Directors & Creative People in General
5. Client-side Advertising & Marketing People
6. Influencers & Opinion leaders

Action Plan:



Define an Identity: POA – People of Age.

The first step is to acknowledge that we exist. You sure as hell are going to get older. Get over it. You are going to get older, not useless, or irrelevant, or stupid. Now we need to tell that to everyone.



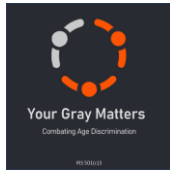
Make Ageism as Socially Unacceptable as all Other “isms.”

Our goal is to make ageism absolutely unacceptable. The same way you would not think about making disparaging comments about a person’s race, skin color, gender, height of sexual orientation, disparaging comments about a person’s age are totally unacceptable.

Your Gray Matters, Inc

Combating age discrimination in the creative, marketing and advertising industries ■ (501(c)3)

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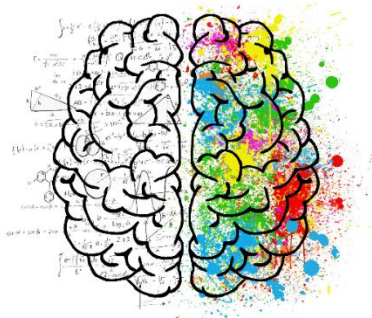


Celebrate POA's Achievements.

No one wants to do away with the ubiquitous “20 under 20” and similar articles. But there is a huge difference between being “singled out” and singled “out”. We will work with trade magazines and other publications to celebrate the achievements and contributions of POAs.

Highlight Resources.

Let's face it, we can all use help. From specialized recruiters to government and local programs, to private efforts and, yes, even lawyers, we will build a handy library of the many resources available to POAs.



Encourage Curiosity and Constant Updating

Ageism works both ways! Your Gray Matters will encourage POAs to constantly update themselves in every aspect of technology and society, to be open to new ideas and avoid judging other people – especially younger people—on their age. We will bring resources for continuous education, special programs and more.

Join us: We welcome your contribution in talent, resources, your story and, yes, money.

Visit us at www.your-gray-matters.org or send us an email at conciierge@your-gray-matters.org

Thanks!

Marcelo Salup

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