

FRONTLINE

May 4, 1994

Prof. George Gerbner
Annenberg School for Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220

Dear Professor Gerbner:

We are pleased you have agreed to do a violence analysis of the current season of FRONTLINE for inclusion in our upcoming documentary on media violence.

I would like to set forward our expectations and the agreement we made by telephone today:

You are agreeing to analyze 25 hours of programs from FRONTLINE 's 1993-94 season for the amount of violence, its legitimacy, and demographics of victims and perpetrators contained in the programs.

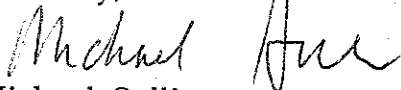
We would expect a written report on the results by August 15, 1994. FRONTLINE considers your analysis to be a private report to us and cannot be disseminated elsewhere without our permission. In addition, producer Mike McLeod may wish to film the analysis process and interview you about the process and the results.

FRONTLINE will supply you with VHS copies of the programs plus press materials on those programs. The first 20 hours will be shipped within the week, and the remainder by June 21, 1994, as the season's final programs are completed. Our production manager, Hesh Shorey, will work with you to facilitate delivery of the tapes.

FRONTLINE agrees to pay you a fee of \$7750 for this analysis, 1/2 now and the remainder on delivery of the report. We would prefer that you invoice us for \$3875 now and the remainder at the completion of the project. Please include your Social Security number or Federal I.D. number on the invoice. We will process the first payment on receipt of the invoice.

This is our understanding of the agreement. If this presents any problems, please inform me and we can amend this letter. Again, we are pleased you have agreed to work with us.

Sincerely,



Michael Sullivan
Senior Producer

125 Western Avenue
Boston
Massachusetts 02134
617 783 3500
Fax 617 254 0243
Telex 710 330 6887