

**THE ANNENBERG SCHOOL FOR
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA

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March 2, 1994

Stephen Gardner, D.S.W.
Associate Director for Program Development
and Special Projects
Division of Demonstrations for High Risk Populations
SAMHSA/CSAP/DDHRP
Fax: 301 443 8965

Dear Steve:

Here is my draft of Insert 2 in the proposed contract.

(1) Part 1 of the report will update monitoring and analysis of television violence, substance abuse, and related features of dramatic programs through the 1993-94 season; refine the analysis of relevant portrayals of women and minority groups; summarize some characteristics of dialogue with drug-users from the Annenberg School Script Archives; and (d) review further research on the consequences of television viewing for violence and ATOD abuse.

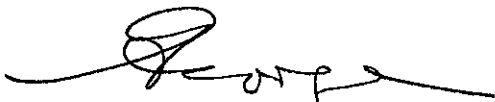
(2) Part 2 of the report will explore television export practices with special reference to programs that "travel well" on the global market (such as "action programs" in which most violence and ATOD abuse may be seen). The purpose of this exploration will be to assess the extent to which global marketing formulas drive program production for domestic consumption.

(3) Part 3 of the report will develop and further enhance the grass-roots multi-cultural organizational capability of the Cultural Environment Movement. The results of a general mailing will be summarized, basic documents of communications rights will be drafted, membership policy and organizational structure will be described, and long-range plans for U.S. and international expansion will be noted.

The report in general will devote special attention to risks and needs of women, youth, minorities, ethnic, disabled and other vulnerable populations.

The rest of the copy you faxed to me reads well.
Thanks for your help.

Sincerely yours,



George Gerbner
Professor and Dean Emeritus