

BOYS



TOWN

"He ain't heavy, Father

... he's m'brother"

*1 Mark  
1 See copy*

May 2, 1984

Professor George Gerbner  
Dean  
Annenberg School of Communication  
University of Pennsylvania  
3620 Walnut Street, C5  
Philadelphia, Pennsylvania 19104

Dear George,

Thank you for your interest in our program to communicate social science to the general public.

I am enclosing a brief description of the "Science-for-Families" television news feature project which was supported by Boys Town and the National Science Foundation. The attached description is the prospectus that you requested for a possible article to be included in the special Journal of Communication section on Science Communication. However, I would be happy to be considered for participation in the fall conference on Science and Public Communication. In this regard, I am enclosing a list of our current public communication activities through books, booklets, brochures, posters, films, and video tape. In addition, I will forward under separate cover a tape of the 20 "Science-for-Families" television news features.

Thank you once again for your interest in our activities. I look forward to hearing more about the Journal report and the conference.

Sincerely yours,

John P. Murray, Ph.D.  
Senior Scientist and  
Director, Youth & Family Policy

JPM:jh

Enc

Communications & Public Service (402) 498-1580

FATHER FLANAGAN'S BOYS' HOME BOYS TOWN, NEBRASKA 68010

PROSPECTUS for a Journal of Communication report and Conference Presentation. Contact: John P. Murray, The Boys Town Center, Boys Town, NE 68010. (402) 498-1577.

Science-for-Families:

Communicating Human Development Research Through Television

John P. Murray, Robert B. McCall & Thomas G. Gregory  
Communications & Public Service Division, Boys Town.

The proposed article will report on the rationale, production and evaluation of a National Science Foundation demonstration project in which 20 television newsfeatures were produced concerning research on children, youth and families. The newsfeatures were 1 to 2-1/2 minutes in length and were distributed free to commercial television stations across the United States for presentation on the local news. At the close of the initial distribution cycle, 28 stations had broadcast some or all of the series. The potential audience in the markets in which the newsfeatures were broadcast is in excess of 30 million persons. A controlled-viewing evaluation of audience response to the newsfeatures shows that viewers learned new information from some of the newsfeatures and that they regarded these features as being at least as informative, interesting, and stimulating as the best typical local news programming. We believe that our project demonstrates that scientists and communicators can cooperate closely to disseminate research results in a balanced, authoritative, informative and interesting manner through the television newsfeature format. Furthermore, this form of dissemination is not only cost-efficient and effective, but also represents a major advance in attempts to increase public awareness and understanding of social science.