

**Michael McLeod**  
**FACSIMILE COVER PAGE**

---

**To: Dr. George Gerbner**  
**Fax: 215 898-2024**  
**From: Michael McLeod, Producer FRONTLINE (fax 503-735-1272)**  
**Date: April 19 1994**  
**Number of Pages (including this one): 1**

---

Dear Dr. Gerbner,

Per our conversation April 4, I wanted to follow up on matters related to the program we are currently producing on media violence.

First, we are interested in having you and your associates review a one year slate of FRONTLINE programs for their violence content. As our aim is to incorporate your findings in the show, we would need to receive your assessment by early August. (One year of FRONTLINE totals 25 hours.)

If this schedule is workable for you, please apprise me of: the fee for this service (including materials and other hard costs); the name of a contact person; tape delivery and payment schedules; other items as you deem necessary.

Hopefully, if the timing works for you and the cost of the service passes muster in Boston, we can undertake the assessment at your earliest convenience.

As I also mentioned previously, we need the two reports involved in the Allan Pearce affair in 1977. This would include Mr. Pearce's original (draft) report and the final report. We have no other source for the material and it figures to play prominently in our program. Your help in securing these two documents would be most appreciated. We, of course, will pay for duplication, shipping and related expenses.

We, of course, are still desirous of taping an on-camera interview with you as well as devising a sequence involving you and your coding team that would demonstrate both your method and your parameters for analyzing program content. As soon as our production schedule is set I will notify you to work out specifics. I anticipate this would happen some time in June, probably toward the end of the month.

I appreciate your cooperation and look forward to hearing from you.

Sincerely,

  
Michael McLeod

THE ANNENBERG SCHOOL FOR  
COMMUNICATION  
UNIVERSITY of PENNSYLVANIA

3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

April 26, 1994

TO: Michael McLeod, Producer FRONTLINE  
Fax 503 735 1272

From: George Gerbner  
Tel: 215 898 6776  
Internet: FGG@ASC.UPENN.EDU

Dear Mr. McLeod:

The cost of our Cultural Indicators team reviewing 25 hours of FRONTLINE for violence content depends on the complexity of the analysis. The usual CI coding involves observations of programs as a whole, each violent scene, and every speaking part on a large number of dimensions. The simplest analysis would involve a simple Yes or No violence, which is not very enlightening. More complex would be an assessment of the legitimacy of violence (we have such an index), and the demography of its perpetrators and victims.

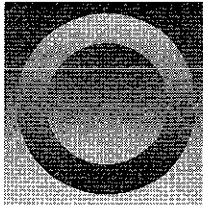
An optimal cost-effective review with some context beyond a simple count would require the following:

Training of new coders	\$1,000
Graduate student supervisor	500
Coding (25 units, 2 hrs each, 4 coders)	2,500
Coding supervisor	1,500
Database manager	500
Data entry, verification	750
Professional direction, analysis, report writing	<u>1,000</u>
Total	7,750

A simpler job could be done for a minimum of \$5,000. More elaborate measures could increase to cost to about \$10,000. We can discuss the details if any of these estimates are acceptable.

Sincerely yours,

George Gerbner  
Professor of Communication and Dean Emeritus



## OREGON PUBLIC BROADCASTING

October 7, 1994

George Gerbner  
Professor & Dean Emeritus  
Annenberg School for Communication  
University of Pennsylvania  
3620 Walnut Street  
Philadelphia, PA 19104-6220

Dear George,

Just a quick note to update you on the FRONTLINE documentary.

We are finishing the "rough cut" of the documentary this week. As you already know, the air-date has been moved back, from November to January 10.

We appreciate the time you took out of your schedule for the interview. These elements are important in our documentary. Thanks also for the series' evaluation. We all found it very informative.

I'll drop you a line just before air-time to remind you when it's on. Thanks again for your help.

Cheers.

Mike McLeod  
Producer  
c/o FRONTLINE/Oregon Public Broadcasting  
7140 S.W. Macadam Avenue  
Portland, OR. 97219-3013