

To: MITCHEL McQUEEN, DAY ONE, ARENEWS 4/29/93
FROM: GEORGE GERBNER

Dear Ms. McQueen - This is preview of big report to be released by the Screen Actor Guild in May. > you're interested in news break, let me know. The samples included network prime time, daytime drama, game shows, FOX, news.

12 pages

WOMEN AND MINORITIES ON TELEVISION
A study of casting and fate
By
George Gerbner
The Annenberg School for Communication
University of Pennsylvania



PS: Can be run as about to leave town.

Excerpts

A child today is born into a home in which television is on an average of seven hours a day. For the first time in human history, most of the stories about people, life and values are told not by parents, schools, churches, or others in the communities where they live but by a handful of distant conglomerates that have something to sell.

This is a radical change in the way we grow up and learn about each other and the world. The change has also transformed the way we use the creative talent that animates our culture. This report is part of an ongoing research project designed to learn about the nature of that change and its consequences. It was commissioned by the Screen Actors Guild and the American Federation of Television and Radio Artists whose support and cooperation was essential to its successful conclusion.

The questions we addressed concern casting and fate. Who are the characters, both fictional (in dramatic programs) and actual (in news and game shows) who populate the world of television? How are women and minorities (seniors, racial and ethnic groups, poor and disabled persons) represented? And, finally, how do they fare in that world? Who are the heroes and villains, who succeeds and who fails, and who are the violent and the victims in a conflict?

Highlights of the results

During a regular week of watching television, a viewer of a major network sees about 355 characters playing speaking parts in prime-time dramatic programs, 353 in daytime dramatic series, 51 in game shows, and 209 news



April 28, 1993

Professor George Gerbner
University of Pennsylvania
Annenberg School of Communication
3620 Walnut Street
Philadelphia, PA 19104

Dear Mr. Gerbner:

Thank you so much for your diligent efforts on my behalf in getting the research information I requested! It arrived just as I left New York and made all the difference in the speech I gave the following day. Since the topic cited your work, I wanted to ensure that my information was correct. The speech was very well received and there was much conversation and debate. If I receive any press clippings from the event, I will send a copy to you.

Please keep me in mind as you publish future projects. I am always very interested in what you are working on.

Again, thank you for your timely help. I do appreciate it.

I look forward to speaking with you soon and if you're in Washington or New York, I'd love if you'd allow me to treat you to lunch.

Yours sincerely,

Michel McQueen

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MICHEL McQUEEN, DAY ONE

*FYI. Will look for
you at the press conf.*

George J.

June 11, 1993

Press advisory:

Results of most comprehensive study of television programming ever undertaken with respect to portrayals of minorities, women, seniors, disabled persons (including portrayal of mentally ill), and those in lower income brackets will be revealed at Washington press conference hosted jointly by American Federation of Television and Radio Artists and Screen Actors Guild.

Date: Tuesday, June 15

Time: 11:30 a.m.

Place: Washington Court Hotel on Capitol Hill
525 New Jersey Avenue, N.W.
Washington, D.C. 20001
Ballroom East (lower lobby level)
(Hotel Phone: 202-628-2100)

Study commissioned by SAG and AFTRA was conducted by Cultural Indicators Research Team at the University of Pennsylvania's Annenberg School for Communication, directed by George Gerbner, Professor of Communication and Dean Emeritus of The Annenberg School. Dr. Gerbner will present findings.

This is first study of such magnitude and is based on analysis of 19,000 characters and over 1,400 television programs. Included are ten years of programming on major network prime time and daytime series, and Saturday morning children's programming; Fox network; cable-originated programs; game shows; and news.

Together AFTRA and SAG represent over 120,00 performers and broadcasters throughout the U.S. Announcement of study results is a highlight of four-day conference by both unions to assess progress of protected groups and explore strategies for future action. Presidents and chief executives of both unions will attend. Also attending will be chairs and co-chairs of both unions' national, regional and branch committees on women, ethnic minorities, senior and disabled performers.

Press credentials required.