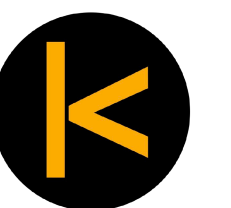




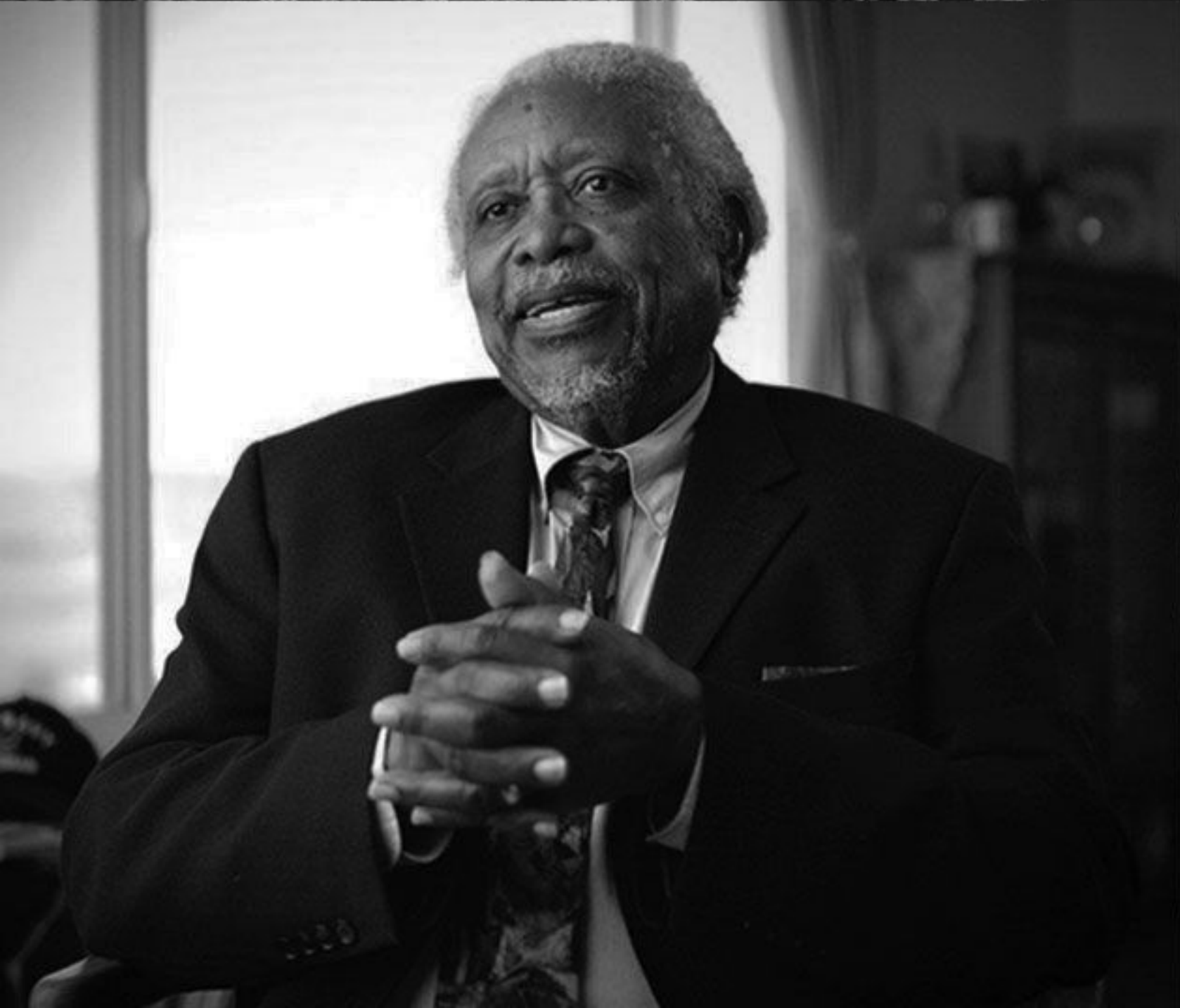
University of California  
San Francisco

# 2022 UCSF MEDAL AWARDS

Awardee Presentation Films | Story & Production Book



KONTENT FILMS



## 2022 UCSF MEDAL WINNERS

UC San Francisco has bestowed its highest honor, the UCSF Medal, to three co-founders of the Black Caucus who fought for racial equality, a nurse who led systemic change in senior health care, and a scientist awarded the 2021 Nobel Prize for co-discovering receptors for temperature and touch.



STORY ONE | Clinical Health

### A PASSION FOR COMPASSION

Jennie Chin Hansen, MSM



STORY TWO | Research

### A CURIOUS MIND

Dr David Julius, PHD



STORY THREE | Public Service

### OUR WORK IS NOT DONE

Charles Clary | Freeman Bradley | David Johnson



# A PASSION FOR COMPASSION

STORY ONE | Jennie Chin Hansen | Clinical Health

A passion for compassion. Throughout her career Jennie Chin Hansen has stood up for the people she has witnessed being stereotyped or dismissed. This film will reveal the events in her life, both personal and professional, that directed her to focus on challenging the conventions dictating the care for the aging. We'll learn how she thoughtfully challenged the status quo by advocating common sense and reassessing resources as a system to successfully take on the bureaucracies and inform policy. Her persistent work led her to Washington DC where she testified before the Ways and Means Panel paving the way for the Program of All-Inclusive Care for the Elderly.



# STORY MAP



## JENNIE CHIN HANSEN | Story Structure

### ACT 1: AN EMPATHETIC REBEL

The daughter of Chinese immigrants Jennie was born and raised in Boston, coming of age during the activism spirit of the Vietnam War. In our first act Jennie shares the events of that influenced the foundation for her unique career path. We'll hear how she embraced but was not restricted by her Chinese heritage and family traditions. We'll also hear as a Nursing trainee she didn't hesitate to address issues when she saw them concerning patient care, and how that sent her on a life dedicated to advocating common sense care for the elderly.

### ACT 2: CHANGING DIRECTION

Relocating to the west coast and enrolling in the nursing graduate program at UCSF her life both personally and professionally becomes intertwined with her work. Following the death of her husband she decided working in a hospital was not where she could make the most impact. Eventually joining On Lok in San Francisco as a researcher where she experienced first-hand the positive results of the program with her own parents. There, her 18-month research project turned in 18 years, advancing from researcher to director to CEO, helping shape On Lok's local community care program into a national model adopted by other states. She was also the force behind the Program of All-inclusive Care for the Elderly (PACE) creating and selling it through the political system to be accessible through Medicare / Medicaid. Her empathy always in lockstep with her talent to see where change can be made 'for good' she served as the CEO of the American Geriatrics Society and then President of the AARP.

### ACT 3: A SELF-FULLING PROPHECY

With a career dedicated to fighting for, creating and leading programs that allow the elderly to age with dignity, her compassion and relentless work has improved many lives and produced innovative initiatives that carry on today. Humbly she feels a tremendous privilege and responsibility from that recognition to continue to advocate for the elderly at conferences and events around the world. In closing she will share how she continues, in retirement, to deliver on the UCSF mission - 'serving local and global communities through education and service programs' with her latest focus is on dementia, co-founding the Geriatric Emergency Department (GED).

## JENNIE CHIN HANSEN | Life Journey

- “I wasn’t always a ‘good little Chinese girl’ doing what I was told. I stood up to adults when I saw that people were stereotyped or dismissed out of hand
- She considers herself a ‘Conservative Radical-social justice, democratic means, capitalism’
- Grew up in the 60’s era of activism - equal parts: commitment to 1960s-style social justice and Chinese cultural values of personal dignity and respect for the aging
- She arrives at her conclusions by watching others in her field and deciding what she didn’t want to be
- Compares east to west - attributes her success to the creativity and flexibility of west coast thinking
- Graduated from BC with a B.S. in nursing - turning point for her confronting Dr on his indifference with an elderly patient’s care she viewed as disrespect
- Headed west to Master’s program at UCSF
- At UCSF she met husband (and now their son Erik is an Orthopedic Surgeon at UCSF)
- Settled in Idaho with husband and became a traveling country nurse bring for the elderly
- There she saw the need for a nurse for a local high school nurse that would rather spend money on football team - DEFINING MOMENT: She rallied the parents and finally got a school nurse. She learned a lesson in strategy “Get the facts, understand the politics, and package your information so it makes sense to the people you are trying o serve, or convince. Realize what is important to them”
- San Diego - husband passed away leaving her with toddler son - she needed a work challenge - took research job at On Lok in SF
- On Lok- 18 month research project turned in 18 years - advancing from researcher to director to executive director - helping transform a local solution into a national model - On Lok “happy, peaceful home”
- Brought her ailing father from Boston to SF and enrolled him in On Lok - reuniting her parents - her life’s work now colliding with her personal life
- As On Lok CEO - she pioneered PACE Program of All-Inclusive Care for the Elderly - now entering national policy discussion on care for the elderly
- Testified before House Of Ways and Means subcommittees on aging and health in effort to secure more government funding that was ultimately included in the Balanced Budget Act of 1977
- CEO of the American Geriatrics Society
- PRESIDENT of AARP - took part in the ACA debate - career highlight taking part in Town Hall meeting in the presence of President Obama
- Retired - she served on many boards and foundations dedicated to care for the aging
- Her latest efforts focus is on dementia - working to assist the aging with Geriatric Emergency Department Collaborative (GED) program. A nationwide collaborative like On Lok for senior emergency care





# JENNIE CHIN HANSEN | Interview Guide

- What is your personal vision (mission) that has driven your work as a champion for the aging?
- How does that vision/work align with the UCSF mission of advancing health worldwide?
- Can you talk about your childhood/upbringing in Boston, Chinese heritage? How did that lead to your career path working to bring dignity to the elderly?
- You are a tremendously empathetic person, what do you attribute that too?
- You refer to yourself as a 'conservative radical' - tell us what you mean by that?
- What sparked your desire to work in health care?
- You shared the incident working in Boston when you confronted a Dr about his in-difference with an elderly patient. Was that a defining moment for you?
- You have a unique connection to UCSF having met your husband there and now your son is Associate Professor in the Orthopedics dept, tell us about that
- After receiving your Masters in nursing you decided not to work in hospital, what drove that decision?
- You took an 18 month position researching for On Lok that turned into 18 years. This was really a proving ground for your skill to take on issues to change things for the "better," create more sensemaking. Tell us how this period informed your path forward.
- What do you mean by 'sensemaking?'
- You had an On Lok experience with your own aging parents - how did that inform/validate the path you were on?
- Under your leadership the On Lok program grew into a national model that eventually became PACE. Here you are taking on the battle of bureaucracies to design "for the better" traveling to Washington where you testified in front of the House of Ways and Means - tell us what that was about and the result?
- After On Lok you went on to be CEO of the American Geriatrics Society, then on to be President of the AARP where you entered the debate over the Affordable Care Act (Obama) tells about that?
- Your latest efforts are focused on senior dementia. Tells us about the GED program you are working on.
- You've been a catalyst for some much good - what are you most proud of?
- What does retirement mean for you?
- What are your hopes for the future in care for the aging?

# A CURIOUS MIND

STORY TWO | Dr David Julius | Research



Dr David Julius is driven by his sense of curiosity. And that sense led him and his team to discover the molecules and signaling pathways that underlie our sense of touch. A critical step leading to new strategies for treating chronic or persistent pain which can contribute to reducing the opioid epidemic. A discovery so significant he was awarded the 2021 Nobel Prize. In this film he will share the importance of how 'curiosity driven research' combined with the fact based science can lead to breakthroughs in healthcare. Not one to take sole credit, his journey as a research scientist has benefited from a series of mentors who encouraged him to think outside the confines of the lab to look for inspiration and solutions. David will also share credit with, and the value in mentoring young research scientist in his own lab.



# STORY MAP



## Dr DAVID JULIUS | Story Structure

### ACT 1: CURIOSITY DRIVEN RESEARCH

Growing up in a well-educated and inquisitive family on the east coast, David's sense of curiosity was sparked by his high school shop teacher. Continuing to college at MIT his curiosity continued to be fine-tuned, encouraged and guided by series of notable researchers who as mentors set in motion his journey through a variety of research projects in labs across the country and Europe. Along the way collecting accolades and recognition for his work. His collective experiences and impact of his mentors leading him to form his own unique approach to research which he refers to as - 'curiosity driven research.'

### ACT 2: NATURE HAS A WAY OF SHOWING US

Presently the Professor and chair of the Department of Physiology at UCSF, and head of his own lab - the Julius Lab where he is pursuing his fascination with natural products (folk medicine) to probe biological function- Pharmacology honed by evolution - the nexus where human behavior, chemistry and neurophysiology come together. Now he is the mentor, inspiring and guiding a new generation of young research scientist to follow their curiosity. Demonstrating curiosity isn't bound to the lab, David's ah-ha moment happens in the hot sauce section of Wholes Foods Market leading him in solving a sensory mystery that has eluded scientist for years - capsaicin receptor. This finding recognized by being awarded the 2021 Nobel Prize in Physiology or Medicine.

### ACT 3: CURIOSITY LEADS TO DISCOVERY LEADS TO ADVANCEMENT OF HEALTH

In closing David will connect his research philosophy and the importance of mentoring to inspire and educate the next generation of researchers to the UCSF mission - *encouraging and supporting research and scholarly activities*. "Hopefully our work will lead to new strategies for treating chronic or persistent pain - to reduce the opioid epidemic."

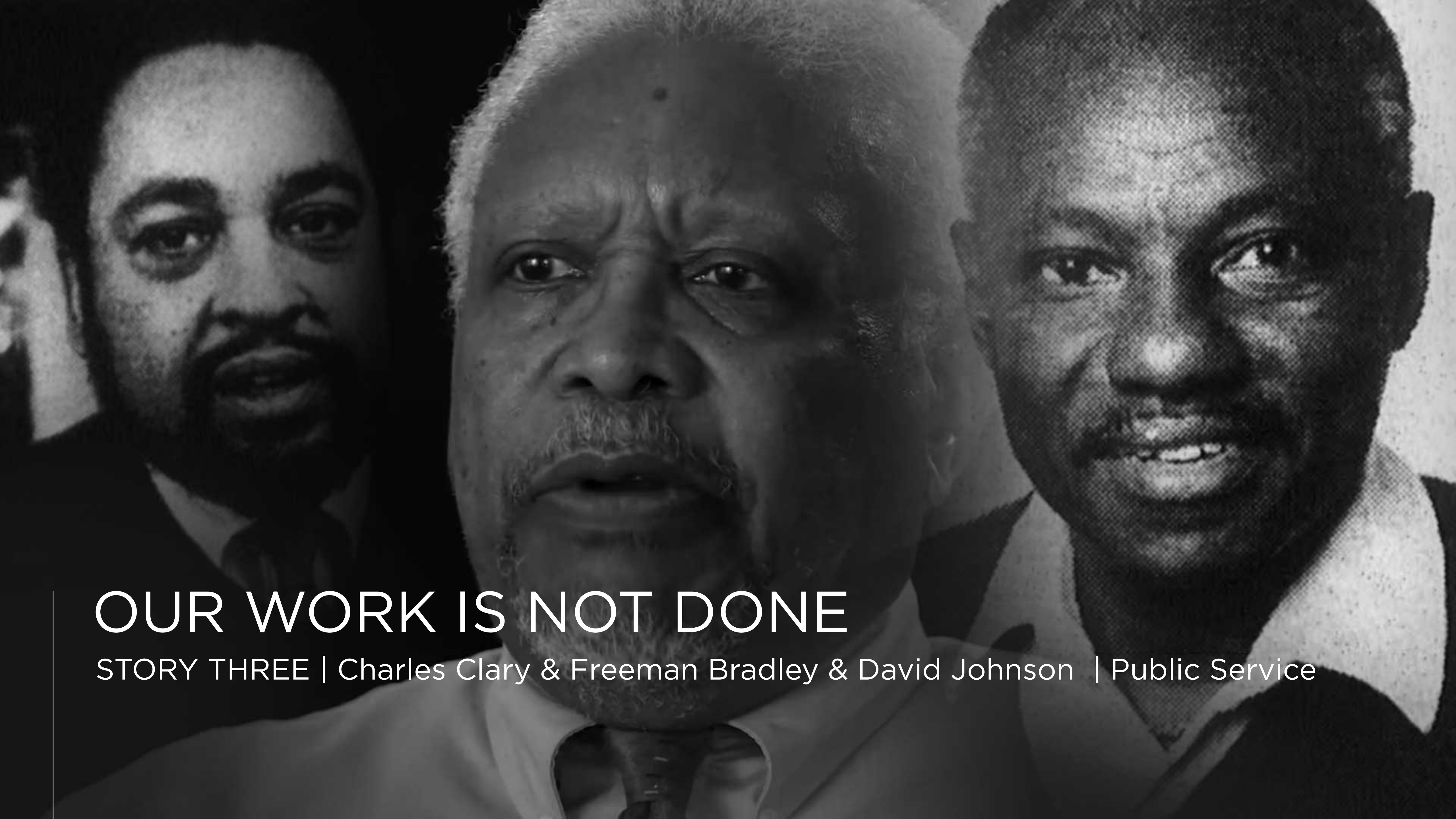
# Dr DAVID JULIUS | Life Journey

- Born in Brighton Beach
- Father - electrical engineer, Mother - teacher NYC elementary - two brothers
- Attended MIT - first exposure to being mentored, beginning a series of mentors to come - worked in several labs - He received his B.S. degree in life sciences from the Massachusetts Institute of Technology (1973-77)
- At MIT he recognizes the importance of (his) curiosity for research
- For me, the magic path was UROP - the Undergraduate Research Opportunity Program - that helped students find laboratories in which they could gain hands-on research experience.
- And I came to realize that designing, executing and interpreting experiments satisfied my intellectual curiosity while also providing an outlet to do something creative at the bench - much like a hobby.
- He conducted his graduate studies in biochemistry at UC Berkeley (1977-84), where he worked with Jeremy Thorner and Randy Schekman to elucidate mechanisms of peptide hormone processing and secretion in *Saccharomyces* yeast.
- Accepted to Biochemistry Graduate Program at UC Berkeley - chose to do a PhD on peptide hormone biochemistry at the University of California, Berkeley, supervised by Randy Schekman and Jeremy Thorner, awarded in 1984
- He then joined Richard Axel at Columbia University where his interest in neuropharmacology led to the cloning of several receptors for serotonin and won him the 1990 NSF Presidential Young Investigator Award.
- In 1989 accepted a faculty position at UCSF - started his own lab
- Since 1990 he has held appointments at the University of California, San Francisco, where he discovered a family of ion channels sensitive to temperature and chemical stimuli which provide a molecular basis for touch and pain sensation.
- His research homed in on a class of proteins called TRP ion channels as key players in the nervous system's pain signaling apparatus. His group has exploited the properties of natural products to discover a family of temperature-sensitive ion channel receptors that enable sensory nerve fibers to detect hot or cold temperatures.
- In 2013, Julius and UCSF colleague Yifan Cheng, PhD, used electron microscopy to determine the structure of the TRPV1 receptor at near-atomic resolution. In 2015, Julius and Cheng used the same techniques to determine the structure of TRPA1, the so-called "wasabi receptor."
- He continues this work today as the Morris Herzstein Chair in Molecular Biology and Medicine, and Professor and Chair of Physiology. He continues this work today as the Morris Herzstein Chair in Molecular Biology and Medicine, and Professor and Chair of Physiology.
- Was elected to the US National Academy of Sciences in 2004, the American Academy of Arts and Sciences in 2005, and became honorary member of the Hungarian Academy of Science in recognition of his work on the TRPV1 receptor for capsaicin and temperature.
- He is married to Holly Ingrahm PhD, a Professor of Physiology at UCSF. Their son is Philip Julius.
- His breakthrough - turned to natural world (hot sauce)
- 2021 Nobel Prize recipient in Physiology or Medicine



# Dr DAVID JULIUS | Interview Guide

- What is your personal vision (mission) that has driven your work as a research scientist? And how do you see the link between the natural world and scientific discovery?
- How does that vision/work align with the UCSF mission of advancing health worldwide?
- Can you talk about your childhood/upbringing in Brighton Beach, Jewish heritage? How did that lead to your career path as a scientist?
- You've said your high school shop class teacher encouraged curiosity - how so?
- You've said you weren't necessarily a great student, Share the story about how you ended up at MIT? And how your mentors and experience there helped shape your path forward as a scientist
- You've had an amazing track record with mentors who encouraged your curiosity and introduced you to collaboration - tell us what effect they have had on you then and now.
- Explain what you mean by "curiosity driven research?" (When did you first realize the role curiosity played in your work / life)?
- Can you talk about your early UC research days at Berkeley and how it led you to UCSF?
- Briefly share your career points here at UCSF and the hats you've worn here as a researcher, mentor, lab/dept chair?
- How do you encourage "curiosity driven research" in your lab? And share the importance of mentoring / collaboration in the lab?
- What drew you to researching pain - unlocking the mysteries of how we sense temperature?
- Tell us about the use of natural products and the role they play in your pain research?
- You had a tremendous moment of success when you identified the specific protein TRPV1 - tell us about that?
- What does being a Nobel Prize laureate mean to you? (Breakthrough Prize too)
- Share how your family reacted to you receiving the prize / the role they play in your life?
- You say location, location, location - what do you mean by that?
- What is your hope for this pivotal discovery you and your team have made?
- Looking back on your career, what do you hope your mark will be in "advancing health worldwide"?
- What are you most excited/curious about moving forward and the hopes for the future in your research and discovery?



# OUR WORK IS NOT DONE

STORY THREE | Charles Clary & Freeman Bradley & David Johnson | Public Service



'Our Work Is Not Done' is a film that tells the story of three black men from the segregated south, each following his own unique life journey leading to San Francisco. Eventually, their lives intersected at UCSF resulting in forming 'The Black Caucus' – a resounding call to action for racial equality that was heard in institutions and corporations nationwide, if not globally. This interweaving storyline shows how the men dealt with racial hardships and opposition without anger or bitterness, rather by organizing action that stoked cultural pride and supported the black struggle to be part of this nation - the UCSF Black Caucus. Now in retirement the men have not lost their passion for pursuing racial equality, in fact they are color blind, working to make anyone who is in need, economically or health challenged, to find solutions and support. Charles, Freeman and David are an inspiration and example for all of us in addressing the racial problems we are faced with today.



**BLACK CAUCUS**  
**COMMITTEE MEETINGS**  
**12 NOON — 1:00**  
**MARCH 11-15 1974**



# STORY MAP

RACISM



ACTIVISM



INSPIRING  
GENERATIONS



# A MAN WITH X-RAY ACTIVISION

Charles Clary | Public Service

Charles is a patient man... until he's pushed too far. And too far resulted in a giant step forward for black workers at UCSF in their quest for equality. His storyline in this film looks at the racial interactions at UCSF from the inside out. As a young radiologist he joined UCSF in the 60s, a turbulent time for America embroiled in racial politics, and quickly saw through the workplace racism as an ill he could help cure. Charles co-founded the UCSF Black Caucus organizing an orderly push back against the implicit, and not so implicit racism, of that time. His efforts instigated an awakening, setting new hiring and enrollment practices for the University that we continue to build on today.



# INVENTING EQUALITY

Freeman Bradley | Public Service

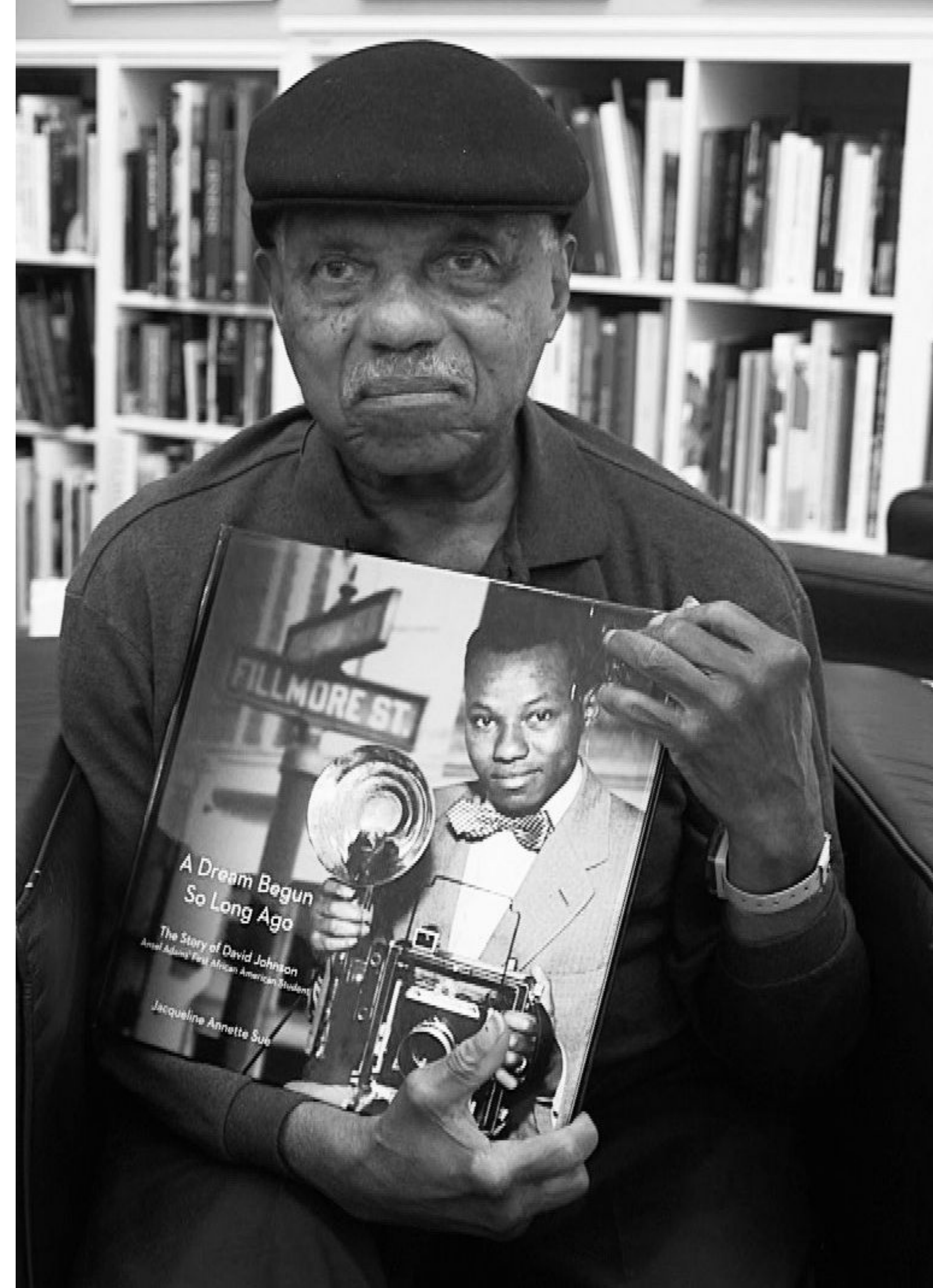
Freeman is a man who was ahead of his time at the exact right time. Today his inventions would make him one of silicon valley's tech billionaires, instead time offered him the opportunity to enrich the lives of others through his inventions and activism. Growing up in the segregated south he worked in the lab of George Washington Carver who exposed him to the cross disciplinary thinking that became the hallmark of his career - fusing humanity with science. In this film we'll see how his desire to make scientific breakthroughs of his own led him to UCSF in 1958, where he brought attention to the University by developing new medical technologies, and sparking a racial awakening on the campus by co-founding the Black Caucus.



# EYE OF A PHOTOGRAPHER. MIND OF AN ACTIVIST.

David Johnson | Public Service

David Johnson is a man of action. As a photographer he has documented the black journey in America capturing the struggle with equality and the joy and pride of their rich culture. As an activist he has responded to the injustice in those lives he studied through his camera lens by relentlessly taking on civic and political opposition. David's storyline in this film shows how he brought his experience from the outside to the inside of UCSF to work for racial equality to co-found the Black Caucus. We'll blend together his photography with his remarkable and effective social activism to celebrate a life that has never been stood still.



## OUR WORK IS NOT DONE | Story structure

### ACT 1: ADVERSITY LEADS TO DIVERSITY

Charles, David and Freeman were all born in the segregated south. Growing up knowing racism firsthand. Charles and David joined the Navy while Freeman pursued education attending college at Howard University, where he received an undergraduate degree in biology. In ACT 1 the men will share pivotal moments from their life that set the stage for heading west to San Francisco.

### ACT 2: RADICAL CHANGE FROM WITHIN - THE BLACK CAUCUS

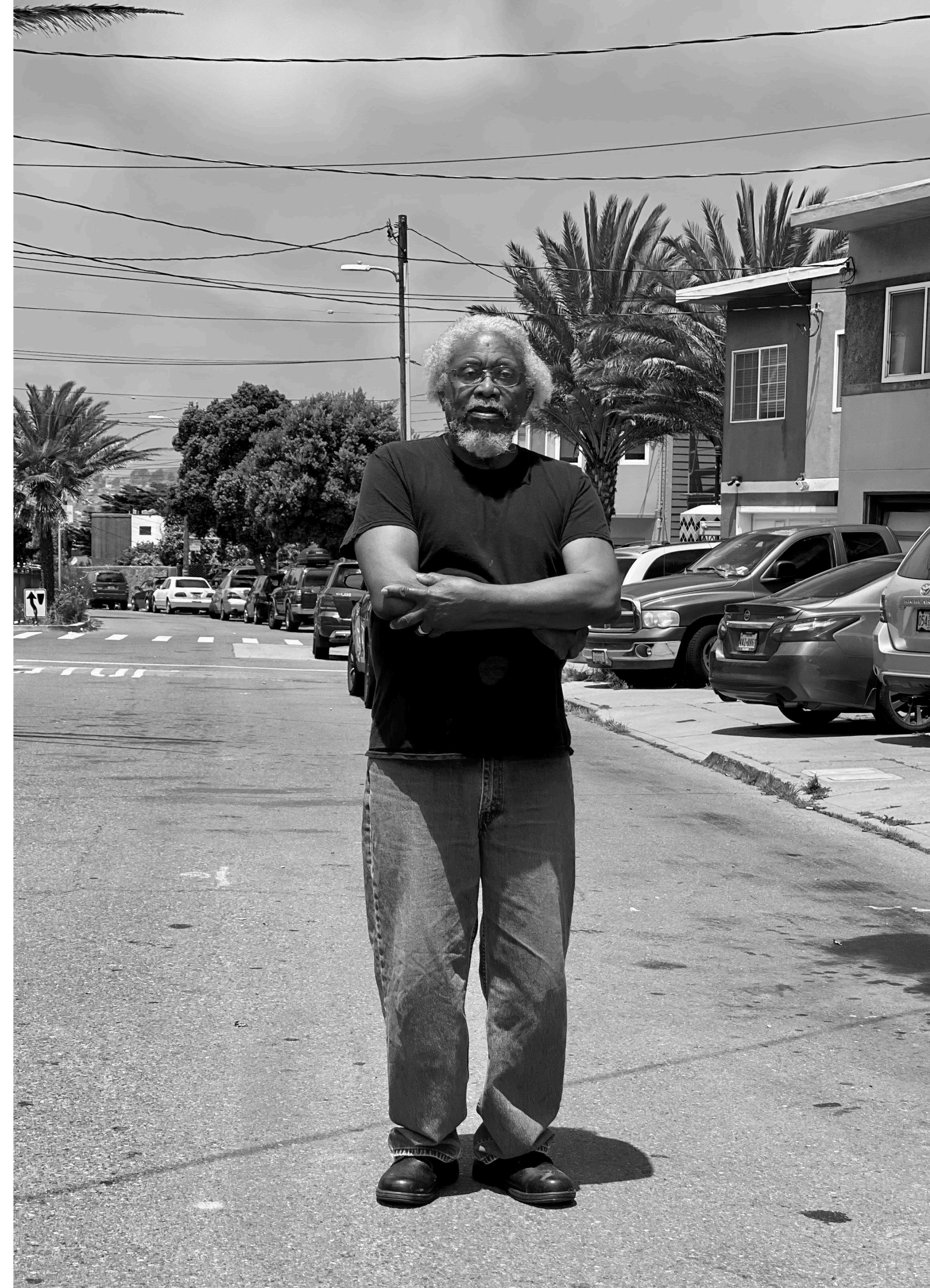
The men's lives intersect in San Francisco during the civil rights era. David arriving to be the first black person to study photography with Ansel Adams. Charles and Freeman arrive through the Navy being stationed on Treasure Island and Hunters Point. Eventually the men meet and join forces on the UCSF Parnassus campus. Individually they are racial barrier breakers, together they are a voice that will not be unheard. Charles becomes the first black Radiologist, Freeman is the first black person to head a UC department and David joins the personal office where he advocates for minority hiring and better treatment for employees of color. In ACT 2, each man will recount their personal experiences and recollections of the prejudices they experienced. Example: Freeman was an integral participant in inventing a medical device – the first blood gas analysis system that was heralded as a major medical breakthrough but was not allowed to eat lunch in the cafeteria. After years of tolerating the racist environment at UCSF Charles is pushed to his breaking point on the day MLK was assassinated. Rather than giving in to anger he brings together a group of black workers on the campus to co-found the Black Caucus.

### ACT 3: OUR WORK IS NOT DONE

The Black Caucus is running strong still today and is a cherished milestone for equality on the UCSF campus. Now retired the men are all but retired from the fight for racial equality. 'Our work is not done' is more than the film's title. It's the men's mission statement that keeps them moving forward, inspiring and encouraging young people of color to follow their dreams while breaking down the racial barriers that still exist today.

# CHARLES CLARY | Life Journey

- Born in Arkansas in a little city named New Edinburg, and was raised in New Edinburg and Pine Bluff Arkansas
- 1956 Enrolled in Navy - served for 5 years (and some reserve time)
- 1959 he was transferred to U.S. Naval Base on Treasure Island in San Francisco
- 1961 Charles received an Honorable Discharge from the Navy and a “Good Conduct Medal”
- 1962 -77 Joined UCSF Medical Center Staff continuing education for diagnostic radiology. My role was as an X-ray technologist to perform X-rays, chest X-rays, extremities, abdominal. Also, work in neuroradiology, skeletal radiography, some with children and babies.
- Was the first male, black X-ray technologist at UCSF department in Moffitt Hospital
- He is a Certified Radiologic Technologist Diagnostics, State of California
- When interviewed for the job - One thing I remember distinctively that he reminded me that there were three radiologists that did not want me to be hired.
- He attended Skyline College studying computer science
- He and his first wife had daughter who passed away in 2004
- He has been a member of the Jones Memorial Methodist Church since 1972 where he volunteers in the Lay Speaking Ministry, United methodist, Liturgist, and the Wesleyans.
- 1992 he married for the second time to Kathleen Williams-Clary
- 1993 James was diagnosed with Prostate Cancer, now in remission
- He became active with The American Cancer Society as advocate encouraging men to be tested
- James is Volunteer Director at “Grandparents Who Care” working abused children ages five through thirteen at the Edgewood Center for Children and Families
- James and Kathleen are both now retired
- James continues working with a number of charities and foundation that assist and support the black community



# CHARLES CLARY | Interview Guide

- Can you introduce yourself and summarize your role was at UCSF?
- Can you talk about your childhood/upbringing? Describe what it was like growing up in the segregated south?
- You were drafted into the Navy. What was that like as a black man?
- You fought for your country, then you had to fight again to recognized as an American. How did you that make you feel?
- Why a radiologist? What drew you to that as a career?
- How did you end up in San Francisco?
- What was it like to a black man here in SF at that time, how did you experience the Civil Rights movement here?
- What did success mean to you at that point your life? You expected racism. Did you have a plan for how you'd deal with it so you could attain your career goals?
- Why did you choose UCSF?
- Describe what it was like when you started work on the UCSF campus?
- You weren't one of the 'basement people.' How was your relationship with co-workers and your superiors?
- How were you treated by patients?
- At one point you called your mother, what did you tell her?
- Tell us about what you were doing the night MLK was assassinated?
- Many felt that MLK's murder was the end of the non-violent protest. How did this event effect you and your approach?
- How did the idea for the Black Caucus originate? What was the process to make it happen?
- Describe the attitude change the Black Caucus had on the campus.
- Can you talk about the impact you've made on UCSF and what achievements you are most proud of?
- You're a member of the Jones Memorial Methodist Church. Tell us about the work you do there with the Grandparents Who Care program?
- Now you're a Prostate Cancer survivor and honored by the American Cancer Society. Tell us about your work with them.
- Looking back on your career, how would you like your legacy to be remembered?
- What does being recognized for the UCSF Medal mean to you?
- For future generations of change makers, what would you like to pass on and tell them?



## FREEMAN BRADLEY | Life Journey

- Freeman Bradley also is a transplant from the South. Born and raised at the famous Tuskegee Institute in Alabama.
- Bradley grew up with many notable black scholars. "As a young child, I worked in the lab of George Washington Carver," recalled Bradley. (Carver, a black scientist, made legendary research achievements in, biochemistry and agriculture.)
- After completing his secondary education at the Dunbar High School in Washington, D.C, Bradley entered Howard University, where he received an undergraduate degree in biology.
- In 1954, after leaving Howard University, Bradley was given a job at the National Institute of Health in Maryland. He was one of the few blacks employed as a research associate.
- In 1958 he came to San Francisco and was given a job with the Cardiovascular Research Institute at UCSF.
- His research included the respiratory changes associated with various anesthesia.
- Bradley was one of the few black research associates ever to attain the title of Staff Research Associate, IV, (S.R.A.IV), the highest non-academic title for researchers within the UC system.
- During his time at UCSF, Freeman Bradley worked as a technician to Dr. John Severinghaus and and Bradley's contributions were fundamental to Severinghaus's groundbreaking work.
- From 1957 to 1958, Dr. Severinghaus and Mr. Bradley combined technology created by Richard Stow and Leland Clark to create the first blood gas analysis system.
- By the 1960s they blood gas analysis systems were widely available, and and these tests provided essential
- In 1968 when the Black Caucus was formed, Bradley became one of the most active members. He was often called upon to represent the caucus in dealings with the administration.
- In 1977, after 19 years as a postgraduate research physiologist and a specialist in anesthesia research in the CVRI, Mr. Bradley was appointed Director of the Research and Development Laboratory.
- One of the advancements he made at his time at UCSF was in the transportation technology of newborn babies or neonates - his greatest successes was the design of a neonatal life support and emergency support table.
- Mr. Bradley also operated his own company, Medical Research Specialties, in San Francisco.
- During Freeman Bradley's time at UCSF and as an active member of the Black Caucus and used his calm temperament to make sure issues could be addressed and changes made. Mr. Bradley is quoted saying that even though he was criticized for staying diplomatic, he knew that it was the way to be more successful in the long run.



# FREEMAN BRADLEY | Interview Guide

- Can you introduce yourself and summarize your role at UCSF?
- Share with us your personal life mission - 'to provide roadways to the future for good.' Why is that important to you?
- You grew up at the famous Tuskegee Institute in Alabama. How did that come about for you?
- There you worked in the lab of George Washington Carver, one of America's greatest inventors. How did that experience influence your path forward?
- Your interest in biology took you to Howard University. What was it like for a black man attending a University at that time?
- After graduating you started working at the National Institute of Health, what was your role there?
- You said it was your desire to invent scientific breakthroughs and that desire brought you UCSF. Tell us about that?
- At the Cardiovascular Research Institute, you conducted research about respiratory changes associated with various anesthetics. What was significant about that research?
- What was it like to a black man here in SF at that time, how did you experience the Civil Rights movement here?
- Describe what it was like when you started work on the UCSF campus?
- You worked with Dr. Severinghaus to create the first blood gas analysis system. What was role in that invention?
- Tell us about what you were doing the night MLK was assassinated?
- Many felt that MLK's murder was the end of the non-violent protest. How did this event effect you and your approach?
- How did the idea for the Black Caucus originate? What was the process to make it happen?
- What role did you play in the worker's strike organized by the Black Caucus?
- You where often the representative of the Caucus with the administration. What was your negotiating approach and some of the results?
- You where the first black to be appointed a UC Director position - Director of the Research and Development Laboratory. How did it feel to be finally recognized for your achievements?
- One of your greatest successes was the design of a neonatal life support and emergency support table. Why that was important at the time?
- Can you talk about the impact you've made on UCSF and what achievements you are most proud of?
- Now you're a Prostate Cancer survivor and honored by the American Cancer Society. Tell us about your work with them.
- Looking back on your career, how would you like your legacy to be remembered?
- What does being recognized for the UCSF Medal mean to you?
- You've said there is a lack of Black role models for young people in the sciences you believes that minorities would be more likely to become a part of the medical field with more role models. You are a role model. For future generations of change makers, what would you like to pass on and tell them?

## DAVID JOHNSON | Life Journey

- Born in 1926 in Jacksonville, Florida, during segregation
- First member of household to learn to read and write
- Pictures in magazines and newspapers
- Won his first camera in a contest when he was 14 yrs old
- Drafted into the Navy
- Came SF to study with Ansel Adams - Adam's first black student
- Interest in documentary photography sparked by Adams photographing the Japanese internment camps
- Pictures of Fillmore District, the Harlem of the west - documented the district development from the 40's through 60's. His photographs are some of the only photos of African American life in the Fillmore before urban redevelopment of the 1960s
- He also worked as a post office clerk and as freelance photojournalist with the Sun Reporter and other Bay Area papers
- Unionized Postal Workers - in 1953 became president of the San Francisco chapter of the National Alliance of Postal Employees, a chapter he had helped establish.
- Pictures of Civil Rights marches - he was sent by NAACP to photograph the 1963 March on Washington.
- 1968 his Civil Rights photographs were exhibited at an NAACP reception at the Hilton Hotel
- In 1968 he was hired by the University of California, San Francisco (UCSF), where he worked in the personnel department to recruit minority employees.
- Co-founded UCSF Black Caucus - service workers
- He was a founding member of the UCSF Black Caucus built on a foundation of social justice advocacy. During the Civil Rights Movement Black workers at UCSF, known as the "basement people" because of their disparate working conditions, went on strike to advocate for change.
- 1970 he served on The Mayor's Committee to Restore the Haight-Asbury left in a mess after the Summer of Love
- Received the Chancellor's Public Service Award in 1976.
- He retired from UCSF in 1983, and at age 65 returned to school, earning a master's degree in social work from Barry University in Miami, Florida.
- He returned to the San Francisco Bay Area and became a social worker for foster families.
- In 2016 the Bancroft Library at the University of California, Berkeley acquired Johnson's archive of some 5,000 negatives and prints, the first collection of an African American photographer to be archived in the library.
- Currently a selection of his photos are on exhibit in San Francisco City Hall - In the Zone (1945-1965).



# DAVID JOHNSON | Interview Guide

- Can you introduce yourself and summarize your role(s) here at UCSF?
- Can you talk about your childhood/upbringing? Describe what it was like growing up in the segregated south?
- What sparked your interest in photography (won camera in contest)?
- What was it about the images in Popular Photography magazine that inspired you?
- Why did you want to be a professional photographer (his mission)?
- You were drafted into the Navy. What was that like as a black man?
- Tell us about how you found out about Ansel Adams?
- You were his first black student, tell us about that.
- Where did you live after graduating from the California School Of Fine Arts?
- You photographed daily life in the Fillmore. What was the story you wanted tell about the people who lived there?
- You say your photographs 'speak for the unspoken masses and tell the story of their oppression and struggle for freedom. Tell me about the black struggle to part of this nation?
- Who lived in the Fillmore at that time?
- Why did you sue the SF School System?
- You became president of National Alliance of Postal Workers. You unionized the SF postal workers. How did that come about?
- In 1963 you went to Washington for the NAACP and photographed 'The March on Washington' what was that like?
- Why did you take a job at UCSF?
- What was your job in the personnel office?
- What was racial climate like there?
- Who were the 'basement people'?
- The Black Caucus started started a 'Chancellor's Youth Summer Youth Program' that you organized. Tell us about that?
- Looking back on your career, how would you like your legacy to be remembered?
- You say 'the learning and growing is continuous' is that what inspires the work you do?
- What does being recognized for the UCSF Medal mean to you?

# STORY DESIGN

Our visual style for this series of videos is 'elegant realism.'

Each story is unique in personality, but common in the grand UCSF mission. Our design goal is to support and position the storyteller as the main story force. We'll do this by animating small details with motion pulling the viewer into the story – titling that enters the frame, archival images that gently shift focus leading the viewers eye into the image.

The archival and historical content will not be treated, rather keeping it's original form to show time periods of the main characters life story.



## MAIN TITLE DESIGN

Main titles are upper case Hel New Light. The motion is upward, the title rising as it appears on screen. Symbolic motion representing how the Medal Awardees have lifted humanity through their hard work and scientific discovery.

FONT: Hel Neu Light



## LOWER THIRD DESIGN

A solitary hairline rises from bottom frame motivating the reveal of titling for the featured onscreen speaker.

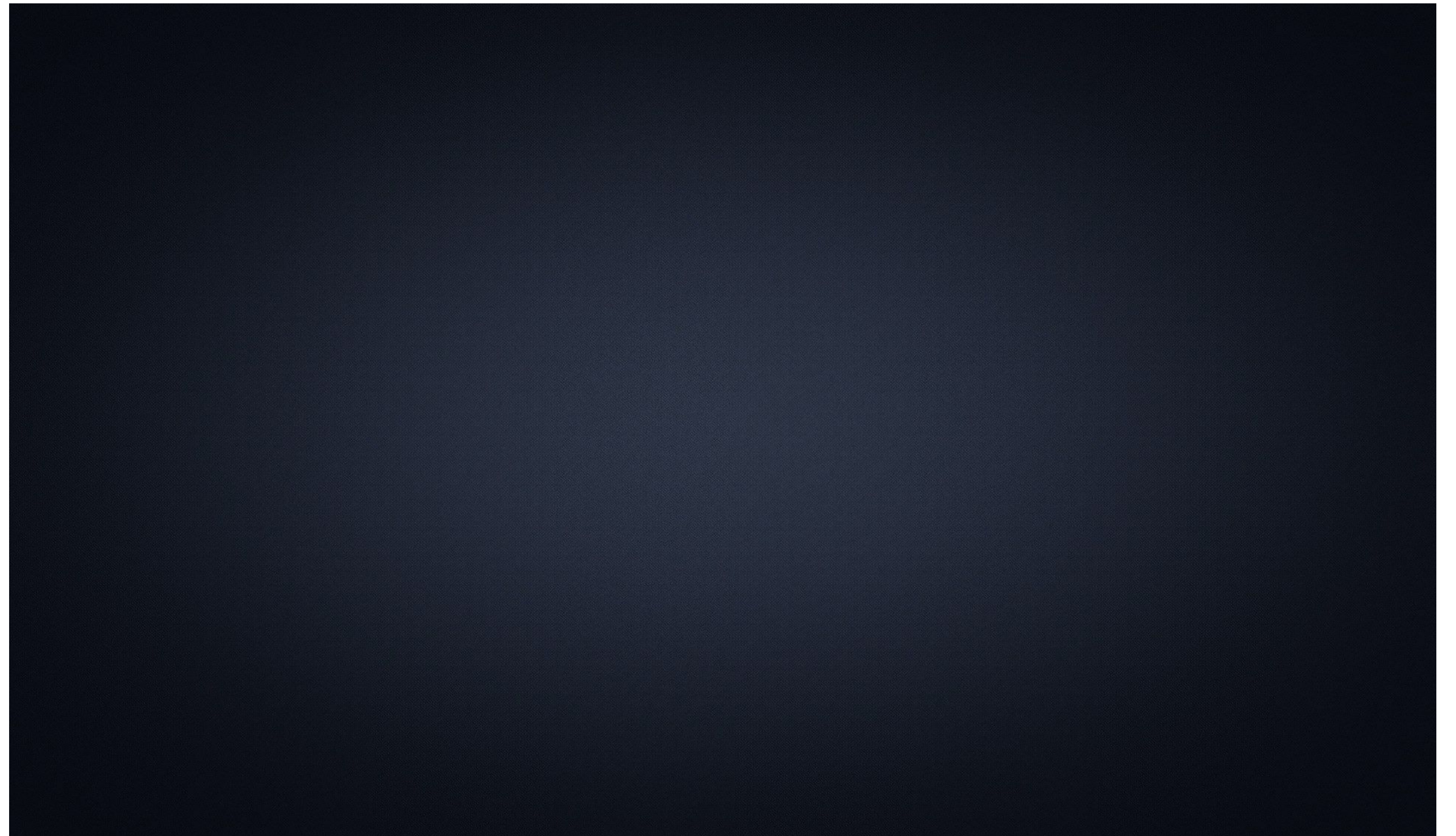
FONT: Hel Neu Light, Hel Neu Regular



## EPHEMERA BACKGROUND

To accommodate a variety of archival photo sizes and keep a cohesive look across the three stories use this background plate.

UCSF blue (R5 G32 B73) with a center spotlight that gently grows and recedes.

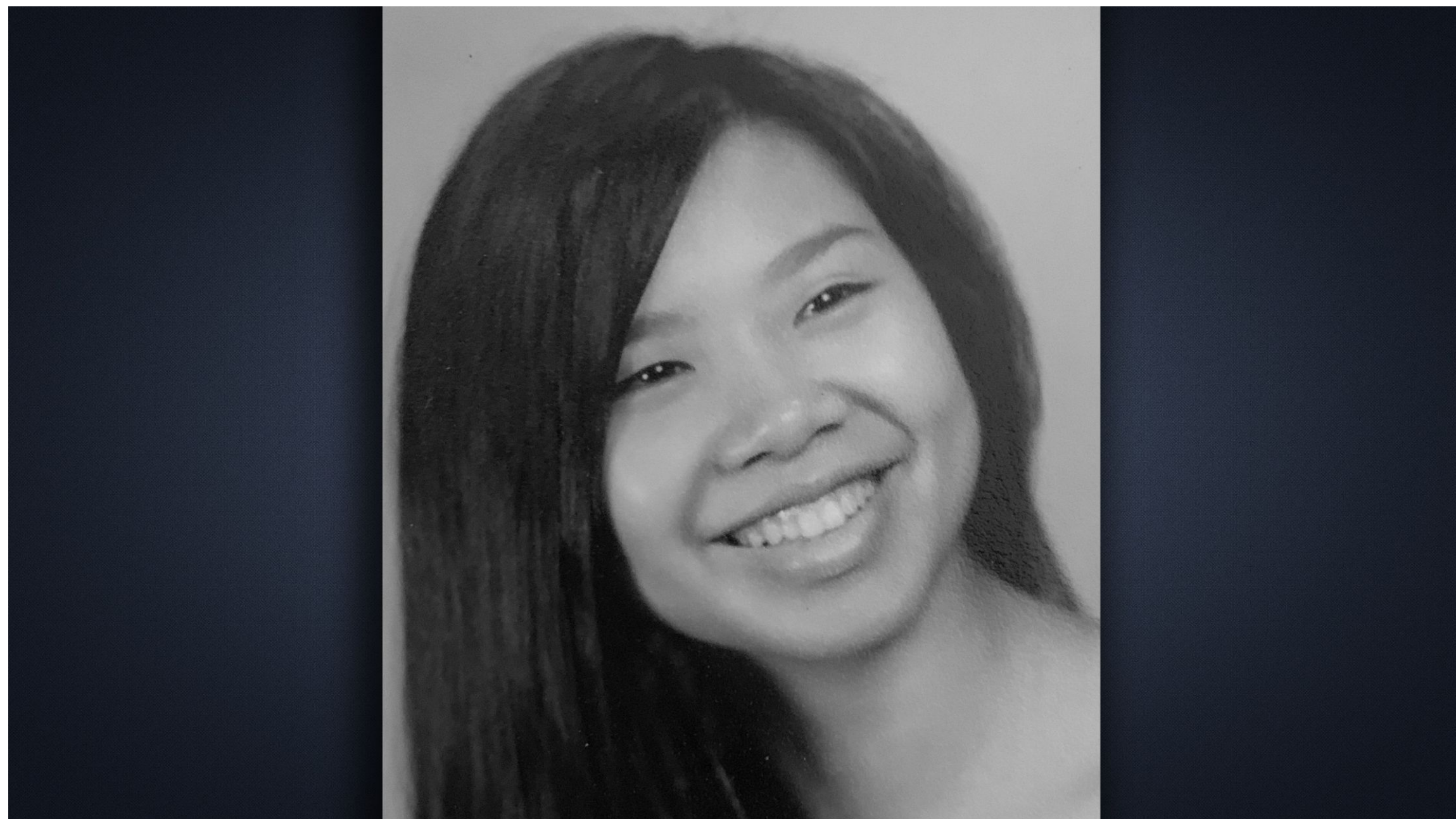




## FAMILY ARCHIVE PHOTO DESIGN

Family archive photos keep their original size ratio and color to represent the period of time pic was taken.

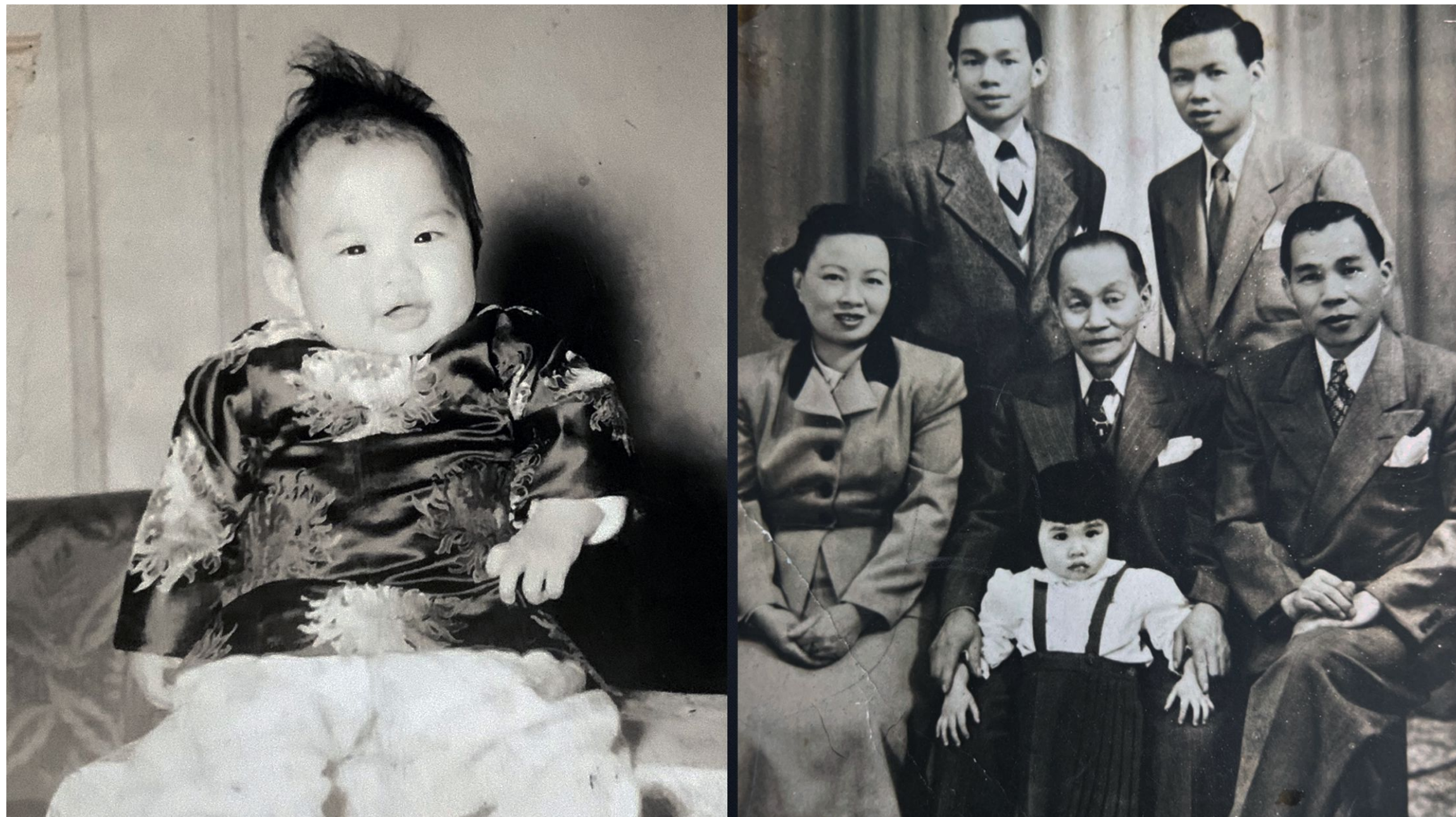
Photos have heavy drop shadow, and gently grow larger in frame.



## ARCHIVE PHOTO DESIGN

Archive photos can be presented in a two-up format.

Use the blue background plate to create a thin center line separating the two photos.



## ARCHIVAL STILL PHOTO DESIGN

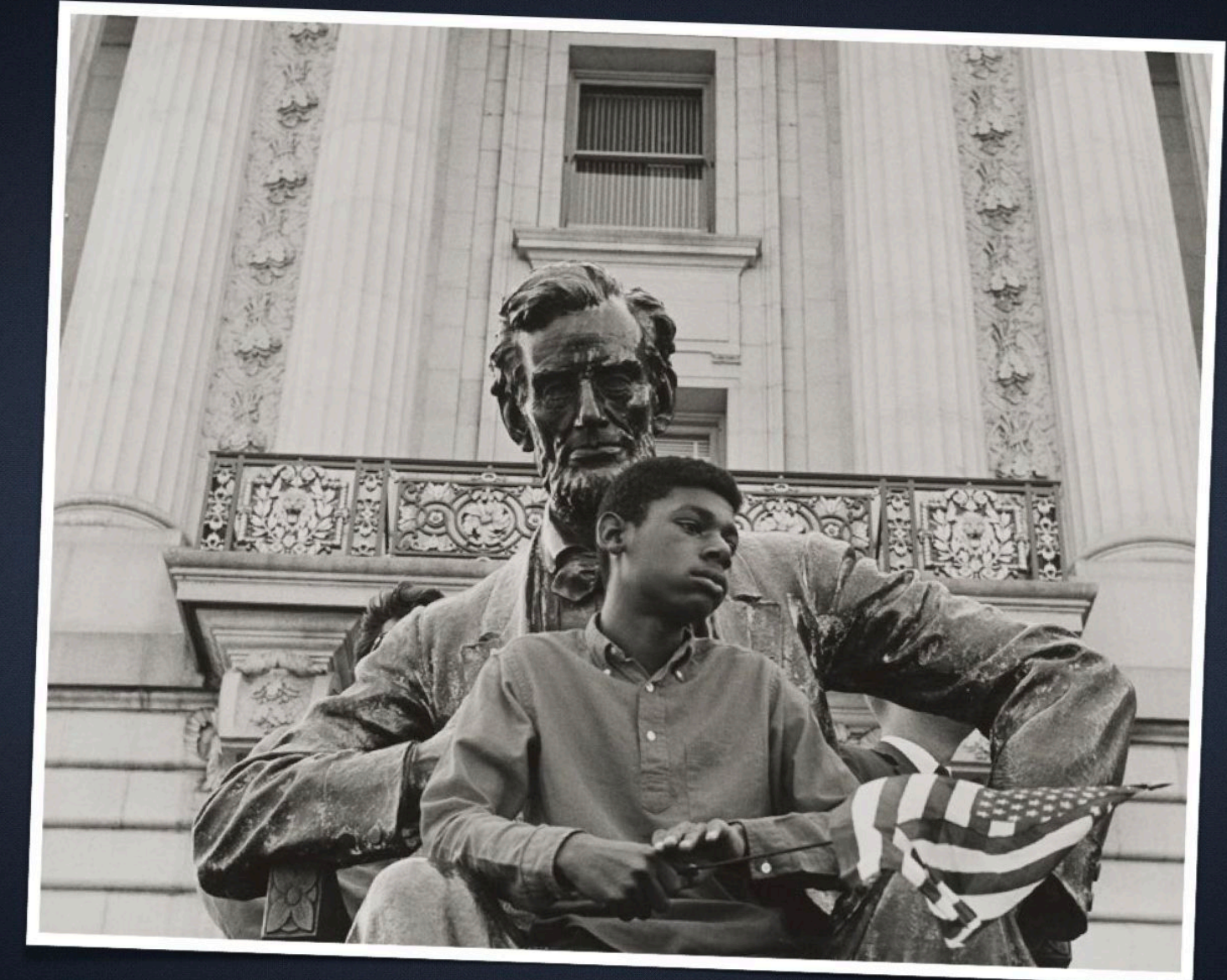
In situ archival photos are to be presented full frame with the outer edges gently falling out focus to lead the viewers eye to the main character in the image.



## DAVID JOHNSON PHOTOGRAPHY

To give David Johnson's work as a photographer a distinction from the general archival photography his photos will be presented as photo paper prints.

Thin white frame and slightly curled paper edges with a drop shadow.



## ARCHIVAL VIDEO DESIGN

Archival video content with keep its original aspect ratio. Placed in center using solid black to fill out the frame on both sides.



# LOGISTICS



## MEET THE TEAM



GILLIAN GRISMAN  
Director | Senior Creative Producer



LAWRENCE RICKFORD  
Director of Photography



KATHLEEN HENNESSEY  
Art Director | Visual Storytelling



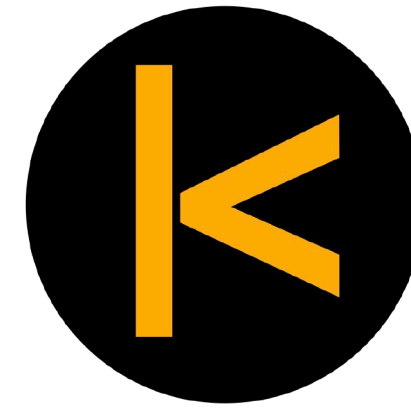
RON DAVID WALTER  
Director of Story | Design



MARC HEAL  
Executive Producer



BERNARDO JOUSE  
Editor



KONTENT FILMS