

Animated Title: **AARP WESTERN FACILITIES: THE BEST KEPT SECRET**

MUSIC: UP FOR TITLE

Man, over 50 (“John”)

NARRATOR (V.O.):

THIS IS THE STORY OF A MAN . . .

Woman, over 50 (“Mary”)

. . . A WOMAN . . .

Group shot, Western Facilities employees

. . . AND 300 HARDWORKING PEOPLE.

SUPER: AARP logo

MUSIC: DENTIST'S OFFICE "MUZAK"

Ext. Dentist's office

NARRATOR (V.O.):

IT ALL STARTED WITH A DENTIST'S APPOINTMENT.

SFX: DENTIST'S DRILL.

John, concerned

NARRATOR (V.O.):

LIKE MOST OF US, JOHN WASN'T IN ANY GREAT HURRY TO SEE THE DENTIST.

Issues of “Modern Maturity” on waiting room table

WHILE WAITING, HE DISCOVERED A MAGAZINE THAT WAS FULL OF USEFUL INFORMATION. JOHN ALMOST WISHED HE WERE 65 ALREADY SO HE COULD RETIRE AND JOIN AARP.

Pages of “Modern Maturity”: tables of contents, articles, ads

AARP Western Facilities: The Best Kept Secret
by Richard Bellikoff

Pages of “Modern Maturity” giving membership info.

John, smiling

Hands, filling out membership form, tearing it out, writing check

AARP Founder's portrait

Washington, D.C.: Capitol, Congress, lobbyists & lawyers walking up steps

SUPER (AARP Bylaws):

ENHANCING THE QUALITY OF LIFE FOR OLDER PERSONS

PROMOTING INDEPENDENCE, DIGNITY, AND PURPOSE FOR OLDER PERSONS

DETERMINING THE ROLE AND PLACE FOR OLDER PERSONS IN SOCIETY

IMPROVING THE IMAGE OF AGING

MUCH TO HIS SURPRISE, HE DISCOVERED THAT MEMBERSHIP WAS OPEN TO ANYONE OVER 50, RETIRED OR NOT.

ALMOST AS QUICKLY AS HE COULD GET TO HIS MAIL-BOX, JOHN SENT IN HIS DUES.

HE WAS PROUD TO BE A PART OF AARP'S LONG AND ILLUSTRIOUS HISTORY.

JOHN FELT SECURE BECAUSE THOUSANDS OF VOLUNTEERS AND A DEDICATED STAFF WERE REPRESENTING HIS INTERESTS AT THE HIGHEST LEVELS.

MUSIC: UP FOR BYLAWS

AARP Western Facilities building

SUPER: WESTERN FACILITIES
LAKWOOD, CALIFORNIA

NARRATOR (V.O.):

WHAT JOHN DIDN'T REALIZE WAS THAT AT THE OTHER
END OF THE COUNTRY, AN **EQUALLY** DEDICATED
STAFF PROVIDED THE CRUCIAL SUPPORT FOR THE
ENTIRE ORGANIZATION.

Loading dock: mail trucks pulling up, being
unloaded

THE MOMENT JOHN'S MEMBERSHIP ENROLLMENT
ARRIVED IN THE MAIL, WESTERN FACILITIES'
PROFESSIONALS SWUNG INTO ACTION.

Incoming Mail Dept.: employees wheeling
in mail trays and sacks

OF COURSE, JOHN'S ENVELOPE HAD PLENTY OF
COMPANY . . . ABOUT 60,000 OTHERS EVERY DAY.

Employees opening mail

ALL THIS MAIL HAD TO BE OPENED, AND THEN
SORTED INTO VARIOUS CATEGORIES OF
CORRESPONDENCE.

Stack of new memberships being taken
from sorting bin

JOHN'S AND THE OTHER NEW MEMBERSHIPS WERE
TAKEN TO THE DATA ENTRY UNIT.

Data Entry Room: employees entering new
membership info.

AT THE END OF THE DAY, ALL THE NEW MEMBERSHIP
DATA, INCLUDING JOHN'S, WAS TRANSMITTED FROM
DATA ENTRY TO THE DATA CENTER FOR STORAGE.

Data Center: computers

THESE MASTER MEMBERSHIP FILES ARE UPDATED EVERY NIGHT. THE DATA CENTER NEVER SLEEPS. ONCE JOHN'S DATA WAS STORED, IT COULD THEN BE TRANSMITTED TO THE MAIL OPERATIONS CENTER, WHERE NEW MEMBERSHIP KITS ARE CREATED AND MAILED.

Ext. AARP Mail Operations Center, highlighting logo

Int. Mail Operations Center, wide angle

Mail Operations Center: employees printing membership cards, address labels

JOHN'S DATA WAS USED TO PRINT HIS MEMBERSHIP CARD AND ADDRESS LABEL.

Mail Operations Center: putting membership kits in envelopes

AND BEFORE HE KNEW IT, JOHN WAS OFFICIALLY AN AARP MEMBER.

Mary

Hands, taking renewal notice from envelope

A FEW DAYS AFTER JOHN JOINED, **MARY** RECEIVED HER ANNUAL MEMBERSHIP RENEWAL NOTICE. EVEN THOUGH MARY HAD BEEN AN AARP MEMBER FOR SEVERAL YEARS, SHE NEVER REALLY THOUGHT ABOUT WHAT WENT ON BEHIND THE SCENES AT WESTERN FACILITIES.

Montage:

Data Center, computers

Mail Operations Center,
label printing

Inserting renewal notices

Sorting, bundling,
sacking, loading mail on
trucks

Incoming Mail: opening, sorting

Split screen:

Data Entry Remittance
Terminals Processing

SUPER: SUPER:NEW
RENEWALS **MEMBERSHIPS**

Data Center, computers

SUPER: DATA CENTER

AS IT TURNS OUT, MARY'S RENEWAL NOTICE CAME
TO HER BY JUST ABOUT THE SAME ROUTE AS JOHN'S
MEMBERSHIP CARD . . .

. . . FROM THE DATA CENTER, TO MAIL OPERATIONS,
TO MARY'S MAILBOX.

WHEN MARY SENT BACK HER RENEWAL NOTICE,
ALONG WITH HER ANNUAL DUES, IT WAS OPENED
AND SORTED IN PRETTY MUCH THE SAME WAY AS
JOHN'S NEW MEMBERSHIP FORM.

BUT INSTEAD OF GOING TO DATA ENTRY, MARY'S
RENEWAL WAS PROCESSED BY REMARKABLE
MACHINES THAT HANDLE UP TO 40,000
TRANSACTIONS A DAY. MARY'S CHECK WAS
ELECTRONICALLY ENDORSED, HER RENEWAL DATA
AUTOMATICALLY ENTERED, AND HER MEMBERSHIP
RECORDS UPDATED.

BOTH MARY'S AND JOHN'S MEMBERSHIP RECORDS
REMAINED IN WESTERN FACILITIES' MASTER FILES.

Mail Operations Center: sending out membership cards

SUPER: MAIL OPERATIONS CENTER

Incoming Mail: sorting

Data Entry Room: entering address changes

Data Center: mainframes

Correspondence Dept: employees at computer consoles

Membership Phones: operators taking calls

Readers' Digest, TV Guide, Modern Maturity issues

Publications Dept.: editorial staff working in modules

SOON MARY RECEIVED HER NEW MEMBERSHIP CARD, JUST AS JOHN HAD.

IF JOHN OR MARY WERE TO MOVE, THEIR ADDRESS CHANGES WOULD BE PROCESSED JUST LIKE A NEW MEMBERSHIP.

ANY INQUIRIES OR OTHER MAIL FROM THEM WOULD BE PROCESSED IN THE CORRESPONDENCE UNIT.

OR THEY MIGHT DECIDE TO CALL WESTERN FACILITIES DIRECTLY IF THEY HAD QUESTIONS OR PROBLEMS. WE RECEIVE AN AVERAGE OF 500 CALLS A DAY.

WHEN JOHN AND MARY JOINED AARP, THEY ALSO BECAME SUBSCRIBERS TO A BIMONTHLY MAGAZINE WITH THE THIRD LARGEST CIRCULATION IN AMERICA.

THAT MAGAZINE, "MODERN MATURITY," IS PUBLISHED HERE AT WESTERN FACILITIES, ALONG WITH OTHER AARP PERIODICALS.

Conference Room: editorial staff meeting

MONTHS BEFORE JOHN AND MARY RECEIVED THEIR COPIES, THE LONG PROCESS OF PREPARING THAT ISSUE BEGAN.

Research Library: Sign on door, librarian at work

EVERYTHING THAT GOES INTO THE MAGAZINE, INCLUDING ADVERTISING, IS CAREFULLY SCREENED TO MEET AARP'S HIGH STANDARDS.

Copy Area: transmission to computers

COPY FOR ARTICLES IS TRANSMITTED ELECTRONICALLY.

Art Dept. Montage:

AND ALL ARTWORK AND PHOTOGRAPHY ARE HANDLED AT WESTERN FACILITIES.

Concept

Design

Layout

MUSIC: UP FOR MONTAGE

Photography Montage:

Studio

Darkroom

White room

Mail Operations Center: boxes of publications on shelves

NARRATOR (V.O.):

ALONG WITH "MODERN MATURITY," JOHN AND MARY ALSO RECEIVE OTHER PUBLICATIONS.

CU, Publications

Mail Operations Center:	SOME OF THESE PUBLICATIONS MIGHT BE ORDERED
Employees loading boxes on forklift trucks	BY JOHN'S OR MARY'S AARP CHAPTER.
Sorting and bundling publications for bulk shipment	
Hand assembling mailing for individual requests	OTHERS COULD BE REQUESTED BY JOHN OR MARY THEMSELVES.
Mail Operations Center, wide angle	MULTIPLY JOHN AND MARY BY OVER 20 MILLION,
Main Building, wide angle	AND YOU GET SOME IDEA OF THE SCALE OF OPERATIONS AT WESTERN FACILITIES.
Purchasing office: employees at computers	IN SUCH A LARGE ORGANIZATION, THERE ARE ALSO
<u>SUPER: PURCHASING DEPT.</u>	SUPPLIES TO BE PURCHASED -- OVER 60 MILLION ENVELOPES A YEAR, FOR EXAMPLE . . .
Financial Operations, accounts payable	. . . BILLS TO PAY . . .
Payroll accountant in office	. . . A PAYROLL TO MEET . . .
Conference Room: financial officers meeting	. . . AND INVESTMENT DECISIONS TO BE MADE.
Group shot, over 50's people	IT'S ALL DONE WITH ONE GROUP OF PEOPLE IN MIND .
	. . OUR MEMBERS.

Ext. Western Facilities, various angles

YOU MIGHT EVEN SAY THAT WESTERN FACILITIES IS
THE HOUSE THAT MEMBERSHIP BUILT.

Washington D.C., Capitol and Congress

ON THE FRONT LINES, AARP WORKS TO SERVE THE
NEEDS OF ITS EVER-GROWING CONSTITUENCY OF
OLDER AMERICANS.

Ext. Western Facilities: employees entering

HERE IN CALIFORNIA, WE AT WESTERN FACILITIES DO
OUR UNIQUE PART TO KEEP THE ENTIRE
ORGANIZATION MOVING FORWARD.

Int. Western Facilities: employees in lobby,
halls

Closing Montage, employees at work in
various depts.:

MUSIC: UP FOR CLOSING MONTAGE

Data Entry, Data Center

SUPER: MEMBERSHIP DATA
PROCESSING

Mail Operations Center

SUPER: OUTGOING MAIL

Publications Dept.,
Research Library

SUPER: PUBLICATIONS

Staff, incoming mail room,
financial operations

SUPER: ADMINISTRATIVE
SUPPORT

Group Shot, employees

NARRATOR (V.O.):

THE AARP WESTERN FACILITIES TEAM . . .

AARP Western Facilities: The Best Kept Secret
by Richard Bellikoff

John . . . WORKING FOR JOHN . . .

Mary . . . MARY . . .

Group shot, over 50's people . . . AND OVER 20 MILLION OTHERS.

SUPER: ANIMATED AARP LOGO

MUSIC: UP FOR END