

Painting by number

Staff photo by Jeff Kerber

Charlie Hines, an employee of McCo-Ad Co., paints a number outside one of Kyle Field's new racquetball courts in preparation for their opening in early spring.



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60-095



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**Ohio broadcasts help out old folks**

COLUMBUS, Ohio — Radio listeners tuning in across Ohio are picking up tips and philosophy about old age such as: "Old age is mind over matter. If you don't mind, it doesn't matter."

Or, "Pot bellies are a no-no" for older men and "the unkempt look rd gauge doesn't make it over 25" in women. Such advice to the middle aged and elderly, in a chatty patter, is designed to draw attention to state and federally funded programs for the elderly. It is broadcast in a series of public service announcements on about 120 Ohio radio stations.

The three-minute announcements are really mini-discussions on constanters of the elderly ranging from Medicare funding to sex after 65.

Ohio is one of the first states to use radio — a media favored by the elderly — to reach its older citizens, according to the National Council on Aging, but authorities in California, Pennsylvania and Massachusetts will be watching results of a three-month test on reaction to New Age Radio.

The radio series grew out of promotions the Ohio Commission on Aging used for its energy-credits program.

The Commission last year wanted to drum up interest in a program offering qualified senior citizens discounts on utility bills. The response

was good enough that the Commission gave Jameson Broadcast, Inc. of Columbus the go-ahead to promote its other programs.

"The service providers are there, but people don't know where to go or even who really knows where to go for help," said Trulee Burns, the 30-year-old Jameson vice president who has created New Age Radio.

On New Age Radio, she attacks prejudices that equate aging with senility.

"People just aren't old at age 65 anymore," one radio program proclaimed. In 1884, 65-year-olds "were something of an oddity," but now they are "just another number."

In other programs, New Age promotes a new support structure for the elderly to replace family units that no longer reverberate their seniors. "Look to yourselves and your neighbors, that's what we're saying," Burns said. "A friendship network is needed because you can no longer rely on family structure. The only way to get change is for people to get together on their own."

"We'd like to change the ideas of listeners 35 and over," Burns said. "They have to start thinking about old age and retirement. We're all getting up there. Like at age 28 when you notice people will say something like, 'You really don't look that old.'"

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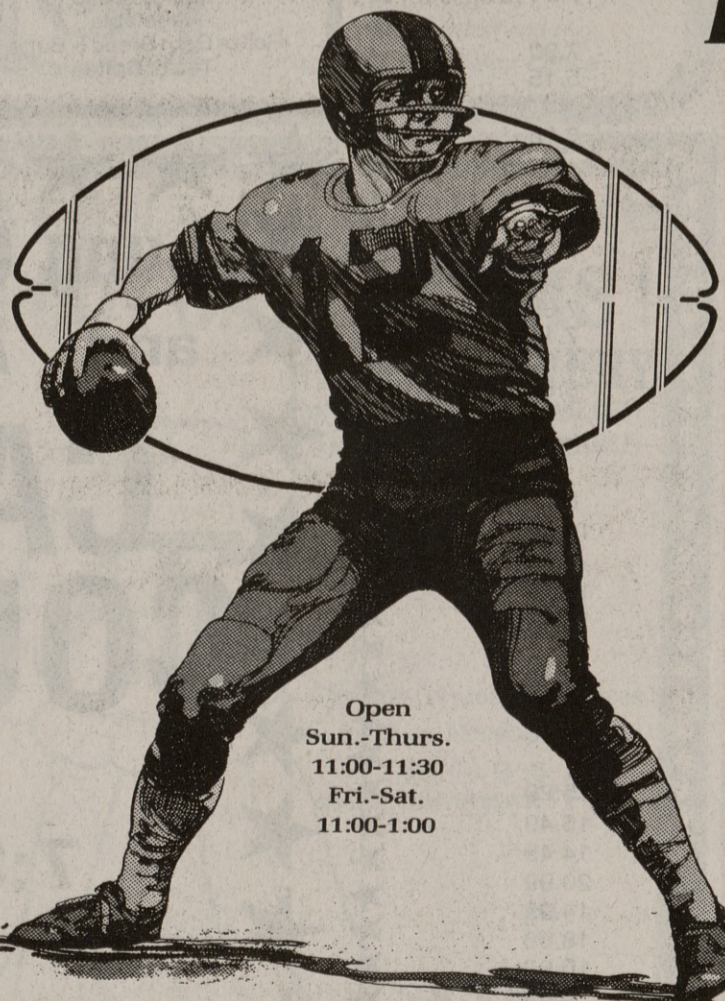
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