

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

COUNTERSIGNED COPY

OFFICE OF THE SECRETARY

August 5, 1997

Dr. George Gerbner, President
Cultural Environment Movement
P.O. Box 31847
Philadelphia, Pennsylvania 19104

970-1346
Grant Number

Dear Dr. Gerbner:

I am pleased to inform you that The Ford Foundation has approved a grant of \$225,000 to The Cultural Environment Movement for support for Cultural Indicators, an ongoing analysis of the content and trends in network television news and entertainment programs. This grant is being made in response to your letter of April 15, 1997 and the proposal dated May 21, 1997, both directed to Jon Funabiki of the Foundation staff, and in accordance with this letter.

These terms apply to your organization's use of the Foundation's grant:

Grant funds will be available over a three-year period beginning July 1, 1997.

Payment of the grant funds will be made in full after receipt by the Secretary of the Foundation of the enclosed countersigned copy of this letter. To facilitate your receipt of the payment, please indicate on the countersigned copy the name of the official of your organization to whom the check is to be sent.

Under United States law, Ford Foundation grant funds may be expended only for charitable, scientific, literary, or educational purposes. This grant is made only for the purposes stated in this letter and the documents referenced above, and it is understood that these grant funds will be used for such purposes substantially in accordance with the attached approved budget. It is also understood that no substantial variances will be made from the budget without the Foundation's prior approval in writing. Any grant funds not expended or committed for the purposes of the grant, or within the period stated above, will be returned to the Foundation.

Written reports are to be furnished annually during the grant period. A final written report is to be furnished at the end of the grant period. These reports, which should be signed by

Dr. George Gerbner

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an appropriate officer of your organization and sent to the Secretary of the Foundation, should contain: (1) a narrative account of what was accomplished by the expenditure of funds, including a description of progress made toward achieving the goals of the grant; and (2) a financial accounting, according to the line-item categories of the attached approved budget, which has been certified correct by the responsible financial official of your organization. It is expected that these narrative and financial accountings will be submitted as a single report. At the end of the grant period the Foundation also shall be furnished two copies of any publication, audio or video program, film or other media product produced by your organization under this grant for archival and/or research purposes. The Foundation shall have the right to make additional copies of any grant product.

In the application of its resources to serve the public interest, the Foundation gives high priority to the realization of equality of opportunity for all members of society. Accordingly, it is the Foundation's expectation that in carrying out this grant your organization will take appropriate affirmative action steps with respect to women and disadvantaged minorities.

The Foundation may monitor and conduct a review of operations under this grant, which may include a visit from Foundation personnel to observe your program, discuss the program and finances with your personnel and review financial and other records and materials connected with the activities financed by the grant.

The Foundation will include information on this grant in its periodic public reports. The Foundation may also refer to the grant in a press release, in which case a copy would be sent to you in advance. If you wish to make your own press announcement, please consult with the Foundation's Office of Communications.

If this letter and the attached budget correctly set forth your understanding of the terms of this grant, will you please indicate your organization's agreement to such terms by having the enclosed copy of this letter countersigned by an appropriate officer of your organization and returned to the Secretary of the Foundation. It is also understood that by countersigning this grant letter your organization confirms that there has been no change in its qualification as an organization exempt from income taxation pursuant to Section 501(c)(3) of the Internal Revenue Code or its classification as not a private foundation. If any change occurs, please notify the Foundation.

In all correspondence concerning this grant, reference should be made to the grant number designated on the first page of this letter.

Dr. George Gerbner

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On behalf of the Foundation, may I extend every good wish for the success of this endeavor.

Sincerely,



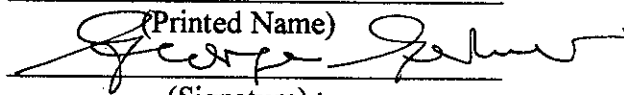
Elaine Kranich
Director, Office of the Secretary

Attachments

ACCEPTED AND AGREED:

The Cultural Environment Movement

By: GEORGE GERBNER


(Printed Name)

Title: President
(Signature)

Date: 8/15/87

GEORGE GERBNER
PRESIDENT

Payment check should be directed to:

CULTURAL ENVIRONMENT MOVEMENT

(name and title)

P.O. BOX 31847
Philadelphia PA 19104

(address)

970-1346
Grant Number

APPROVED BUDGET

Salaries and benefits	\$366,000
Equipment and supplies	36,000
Office expenses	6,000
Travel	1,200
Indirect costs (10%)	<u>40,920</u>
Three-Year Total	\$450,120
Ford Foundation Contribution	<u>\$225,000</u>