

October 21, 1996

Jon Funabiki, Program Officer  
Rights and Social Justice Program  
The Ford Foundation  
320 East 43rd Street  
New York, NY 10017

*forwarded*

Dear Mr. Funabiki:

I am writing between out-of-town speaking engagements to thank you for meeting with me on October 2. I enjoyed our discussion and was glad to learn more about your plans and interests. Our projects address some of the goals of the Foundation, and I think that we can make a contribution to them.

The Cultural Indicators project (whose prospectus I left with you) monitors the "worlds" of prime time and Saturday morning children's programs television, and its contributions to viewers' conception of reality. Its Television Violence Profile No. 16 (enclosed) was released in January 1944. Although the monitoring continued to be funded by grants and contracts focusing on other subjects, no Violence Profile has been released since 1944. The recent "qualitative" report on TV violence was funded by the television industry and does not lend itself to trend analysis. There is considerable governmental and public interest in updating our Violence Profile and, in fact, making it a regular annual publication. I also noted our hope of establishing an annual media monitoring report focusing on trends in the representation of women and minorities as well as violence. In fact, as you see from the Violence Profile, the two are related.

Constructing and releasing an updated Violence Profile in early 1997 would cost about \$25,000. The cost of the general media monitoring project and annual report would be \$100,000 a year.

The Cultural Environment Movement is an action coalition with national and international affiliates. The *CEM Monitor* I left with you presents its aims and action proposals. We are planning to hold an international congress of CEM in Europe next fall, and need funding of about \$50,000 for a strategic planning session.

Please let me know if I should submit a more formal proposal, or if we should visit again to explore further how we can contribute to your objectives. I will call you in a few days and would appreciate receiving your advice.

Sincerely yours,

Jon Funabiki, Program Officer  
Rights and Social Justice Program  
The Ford Foundation  
320 East 43rd Street  
New York, NY 10017

THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NEW YORK 10017

EDUCATION, MEDIA, ARTS AND CULTURE PROGRAM

Tel 212 573 5289  
Fax 212 297 0509

November 18, 1996

George Gerbner  
University City  
Science Center - One East  
3624 Market Street  
Philadelphia, PA 19104

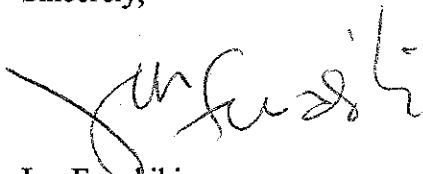
Dear Professor Gerbner:

I enjoyed seeing you again during the meeting at the Rockefeller Foundation with Dayna Cunningham and Robert Sherman. Thank you very much for sending the materials on Cultural Indicators and the Cultural Environment Movement.

As I mentioned during the meeting, The Ford Foundation has been going through a major reorganization, one that will lead to a substantial increase in our interest in media affairs. The reorganization will add two new staff members on media programming. For that reason, I feel it is best to put off any action on your proposal until they are on board. I'll be keeping the materials that you sent for future review.

Thank you very much.

Sincerely,



Jon Funabiki  
Program Officer

From: fgg at POST1 1/21/97 4:29PM (592 bytes: 6 ln)  
To: , "Funabiki, Jon" <J.FUNABIKI@fordfound.org> at SMTP-po  
Subject: Re: Cultural Indicators

----- Message Contents -----

Jon - you may be interested in the article about CEM and CI in the curret issue of UTNE READER. Also, I will be in NY Friday, 1/31 and possibly also the day before for some engagements. Would it be of any interest to discuss our work and plans either of those times (preferably Friday 1/21 late morning), and/or to prepare a proposal? George.

Window: 1 - 24 Lines: 10 Edit: ↑ ↓ → Help: F1 End: ENTER

[74] From: , "Funabiki, Jon" <J.FUNABIKI@fordfound.org> at SMTP-po 1/22/97 2:05AM  
(1851 bytes: 42 ln)  
To: fgg at POST1  
Subject: Re: Cultural Indicators

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from CGNET.COM  
From J.FUNABIKI@fordfound.org  
X-Envelope-From: J.FUNABIKI@fordfound.org  
Received: from msm.cgnet.com by CGNET.COM (PMDF V4.3-9 #18290)  
id <01IEHPUVD6OW009W3Q@CGNET.COM>; Tue, 21 Jan 1997 23:01:43 -0700 (PDT)  
Received: by msm.cgnet.com with Microsoft Mail id <32E5BC97@msm.cgnet.com>;  
Tue, 21 Jan 97 23:07:03 PST  
Date: Wed, 22 Jan 1997 01:57:00 -0800 (PST)  
From: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Subject: Re: Cultural Indicators  
To: fgg <fgg@asc.upenn.edu>  
Message-id: <32E5BC97@msm.cgnet.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN

Let me check my calendar (I'm in San Francisco right now). I'll get back to you shortly.

Re cultural indicators, did you say that \$50,000/year would be a major contribution? What does it actually cost on an annual basis?  
Jon

-----  
From: fgg  
To: Funabiki, Jon  
Subject: Re: Cultural Indicators  
Date: Tuesday, January 21, 1997 4:35PM

Return-Path: <fgg@asc.upenn.edu>  
Date: Tue, 21 Jan 1997 16:35:10 -0400 (edt)  
From: fgg@asc.upenn.edu  
Subject: Re: Cultural Indicators  
To: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Encoding: 7 TEXT

-----  
--  
Jon - you may be interested in the article about CEM and CI in the curret issue of UTNE READER. Also, I will be in NY Friday, 1/31 and possibly also the day before for some engagements. Would it be of any interest to discuss our work and plans either of those times (preferably Friday 1/21 late morning), and/or to prepare a proposal? George.

sent  
a Budget  
1/27/97

Send To Jon about CEM  
+ Budget  
A POZON  
a BUD

[98] From: , "Funabiki, Jon" <J.FUNABIKI@fordfound.org> at SMTP-po 1/22/97 2:05AM  
(1851 bytes: 42 ln)  
To: fgg at POST1  
Subject: Re: Cultural Indicators

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Encoding: 7 TEXT

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[89] From: , "Funabiki, Jon" <J.FUNABIKI@fordfound.org> at SMTP-po 1/28/97 8:58AM  
(2759 bytes: 74 ln)  
To: fgg at POST1  
cc: L.FINGERSON@fordfound.org at SMTP-po  
Subject: Re: Cultural Indicators

----- Message Contents -----

Text item 1: Text Item

Received: by cmail from CGNET.COM  
From J.FUNABIKI@fordfound.org  
X-Envelope-From: J.FUNABIKI@fordfound.org  
Received: from msm.cgnet.com by CGNET.COM (PMDF V4.3-9 #18290)  
id <01IEQI127OOG004ZSY@CGNET.COM>; Tue, 28 Jan 1997 05:54:00 -0700 (PDT)  
Received: by msm.cgnet.com with Microsoft Mail id <32EE0610@msm.cgnet.com>;  
Tue, 28 Jan 97 05:58:40 PST  
Date: Tue, 28 Jan 1997 08:55:00 -0800 (PST)  
From: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Subject: Re: Cultural Indicators  
To: fgg <fgg@asc.upenn.edu>  
Cc: "Fingerson, Linda" <L.FINGERSON@fordfound.org>  
Message-id: <32EE0610@msm.cgnet.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN

George,

Thanks for your message and the info. I would like to talk to you again.  
Unfortunately, my schedule this week has been entirely filled, largely to  
matters beyond my control (foundation-related business). I won't be able to  
meet either Thursday or Friday. However, I would like to follow up with  
you. Perhaps we can arrange another date?

Jon

-----  
From: fgg  
To: Funabiki, Jon  
Subject: Re: Cultural Indicators  
Date: Monday, January 27, 1997 11:04PM

Return-Path: <fgg@asc.upenn.edu>  
Date: Mon, 27 Jan 1997 23:04:13 -0400 (edt)  
From: fgg@asc.upenn.edu  
Subject: Re: Cultural Indicators  
To: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Encoding: 35 TEXT

-----  
Jon - I will definitely be in NY Thursday as well as Friday, and  
available both late mornings, if you are. Please let me know.

I think I responded to your last question, but, in any case, here  
is the Cultural Indicators annual budget:

ANNUAL CULTURAL INDICATORS PROJECT BUDGET

2,000 hours of coding work  
for Prime Time, Children's shows,  
Daytime soaps, and music videos on MTV & BET  
for 2 weeks of sampling

21,000

February 25, 1997

Jon Funabiki, Program Officer  
Rights and Social Justice Program  
The Ford Foundation  
320 East 43rd Street  
New York, NY 10017

**cem**  
cultural  
environment  
movement

P.O. BOX 31847  
PHILADELPHIA, PA 19104

Executive Committee:

Dear Jon:

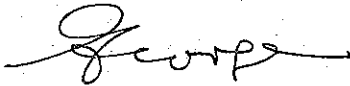
I am sorry that we could not meet last time I was in New York, and that tight schedules and travel prevented me from trying to schedule another appointment.

I am writing now between trips to share with you a development that may be of interest. I presented the attached "Diversity Index" at a conference on media advocacy in Los Angeles last week. It is a baseline measure we hope to publish (and refine) each season to "prod" (which is its acronym, standing for Proportional Representation of Diversity) the entertainment industry to improve its employment and representation policy.

Tomorrow I am taking off for engagements in Paris and Brussels discussing these issues in a series of consultations with their equivalent of the FCC (which, in the U.S., has never showed any interest - or courage - in tackling content diversity issues). Returning briefly over the weekend (to teach my Monday class), I will be off to Budapest on the same mission, returning on March 9.

I would appreciate any comments and suggestions you may have about this effort, and the opportunity to discuss with you how we can put it on a solid financial basis. Please give me a few dates in March for a possible visit.

Sincerely yours,



George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project  
President, the Cultural Environment Movement  
Home tel/fax 610 642 3061  
E-mail FGG@ASC.UPENN.EDU

George Gerbner, President  
Kathleen F. O'Reilly, Vice President  
Roy Eugene Boggs, Jr., Vice President  
Joseph C. Kresse, Secretary  
Linda K. Fuller, Treasurer  
Rose Anne Dyson  
Riane Eisler  
William F. Fore  
Sumi Sevilla Haru  
Robert W. McChesney  
Elaine Wynne

## DIVERSITY INDEX TO "PROD" U.S. ENTERTAINMENT INDUSTRY

The season's cast of dramatic characters in television drama and top-grossing motion pictures falls far short of adequately representing the true diversity of the American scene. That is the conclusion of the first annual PROD (Proportionate Representation of Diversity), a new index produced by the Cultural Indicators research project directed by George Gerbner.

The Diversity Index is based on all major speaking parts in representative samples of prime time television programs of the 1995-96 season and in the 40 top-grossing movies released in 1994 and 1995. It shows that white males are cast 1 and 1/2 times their proportion of the population, while all other groups, overall, comprise one-third of their proportion of the population.

"Far from being 'quotas' to be imposed on creative people," Gerbner said, "the Index reflects the limitations on creative freedom in the television and motion picture industries. This is a 'report card' of industry performance. We look forward to steady improvement in the diversity and equity of the cultural environment into which our children are born and in which they come to define themselves and others."

Details of the Diversity Index can be seen in the attached Figure and Tables. With full proportionate representation, the bars in the Figure would reach the 100 percent line. The Tables show the percentages of media representation and the actual population percentages, as well as the Diversity Index numbers.

George Gerbner, is dean emeritus of the Annenberg School for Communication, University of Pennsylvania, and director of the Cultural Indicators project, whose Violence Index 30 years ago put the issue of television violence on the national agenda. Gerbner is also founder and president of the Cultural Environment Movement, an international coalition of more than 150 organizations, dedicated to fairness, equity, and diversity in media. Nejat Ozyegin is research director in charge of Cultural Indicators research on which the Diversity Index is based. For more information call 215 387 5303, or fax 215 387 1560, or send e-mail to CEM@libertynet.org, or write to CEM, University City Science Center, 3508 Market Street, Philadelphia, PA 19104-6220

[109] From: , "Funabiki, Jon" <J.FUNABIKI@fordfound.org> at SMTP-po 3/27/97 4:03P  
M (1257 bytes: 29 ln)  
To: fgg at POST1  
Subject: Thank You

----- Message Contents -----

Text item 1: Text Item

Received: by ccmil from CGNET.COM  
From J.FUNABIKI@fordfound.org  
X-Envelope-From: J.FUNABIKI@fordfound.org  
Received: from msm.cgnet.com by CGNET.COM (PMDf V4.3-9 #18290)  
id <01IGZX01F5C0006172@CGNET.COM>; Thu, 27 Mar 1997 12:56:34 -0800 (PST)  
Received: by msm.cgnet.com with Microsoft Mail id <333AE035@msm.cgnet.com>;  
Thu, 27 Mar 97 13:01:41 PST  
Date: Thu, 27 Mar 1997 15:51:00 -0800 (PST)  
From: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Subject: Thank You  
To: "Gerbner, George" <FGG@ASC.UPENN.EDU>  
Message-id: <333AE035@msm.cgnet.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN

Thank you for meeting with me today. It was very helpful to go into the details of your operation. I think we have a common understanding of each other's goals and constraints.

As we discussed, please send me as soon as possible:

- 1) Audited budget for CEM
- 2) Philadelphia news content analysis

If possible, please send some explanatory material about how you would incorporate network news into your CI work. I would hope to get back to you quicky.

Jon



THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NEW YORK 10017

EDUCATION, MEDIA, ARTS AND CULTURE PROGRAM  
MEDIA, ARTS AND CULTURE

*Sent e-mail  
Thanks 4/4/97*

April 1, 1997

«address»

Dear «salutation»:

I just wanted to alert you to a new project that assesses the diversity of dramatic characters in prime time television drama and motion pictures. The project, called the "Diversity Index," is being conducted by the Cultural Environmental Movement under the direction of George Gerbner, dean emeritus of the Annenberg School of Communications at the University of Pennsylvania.

While your work focuses on the news media, I thought you would be interested in the parallel issues in the entertainment industry and the methodology used by Prof. Gerbner. He said he would be interested giving information/presentations to other groups.

He can be reached at: George Gerbner  
University City  
Science Center - One East  
3624 Market Street  
Philadelphia, PA 19104  
215 387-5202  
FGG@asc.upenn.edu

Sincerely,

*JF*   
Jon Furubiki  
Program Officer

cc: George Gerbner ✓

Letter sent to:

JoAnne Lyons Wooten  
Executive Director  
National Association of Black Journalists  
3100 Taliaferro Hall  
University of Maryland  
College Park, MD 20742-7717

Loren Omoto  
Executive Director  
Native American Journalists Association  
1433 E. Franklin Ave., #11  
Minneapolis, MN 55404

Iván Román, Director  
Center for Integration and Improvement of Journalism  
San Francisco State University  
1600 Holloway Avenue  
San Francisco, CA 94132

Patrick Salazar  
Executive Director  
National Association of Hispanic Journalists  
1193 National Press Building  
Washington, DC 20045

Sandra N. Michioku  
National Executive Director  
Asian American Journalists Association  
1765 Sutter St., Rm 1000  
San Francisco, CA 94115

Connie Rivera  
Unity '99  
Program Office  
428 - 10th Street, #E201  
Kirkland, WA 98033

GRANT PROPOSAL 4/15/97

April 15, 1997

Jon Funabiki, Program Officer  
Rights and Social Justice Program  
The Ford Foundation  
320 East 43rd Street  
New York, NY 10017

Dear Jon:

Please consider this our request for a grant of \$75,000 a year for three years, a total of \$225,00 for the purpose of conducting a study of "News in Context" as described in the attached research proposal.

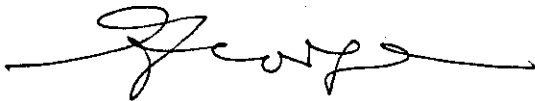
The proposed project will begin July 1, 1997 and conclude on June 30, 1990.

Attached please find:

1. The research proposal.
2. Tax information.
3. Resume of project director.
4. Project budget.
5. Board of Directors.
6. Diversity information.

We appreciate your and the Foundations interest in our work and look forward to hearing from you.

Sincerely yours,



George Gerbner, Dean Emeritus  
The Annenberg School for Communication  
University of Pennsylvania  
Director, the Cultural Indicators Project

CEM  
cultural  
environment  
movement

PO BOX 31847  
PHILADELPHIA PA 19104

Executive Committee:

George Gerbner, President  
Kathleen F. O'Reilly, Vice President  
Roy Eugene Boggs, Jr., Vice President  
Joseph C. Kresse, Secretary  
Linda K. Fuller, Treasurer  
Rose Anne Dyson  
Riane Eisler  
William F. Fore  
Sumi Sevilla Haru  
Robert W. McChesney  
Elaine Wynne

**A Proposal to the Ford Foundation  
for a Study of Television News**

April 15, 1997

We are proposing to study the content of television news and to interpret findings within the context of our ongoing research on general programming. The research will be part of the Cultural Indicators project.

Cultural Indicators research consists of two interrelated parts: (1) message system analysis, monitoring the content of the world of television programs and (2) cultivation analysis, determining the contributions of television to viewer conceptions of reality. The current phase of the study employs message system analysis, dealing only with media content.

Message system analysis is the systematic, reliable, and cumulative investigation of the unambiguous and commonly understood facts of media portrayal. The analysis has been performed on annual samples of network programs, newscasts, and other genres (e.g. talk shows, music videos) by trained analysts who observe and code various aspects of content.

A representative sample of evening newscasts will be selected for analysis from the four broadcast networks and some cable channels.

The two basic units of analysis are (1) the news story; (2) the person in the news story (newsmakers, i.e. parties involved in the event; and sources, i.e. parties who comment on the event in a witness or expert capacity).

The recording instrument consists of definitions and category schemes relating to these two units and the purposes of the analysis. The recording instrument for news is adapted from the main Cultural Indicators recording instrument, which has been used in the analysis of over 3,000 programs and 40,000 characters on prime time television and Saturday morning children's shows since 1968.

Coders are trained to record a specialized kind of observation. The training period requires from two to four weeks of instruction, practice, and testing.

**Internal Revenue Service**

**Department of the Treasury**

District  
Director

31 Hopkins Plaza, Baltimore, MD 21201

▷ CULTURAL ENVIRONMENT MOVEMENT  
& DOUGLAS W CHARNAS  
3050 K STREET NW SUITE 400  
WASHINGTON, DC 20007

Person to Contact:  
EP/EO Tax Examiner  
Telephone Number:  
(410) 962-6058  
Refer Reply to:  
EP/EO:CSU:Room 817  
Date: APR 20 1985

Dear Sir/Madam:

- This is in response to your inquiry regarding the above named organization's Employer Identification Number.

Please be advised that our files reflect the organization's Employer Identification Number is 52-1746607.

When using this number, please enter it exactly as shown.

If you have any questions, you may contact me at the telephone number shown above or telephone number previously mentioned.

Sincerely,



Tax Examiner  
EP/EO Customer Service Unit

11/11/85  
11/11/85

**George Gerbner**

**The University City Science Center**

3624 Market Street - One East

Philadelphia, PA 19104

Tel: 215 387 5202 Fax: 215 382 0056

Internet: FGG@ASC.UPENN.EDU

Home: 234 Golf View Rd.

Ardmore, PA 19003

Tel: 215 642 7479

Home fax: 215 642 3061

**Positions held**

1996, April, Visiting Lecturer, University of Athens, Greece

1995. Fall, Distinguished Visiting Professor, American University, Washington, D.C.

1993, Fall, Visiting Professor, University of Budapest, Hungary

1992, Fall, Visiting Professor, Salesian University, Rome, Italy

1992, Summer, Distinguished Visiting Professor, American University, Cairo, Egypt

1991- Founder and Chair of Board of Directors, the Cultural Environment Movement

1989- Dean Emeritus, The Annenberg School for Communication, University of Pennsylvania

1969- Director, Cultural Indicators research project

1964-89 Professor of Communications and Dean, The Annenberg School of Communications, University of Pennsylvania.

1956-64 Research Associate Professor, Institute of Communications Research, University of Illinois, Urbana.

1954-56 Lecturer, University of Southern California. Communication in Education.

1952-56 Instructor, El Camino College, California.

1951-52 Research Associate, Department of Cinema, University of Southern California. Educational film consultant and production coordinator. Author of television series for the Los Angeles County Museum. Collaborator with T.W. Adorno in studies in the psychodynamics of television drama, Hacker Foundation, Beverly Hills, California.

- 1950-51 Curriculum Assistant, Pasadena City Schools. In charge of publications, junior college general education curriculum planning. Director and Editor, Pasadena Education Association.
- 1948-51 Instructor, John Muir College, Pasadena, California. Journalism, English, Social Science.
- 1947-48 Free-lance writer, partner in public relations firm, Hollywood, California.
- 1946-47 Editor, U.S. Information Service, Vienna, Austria. In charge of daily newspaper and news broadcast for American forces in Austria.
- 1942-43 San Francisco Chronicle. Copy editor, reporter, feature writer, book reviewer, columnist, assistant financial editor.

### **Military Service**

- 1943-46 U.S. Army. Enlisted as private, volunteered for the Parachute Infantry (101st Airborne, 541st Reg.) Editor of regimental newspaper, Camp Mackall, N.C., Joined Office of Strategic Services (OSS). Missions in North Africa, Italy, Yugoslavia, Austria, Hungary, Germany. Received field commission, Bronze Star award for operations behind enemy lines. Honorably discharged as 1st Lieutenant.

### **Other Service**

- Chair, Board of Directors, Cultural Environment Movement
- Member, Board of Directors, Minorities Media and Telecommunications Council
- Member, International Advisory Board for Hungarian Television
- Member of the Corporation for Public Broadcasting/Annenberg School of Communications Project Council.
- Member of the Surgeon General's Advisory Committee on Television and Social Behavior.
- Member, Board of Directors, International Communication Association.
- Member of International Council, International Association for Mass Communication Research.

Member of numerous editorial and advisory boards including Strategies for Media Literacy (San Francisco); Scott Newman Center Project (Los Angeles); Center for the Study of Commercialism (Washington, D.C.); Project Censored (Sonoma State University, CA.); International Advisory Board, Hungarian Television; Reseaux (Journal of Communication, Technology, Society) Paris).

## Research

Director of study on drugs on television for the Robert Wood Johnson Foundation, 1995--

Director of study on the representation of animals in the mass media for the Ark Trust, Inc., 1994-95,

Director of study for the the City of Philadelphia on violence on local television news, 1994.

Director of study of midlife and older women on television for Women's Initiative, American Association for Retired Persons, Washington, D.C., 1994.

Director of study of violence on "Frontline" television program for Oregon Public television, 1994.

Director of study of expressions of anger on television for Insitute for Mental Health Initiatives (1993-94).

Director of study on health-related behaviors on television, Center for Substance Abuse Prevention, U.S. Public Health Service, (1993 --).

Director of study on violence in films for Turner Broadcasting, 1993.

Research grant from the University of Pennsylvania Research Foundation for an investigation of the communication history of the Russian coup of August 1991. (1992)

Director of study of women, minorities, disabled, and old characters on television; prime time, daytime, gameshows, news. Funded by the Screen Actors Guild (SAG) and the American Federation of Radio and Television Artists (AFTRA), 1992.

Director of study of violence on cable-originated dramatic television programs. Funded by the National Cable Television Association, 1991-92.

Director, study of women and minorities in television drama. Funded by the U.S. Commission on Civil Rights, 1991.

Co-Principal Investigator of a comparative study of U.S. and Soviet television, under a grant from the W. Alton Jones Foundation; and the International Research and Exchanges Board (IREX); principal investigator of comparative study of television in 12 countries (grant for Japan by the Hoso-Bunka Foundation) 1987--91

Principal Investigator of a study on "Adoption in the Mass Media" under a grant by The Catholic Adoptive Parents Association, Inc., 1988--89.

Director of project on "Violence and Terror in the Mass Media," under contract to Unesco's Division of the Free Flow of Information, 1985-86.

Principal Investigator of a study of alcohol and drug use and the mass media, under contract to the National Institute on Drug Abuse, U.S. Department of Health and Human Services, 1985-87.

Principal Investigator of a study of "The American Press Coverage of The Fourth Extraordinary Session of the UNESCO General Conference, Paris, 1982, under a grant from Unesco's Division of the Free Flow of Information, 1984.

Co-Principal Investigator, research project on "Religion on Television and in the Lives of Viewers," under a grant from the Ad Hoc Committee on Religious Television Research, including 27 religious organizations and denominations, 1982-84.

Co-Principal Investigator, research project on "The Role of Television Entertainment in Public Education About Science," under a grant from the National Science Foundation, 1981-83.

Co-Principal Investigator, "Aging With Television" and "Aging With Television Commercials" projects designed to measure trends in television content and effects related to aging. Supported by grants from the U.S. Administration on Aging, 1977-81.

Co-Principal Investigator, "Cultural Indicators" project designed to study television content and effects. Supported by grants from the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, the National Institute of Mental Health, the White House Office of Telecommunications Policy, the American Medical Association, 1972-80.

Principal Investigator, international collaborative study on the treatment of foreign news in the press of six

countries -- U.S., Great Britain, West Germany, U.S.S.R., Czechoslovakia, and Hungary. Under a grant by International Research and Exchanges Board, 1971-73.

Principal Investigator, study of institutional structure and decision-making in American television, sponsored by the National Institute of Mental Health, 1971.

Principal Investigator, study of the portrayal of violence in network television drama. Sponsored by the National Commission on the Causes and Prevention of Violence and the Surgeon General's Scientific Advisory Committee on Television and Social Behavior, 1968-70.

Project Director, "A Comparative Study of Films and the Film Hero." National Science Foundation Grant. Analysis of personality structure of leading characters in U.S., French, Italian, Yugoslav, Czechoslovak, and Polish feature films. In cooperation with UNESCO and the International Sociological Association, 1964-67.

Project Director, "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study." U.S. Office of Education, Cooperative Research Grant. Study of the portrayal, and of factors influencing the portrayal, of teachers and schools in the mass media of the U.S., Great Britain, France, West Germany, East Germany, Poland, Czechoslovakia, Hungary, and the U.S.S.R., 1960-64.

Investigator, research project on the portrayal of mental illness in the mass media under a grant from the National Institute of Mental Health, 1959-61.

## **Education**

University of Southern California, Communication in Education. M.S. thesis "Television and Education," 1951; Ph.D. dissertation "Toward a General Theory of Communication"; U.S.C. award for "Best Dissertation," 1955.

University of California at Berkeley, Journalism. B.A. in Journalism, 1942.

University of California at Los Angeles, Psychology.

University of Budapest, Folklore, Literature.

Joseph Eotvos Realgymnasium, Budapest. First Prize in national literary competition, Hungary.

### **Editing, publishing**

Chair, Editorial Board, International Encyclopedia of Communications, Oxford University Press, 1983-1988.

Editor, Journal of Communications, 1973-1987; Executive Editor 1987 --1991.

Co-editor, Oxford University Press "Communication and Society Books," 1985 --1991.

Co-editor, Longman Communication Books, 1981 --1990.

Associate Editor for Communication Theory, Journal of Communication, 1966-68; Book Review Editor, Audio-Visual Communication Review, 1958-68.

### **Awards, honors, miscellaneous**

1991- Founder and Chair, the Cultural Environment Movement

Excellence in Media Award, International Television Association, 1992.

Commencement speaker and recipient of honorary degree of Doctor of Humane Letters, Worcester State College, Worcester, Mass., 1992.

First Wayne Danielson Award for Distinguished Contributions to Communications Scholarship. College of Communication, University of Texas at Austin, November, 1991.

Honorary degree of Doctor of Humane Letters, Emerson College, Boston, 1989.

"Broadcast Preceptor Award," Broadcast Communications Arts Department, San Francisco State University, 1982.

"Media Achievement Award of Excellence," Philadelphia Bar Association, 1981.

"Communicator of the Year" Award B'nai B'rith Communications Lodge, 1981.

Honorary degree of Doctor of Humane Letters by LaSalle College, Philadelphia, 1980.

Fellow, International Communication Association, 1979.

Fellow, American Association for the Advancement of Science, 1972.

Born in Budapest, Hungary. U.S. citizen. Married to Ilona Kutas. Two sons, John C., and Thomas J. Two daughters-in-law, Anne and Kathie. Four grandchildren, Katie, Erzsi, Emily, and Zachary.

March, 1996

**CULTURAL INDICATORS**  
**NEWS STUDY BUDGET**

**Personnel costs**

Cultural Indicators Director	10,000
Research Director	42,000
Coders	34,000
Research Associates	<u>31,500</u>

Subtotal 117,500

**Benefits**

Health Insurance	1,800
Parking	<u>2,700</u>

Subtotal 4,500

**Travel**

2 trips to NYC	<u>400</u>
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Subtotal 400

**Equipment and Supplies**

Telephone	1,000
General office supplies	1,000
Research-related office supplies	4,000
Taping and preparation of programs	<u>6,000</u>

Subtotal 12,000

**Office Expenses**

Duplication	<u>2,000</u>
-------------	--------------

Subtotal 2,000

**Indirect costs (10%) 13,640**

**GRAND TOTAL 150,040**

**Cultural Environment Movement  
Executive Committee and the Board of Directors**

**Executive Committee**

**George Gerbner**

**President**

Founder and Chair of CEM; Dean Emeritus, the Annenberg School of Communication, University of Pennsylvania; co-editor of *Invisible Crises: What Conglomerate Media Control Means for America and the World* and *Triumph of the Image; the Media's War in the Persian Gulf*

**Kathleen O'Reilly**

**Vice President**

Former Executive Director of the Consumer Federation of America; Board Chair of the Center for Science in the Public Interest (CSPI); former consumer/legal correspondent for the NBC Today Show.

**Roy Eugene Boggs, Jr.**

**Vice President**

On the faculty of the University of West Los Angeles Law School; member of the Board of Directors of the Screen Actors Guild, and SAG's Ethnic Equal Opportunities Committee.

**Joseph C. Kresse**

**Secretary**

Director, Foundation for Global Community; retired Partner, Arthur Andersen accounting firm, in charge of their work with financial institutions in Southern California.

**Linda K. Fuller**

**Treasurer**

Worcester College, Worcester, MA.; former Regional Chair, Alliance for Community Media; Author of *The Cosby Show; Audiences, Impact, Implications and Community Television in the United States*.

**Rose Dyson**

Chair of Canadian Concerned with Violence in Entertainment (C-CAVE); member, *Peace Magazine* editorial board; Board member, Canadian Association for the Study of Adult Education; Research Associate, LaMarsh Centre, York University; author of *Media Violence in Canada*.

**Riane Eisler**

Cultural historian, Founder of the Los Angeles Women's Center Legal Program and the Center for Partnership Studies; author of *The Chalice and the Blade: Our History our Future* and *Sacred Pleasure: Sex, Myth, and the Politics of the Body*.

**William F. Fore**

Former Executive Director of the Communication Commission of the National Council of Churches; former President of the World Association for Christian Communication; Founder and Co-Chair of the National Coalition Against Censorship; author of *Mythmakers: Gospel, Culture and the Media*.

**Sumi Sevilla Haru**

Immediate past acting President and currently first national Vice President of the Screen Actors Guild; Executive Vice President of the Los Angeles chapter of the Asian Pacific American Labor Alliance; Vice President of the AFL-CIO.

**Robert W. McChesney**

University of Wisconsin-Madison; author of *Telecommunications, Mass Media, and Democracy: the Battle for the Control of U.S. Broadcasting, 1928-1935*.

**Elaine Wynne** Co-Director of the Key of See Storytellers; winner ( with Larry Johnson) of the grand prize in the Tokyo Video Festival; psychologist, teacher of community-based cross-cultural story-telling.

### Board of Directors

**Donna Allen** Founder of the Women's Institute for Freedom of the Press: former editor of the monthly *Media reports to Women*; author of *Media Without Democracy and What to do About It*.

**Elvira Arcenas** Teaches Communication and Culture at the Pontifical faculty of Educational Sciences "Auxilium" in Rome; writing a book on the history of communication study in the U.S.

**Bobby W. Austin** Director, African American Men and Boys Initiative, W. K. Kellogg Foundation.

**Ben Bagdikian** Dean Emeritus, School of Journalism, University of California at Berkeley; author of *Media Monopoly*.

**C. Edwin Baker** On the faculty of the University of Pennsylvania Law School; former Visiting Professor at the University of Texas, Cornell and Harvard; staff attorney for the ACLU; author of *Advertising and a Democratic Press*.

**Suzanne Barnard** Director of Public Relations and New Project Development, the Children's Division of the American Humane Association.

**Charles Bien** Deputy Director, Environmental Division of the Department of Housing and Urban Development in Washington, DC.

**Cynthia Bock-Goodner** University of Texas at Austin, Moderator of the CEMNET, and Web page, CEM's link to the Internet.

**Nolan Bowie** On the faculty of Temple University; former Visiting Senior Fellow, The Joan Shorenstein Center on the Press, Politics and Public Policy, Harvard University; former director of Citizen's Communication Center, Washington, DC.

**Joan Brown Campbell** General Secretary, the National Council of Churches; former Director of the World Council of Churches U.S. office; recipient of many awards including the YWCA's Woman of Achievement Award.

**Paul Carton** Member, The Federal Information Exchange, Gaithersburg, MD.; formerly Special Assistant to the President, University of Puerto Rico; Senior Policy Analyst, National Center for Housing Management, Washinton, DC.

**Lynn A. Curtis** President, The Milton S. Eisenhower Foundation; Vice Chair, Partners for Democratic Change; Trustee, The Parliamentary Human Rights Foundation; former Executive Director, the President's Urban and Regional Policy Group.

**Richard H. Crawford** On the staff of the University of California at Davis research center on Computer security and policy; active in Computer Professionals for

Social Responsibility; Privacy International; and on issues of environmental justice and corporate responsibility for the Sierra Club; author of "Computer-assisted Crises."

**Dorothy Butler Gilliam** *Washington Post* columnist; Senior Fellow, J.F. Kennedy School of Government, Harvard University; immediate Past President, National Association of Black Journalists; author of *Paul Robeson; All American*.

**Cees J. Hamelink** Director of the Centre for Communication & Human Rights (Amsterdam; the Netherlands); immediate past president of the International Association for Mass Communication Research; author of *Cultural Autonomy in Global Communications*; and *The Politics of World Communication*

**Mary Lou Huchet** Princeton Public School, Princeton, NJ;; consultant on media literacy education.

**David Honig** Founder and Executive Director of the Minority Media and Telecommunications Council; Director/Counsel of the Association of Black Owned Television Stations; Counsel for the NAACP, LULAC and the National Rainbow Coalition.

**Larry Johnson** Co-Director of the Key of See Storytellers; winner of the Action for Children's TV National Achievement Award; founder of the OGP (Old Gardening Party) to keep the world safe for children, gardening and storytelling.

**Yahya R. Kamalipour** Director of Graduate Studies, Communication and Creative Arts Department, Purdue University Calumet; editor of *Cultural Diversity and the U.S. Media*.

**Kitty Lunn** Chair, Performers With Disability of the Actors Equity; member, AFTRA National Board; founder and Executive Director of the Infinity Dance Theater.

**Sheldon Margen, M.D.** School of Public Health, University of California at Berkeley; Director of the California Wellness Foundation; advisor to numerous national and international agencies on food and nutrition; was a member of the Nestle Infant Formula Audit Commission.

**Daniel M. Mayeda** Founding Legal Counsel of Media Action Network for Asian Americans (MANAA); partner in a Los Angeles law firm specializing in litigation involving the media industries.

**Mark Crispin Miller** Director, Center for Media Studies, Johns Hopkins University, Baltimore, MD.; columnist, radio commentator; author of *Boxed In: The Culture of TV*, *Seeing Through Movies* and *Spectacle: Operation Desert Storm and the Triumph of Illusion*.

**Brian R. Moir** Telecommunications attorney in Washington, D.C.; former staff attorney at the Federal Communications Commission.

**Hamid Mowlana** Director, International Communication Program, School of International Service, the American University, Washington D.C.; President, International Association for Mass Communication Research (IAMCR); author of *Global Communication in Transition*.

**Alex Nogales** Chair, National Hispanic Media Coalition; CEO for Nogales Psychological Counseling; Los Angeles; former writer-producer for KNBC-TV and KCBS-TV, three times Emmy Award Winner; President, Hispanic Academy of Media Arts & Sciences (HAMAS).

**Raul Romero** Labor Council of Latin American Advancement; Union Representative/Organizer, Local 399, Hospital & Services Employees Union, SEIU, AFL-CIO, Los Angeles.

**Connie Schuster** Founder and Director of Artists for Recovery; member of the Board of the Pennsylvania Mental Health Consumers' Association

**Robert Sherman** Program Officer, Effective Citizenry, the Surdna Foundation; former Director, Community Relations Institute of the New York City Commission Human Rights and Consultant, The National Funding Collaborative on Violence Prevention.

**Nancy E. Snow** Asst. professor, Politics and International Relations, New England College, Executive Director, Common Cause/New Hampshire; author, "Selling America's Story: Winners and Losers in USIA's Free-Market Dream," (forthcoming, 1998).

**Keyan Tomselli** Director, Centre for Cultural and Media Studies at the University of Natal in Durban, South Africa; founder and editor of *Critical Arts* (a journal of cultural studies); author of *The Cinema of Apartheid; Race and Class in South African Film*.

**Lawrence Wallack** Founding Director, Berkeley Media Studies Group, the Western Consortium of Public Health, and the Prevention Research Center of the Pacific Institute for Research and Evaluation; on the faculty of the School of Public Health, University of California, Berkeley

**Yassen N. Zassoursky** Dean, Faculty of Journalism, Moscow State University; Head of the editorial board of 8-volume *History of American Literature*; Chair of the Commission on Teleradiobroadcasting, charge with licensing television and radio frequencies in the Russian Republic.

**Joni Carley Yamaguchi** Director of the Carley Foundation; former Executive Producer of "Working Together," a children's radio show on an international United Nations station, and coordinator for the Seventh Generation, Peace, Children and the Environment Conference in Moscow, Russia.

Diversity table					
	Minority		Non-Minority		Total
	Female	Male	Female	Male	
Board of dir.	4	9	13	19	45
Professional staff	3	-	4	4	10
Support staff	1	-	-	-	1

[123] From: , "Funabiki, Jon" <J.FUNABIKI@fordfound.org> at SMTP-po 4/18/97 11:33 AM (2189 bytes: 55 ln)  
To: fgg at POST1  
Subject: RE: Mail on the way

----- Message Contents -----

Text item 1: Text Item

Received: by ccmail from CGNET.COM  
From J.FUNABIKI@fordfound.org  
X-Envelope-From: J.FUNABIKI@fordfound.org  
Received: from msm.cgnet.com by CGNET.COM (PMDF V4.3-9 #18290)  
id <01IHUETT4CLC00OBVR@CGNET.COM>; Fri, 18 Apr 1997 08:31:21 -0700 (PDT)  
Received: by msm.cgnet.com with Microsoft Mail id <33579340@msm.cgnet.com>;  
Fri, 18 Apr 97 08:29:04 PDT  
Date: Fri, 18 Apr 1997 11:24:00 -0700 (PDT)  
From: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Subject: RE: Mail on the way  
To: fgg <fgg@asc.upenn.edu>  
Message-id: <33579340@msm.cgnet.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN

thank you. I look forward to the materials.  
jon

-----  
From: fgg  
To: Funabiki, Jon; cem; sozyeg  
Subject: Mail on the way  
Date: Friday, April 18, 1997 8:50AM

Return-Path: <fgg@asc.upenn.edu>  
Date: Fri, 18 Apr 1997 08:50:21 -0400 (edt)  
From: fgg@asc.upenn.edu  
Subject: Mail on the way  
To: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>, cem@libertynet.doc,  
sozyeg@asc.upenn.edu  
Encoding: 23 TEXT

-----  
Jon -

Am back from trips to Spokane, etc., and am leaving Sunday 4/20 for Rockefeller Foundation conference in Bellagio, Italy, back Friday 4/25. Meanwhile, requested materials all prepared, should be Fedexed today for delivery on Monday. Please let me know when received, and if you need any further information. One thing that IS missing is info on other grant prospects, so let me note that here.

We have proposals out to the Hunt Foundation, the Surdna Foundation and the Levinson Foundation. Dayna Cunningham committed some support but then became unreachable through April, so that still has to be confirmed. In any case, given Ford support, our prospects of raising the balance of the budget are very good.

I can be reached until Sunday noon, if necessary, and then after Friday, 4/20.

George

Date: Tue, 20 May 97 13:51:55 edt  
From: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Encoding: 31 Text  
To: GGerbner@pobox.asc.upenn.edu  
Subject: Your proposal

Received: by cmail from CGNET.COM  
From J.FUNABIKI@fordfound.org  
X-Envelope-From: J.FUNABIKI@fordfound.org  
Received: from msm.cgnet.com by CGNET.COM (PMDF V4.3-9 #18290)  
id <01IJ35HIJTW00Y9TB@CGNET.COM>; Tue, 20 May 1997 09:09:47 -0800 (PST)  
Received: by msm.cgnet.com with Microsoft Mail id <3381CBFE@msm.cgnet.com>;  
Tue, 20 May 97 09:06:22 PDT  
Date: Tue, 20 May 1997 11:52:00 -0700 (PDT)  
From: "Funabiki, Jon" <J.FUNABIKI@fordfound.org>  
Subject: Your proposal  
To: "Gerbner, George" <FGG@ASC.UPENN.EDU>  
Message-id: <3381CBFE@msm.cgnet.com>  
MIME-version: 1.0  
Content-type: TEXT/PLAIN

George,

I need to talk to you about your proposal. I have two questions, which I'll submit here and then perhaps we can talk by phone?

- 1) The way you have revised your proposal, it looks all the funding goes to the "news" analysis, and none to the entertainment/childrens programming, etc. Is that wha tyou meant?
- 2) I need to get more detail about how you disseminate the findings; what reports you generate; whether the raw data is available to outside researchers, and under what circumstances, etc.

Jon

ps enjoyed the piece in Atlantic.

*Deliver / press conf / public  
public / bill / school / pop  
CEM monitor case*

THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NEW YORK 10017

EDUCATION, MEDIA, ARTS AND CULTURE PROGRAM  
MEDIA, ARTS AND CULTURE

February 24, 1998

George Gerbner  
Bell Atlantic Professor of Communication  
School of Communications and Theater  
Temple University  
Annenberg Hall, Room 06 (011-00)  
Philadelphia, PA 19122

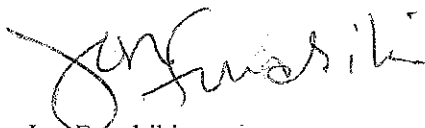
Dear George:

Thank you for taking the time meet with John Phillip Santos and me today. Congratulations on your new position at Temple. We were happy to hear the latest news about the Cultural Environment Movement and the update on the Cultural Indicators survey. I thought it would be good to reiterate the points we made about the Ford Foundation's interest in your work.

- Our current grant (970-1346), providing \$225,000 for three years beginning July 10, 1997, was predicated on your beginning to include network news in your analysis of primetime network programming.
- While it is premature to commit to continued funding of the project, we certainly hope to discuss this possibility as we get closer to the grant expiration date.
- As soon as you start to develop data on news content, I'd like to talk to you about the possibility of providing articles in journals and other publications.
- Discussions about general or conference support for CEM probably should be deferred until the arrival of Pamela Meyer, the incoming director of Media, Arts and Culture. We will certainly alert you when this occurs.

We look forward to continuing to work with you on this project. Good luck!

Sincerely,



Jon Funabiki  
Program Officer

To: Jon Funabiki <J.FUNABIKI@fordfound.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Thanks and more  
Cc:  
Bcc:  
X-Attachments:

Dear Jon:

Thanks for the good visit last Tuesday. I will send you an update on the news study asap. Meanwhile, if you have any interest in a proposal on the Diversity Index project, please let me know. Also, here is a revised copy and budget for the proposed digital conference which will have a major focus on news. I will be grateful for any advice and support toward that. George

A conference on Public Space in the Digital Age:

Unbeknownst to most Americans, the "digital age" begins on Dec. 31, 2006. On that day, our television set will become a hunk of junk. By law and FCC rules, other ways of communication ranging from computers to satellites will also change.

The change to digital technology holds out the promise of greater diversity of communication than has ever before been possible. However, the Telecommunications Act of 1996, "An Act to promote competition and reduce regulation," is, in fact, an act to prevent competition and promote monopoly. It has opened the floodgates to media mergers and consolidation. The recent convergence of various media industries includes network television and telephone providers buying cable stations, computer companies going into WebTV, software companies becoming Internet providers. This urge to merge drives further monopolization, standardization, homogenization and sterilization of content. If unchecked, it may well be the greatest giveaway of public resources -- the people's use of the people's airways -- in American history

Mergerphobia is a virus destructive of creativity and diversity. The purpose of the proposed international conference on "Public Space in the Digital Age" is to focus media and public attention on this critical juncture in communication and power, and to provide a forum for a dialogue among leading telecommunication industry executives, members of the creative community ("content providers"), community leaders, consumer advocates, and media scholars.

The tasks include the following:

1. Design a media plan to put communication issues on the public agenda.
2. Develop democratic and accountable public service media that will draw citizens into public life as participants rather than as targets for marketing.
3. Promote gender equity and general diversity in media ownership, employment, and representation.
4. Develop hardware and software design, administration, and regulation for competitive and equitable access and use.
6. Establish a global communication network based upon mutual respect between peoples and nations.
7. Create a nurturing cultural climate for our children, rather than subject them to mindless violence and exploitation.
8. Protect and promote free expression without either state or conglomerate

censorship.

9. Regulate the activities of transnational media firms that operate in non-competitive markets.

*[Faint, illegible text]*

*[Faint, illegible text]*

*[Faint, illegible text]*

*[Faint, illegible text]*

THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NEW YORK 10017

EDUCATION, MEDIA, ARTS AND CULTURE PROGRAM  
MEDIA, ARTS AND CULTURE

March 26, 1998

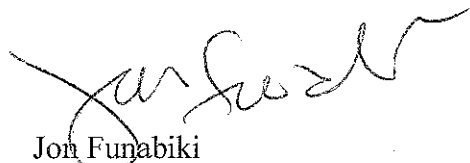
Professor George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

REF: 970-1346

Dear George:

I would appreciate receiving a written progress report on the work accomplished under the terms of The Ford Foundation's grant no. 970-1346 to Cultural Environment Movement, Inc. As described in the Foundation's Aug. 5, 1997, letter to you, the grant was approved to enable CEM to conduct an annual content analysis of prime-time television news and dramatic entertainment programs. I am particularly interested in the work completed toward the analysis of news content, but the report should cover both news and dramatic entertainment content. I would appreciate receiving this report within two weeks.

Sincerely,



Jon Funabiki  
Program Officer



TEMPLE UNIVERSITY  
A Commonwealth University

School of Communications and Theater

George Gerbner  
Bell Atlantic Professor of Telecommunications

Annenberg Hall, Rm. 06 (011-00)  
Philadelphia, Pennsylvania 19122  
Voice/Fax: 610-642-3061  
E-mail: ggerbner@nimbus.temple.edu

April 5, 1998

Ref: 970-1346

Dear Jon:

I am pleased to report the following progress on our grant no. 970-1346:

- (1) We have completed the recruitment and training of research analysts needed for the project.
- (2) Samples of news and entertainment programming on television were taped during October and November 1997.
- (3) The tapes have been logged, labeled and distributed to the research analysts. They view tapes of the sample and record observations by completing an instrument of analysis adapted for this project. This coding process, now in progress, has been completed for 90 programs.
- (4) The news coding instrument is being tested for reliability. Analysis of all data is scheduled to start in May 1998.
- (5) We are conducting a search of other news databases available on-line in order to compare and, if desirable, augment our analysis.

Please let me know if you have any suggestions or questions.

Sincerely .

THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NEW YORK 10017

EDUCATION, MEDIA, ARTS AND CULTURE PROGRAM

September 4, 1998

Professor George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

REF: 970-1346

Dear George:

I am writing to request the prompt filing of an interim report on the use of funds provided by The Ford Foundation's grant 970-1346 for an analysis of content and trends in network television news and entertainment programs. According to the terms of the grant, Cultural Environment Movement is required to file narrative and financial reports on an annual basis. The first set of reports was due June 30, 1998. Please refer to the Aug. 5 letter from Elaine Kranich, Director, Office of the Secretary, that was directed to you for details.

Please include the results of analysis of data on news coverage. According to your correspondence dated April 5, this analysis was to begin in May 1998.

Sincerely,



Jon Funabiki  
Program Officer

cc: Melissa Carroll, grants administrator

To: Jon Funabiki <J.FUNABIKI@fordfound.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Report Ref. 970-1346  
Cc:  
Bcc:  
X-Attachments:

Dear Jon:

Thank you for your letter of Sept. 4. I regret the delay. A draft (attached) has been prepared some time ago, but trips and other engagements created a bottleneck for me, about which I am very sorry.

This draft is for your information and comment. Let me know if you would like to see any changes.

Sincerely,

George.

*Dr of Rec'g*

---

THE FORD FOUNDATION  
320 EAST 43RD STREET  
NEW YORK, NEW YORK 10017

EDUCATION, MEDIA, ARTS AND CULTURE PROGRAM  
MEDIA, ARTS AND CULTURE

September 21, 1998

Professor George Gerbner  
234 Golf View Road  
Ardmore, PA 19003

REF: 970-1346

Dear George:

Thank you very much for your E-mail containing a draft of your interim report on the use of funds provided by The Ford Foundation's grant 970-1346 for an analysis of content and trends in network television news and entertainment programs. In response to request for comment, I wanted to advise you that the draft report adequately covers the findings of your research. Your interim report should also cover how you plan to use and disseminate the research findings. This narrative report should be accompanied by a financial report that details your use of the funds and reported in the approved budget categories. Please refer to the Aug. 5, 1997 letter from Elaine Kranich, Director, Office of the Secretary for reporting and budget category details. Reports are due annually, and the first set of reports was due June 30, 1998. U

Thank you very much.

Sincerely,



Jon Funabiki  
Program Officer

cc: Melissa Carroll

130545.doc