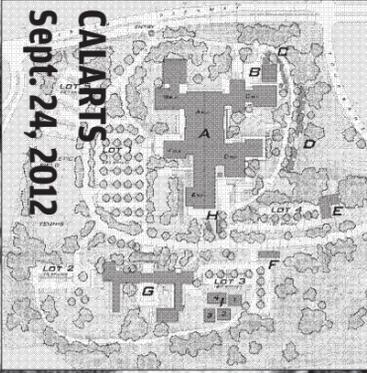


AN EVENING WITH
DR. POP
AKA GILDA HAAS



In the 1990s Gilda Haas organized a coalition against redlining. Redlining is when banks take out a map and if residents are people of color or poor they will draw a box over that area and not give any loans there. The coalition also formed a Credit Union. This coincided with the Rodney King Riots as well as the date Haas was to testify in front of Congress about community reinvestment.

Gilda Haas is an organizer and educator who has been helping grassroots organizations build economic development from the ground up for the past thirty-five years. Ms. Haas has been teaching community economic development at UCLA's Department of Urban Planning for about 30 years, where she also established the Community Scholars Program. She was the founding Executive Director of Strategic Actions for a Just Economy, a founder of the national Right to the City Alliance, and has developed business plans for democratic enterprises such as a credit union and land trust. Gilda currently works as a core faculty member in Antioch University's new Urban Sustainability program; as her alter-ego, Dr. Pop (drpop.org); and coaching the next generation of leaders in the movement for social, economic, and environmental justice.

Graphic created to take the complicated topic of redlining and explain simply its relevance to a broader audience.



"A raggedy coalition of determined folks."

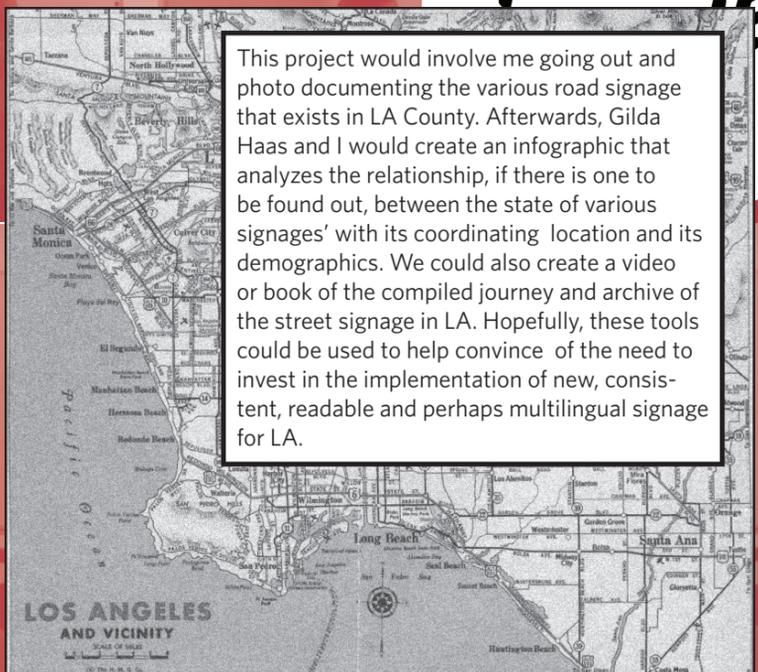
CLYDE JOHNSON

"We live in a complicated and confusing world. Dr. Pop is here to break it and down and tell it like it is."

- 1. Who is your audience?
- 2. Message/topic take aways?
- 3. What channel going to use?
- 4. What is value added?

FANTASY PROJECT
WITH DR. POP

The 72 million American baby boomers, born between 1946 and 1964, are turning 65 at the rate of roughly 10,000 a day, and many are considering not just how to age but also where. "The boomers change every stage of life through which they migrate. The huge size of this generation has strained institutions every step of the way...It's staggering how unprepared we are...Boomers also have a "fierce" desire to remain independent, which will lead to an expansion of organizations offering home- and community-based care." (Taken from Aging in America conference on April 1) On a local level, institutions and communities are overwhelmed by the problem. I would like to work with Gilda Haas at addressing the difficult to read road signage issue.



This project would involve me going out and photo documenting the various road signage that exists in LA County. Afterwards, Gilda Haas and I would create an infographic that analyzes the relationship, if there is one to be found out, between the state of various signages' with its coordinating location and its demographics. We could also create a video or book of the compiled journey and archive of the street signage in LA. Hopefully, these tools could be used to help convince of the need to invest in the implementation of new, consistent, readable and perhaps multilingual signage for LA.

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POP