

[104] From: sozyeg at post1 2/18/96 4:06PM (4617 bytes: 1 ln)  
To: fgg at post1  
Subject: Correspondence with Nancy

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

Nancy Signorielli

302-831-8022 office

302-733-0444 home

Shipped to Nancy, 1/4/96:

Evening tapes from ESPN & ESPN2, both Spring and Fall 95 samples.

FROM NANCY: (THE INFO WE INCORPORATED INTO THE RWJ REPORT)

Date: Wed, 24 Jan 1996 18:06:15 -0500 (EST)

From: Nancy Signorielli <nancys@UDel.Edu>

Sports Programing

Advertisements in sports programming fall into two categories: standard and non-standard. Standard advertising consists of commercial messages that occur at specific breaks in the action. Non-standard advertising consists of messages seen during the sports event itself and include

- (1) stadium signs & billboards
- (2) on-site promotions (seen or heard by spectators)
- (3) product sponsorships (seen or heard by TV audiences only)
- (4) props (cars/clothing/cups-e.g. Gatorade)
- (5) scoreboards.

The analysis for commercials is using the recording instrument developed to analyze commercials in dramatic and other genres of programming. In order to collect this data in the most efficient manner, individual commercials are coded the first time they appear and are subsequently weighted according to the number of times they appear in the entire sample.

A special recording instrument was developed to code the non-standard advertising seen during sporting events. We are examining 20 minute intervals of each sporting event on a minute-by-minute basis. For each minute the coder records the appearance of one of the five types of non-standard advertisements listed above.

There are two samples of sporting programs. First, a purposive sample of the most-viewed sporting events (e.g. the Superbowl; the championship basketball games; the final rounds of the Stanley Cup; etc.). These events are chosen to represent those sporting events that are seen by the largest numbers of viewers. Second, we will analyze prime-time (8 to 11 pm EST) programming broadcast on ESPN1 and ESPN2 during the same week as the other genres of programming.

On Thu, 25 Jan 1996, I WROTE TO NANCY:

[92] From: sozyeg at post1 7/28/96 8:51PM (4044 bytes: 1 ln)

To: fgg at post1

Subject: Table 4 update

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

TABLE 4: ALCOHOL, TOBACCO, AND OTHER (OTC or PRESCRIPTION) DRUG USERS

IN PRIME TIME, 1995

	MAJOR CHARACTERS			ALL CHARACTERS		
	N	Male	Female	Total	Male	Female
Total characters	N 435	261	172	2,779	1,796	977
%	100.0	60.0	39.5	100.0	64.6	35.2
White characters	N 360	217	143	2,251	1,440	811
%	100.0	60.3	39.7	100.0	64.0	36.0
Black characters	N 52	28	24	334	208	126
%	100.0	53.8	46.2	100.0	62.3	37.7

  

	NPercent using			NPercent using		
	Total %	M %	F %	Total %	M %	F %
ALCOHOL						
Total	43525.3	24.9	26.2	2,77910.4	10.2	10.9
AGE						
Under 18	37 5.4	6.3	4.8	3252.2	2.3	1.8
18 - 44	30827.3	27.8	26.8	1,79112.7	13.0	12.2
45 - 64	6728.4	22.6	50.0	5417.4	6.1	11.4
65 & over	1020.0	14.3	33.3	7516.0	20.0	10.0
RACE						
White	36027.2	28.1	25.9	2,25111.5	11.4	11.6
Black	5221.2	10.7	33.3	3346.9	6.3	7.9
TOBACCO						
Total	435 4.1	3.8	4.7	2,7792.2	2.5	1.7
AGE						
Under 18	37 2.7	0.0	4.8	3250.9	0.9	0.9
18 - 44	308 4.2	3.9	4.7	1,7912.3	2.6	1.9
45 - 64	67 4.5	3.8	7.1	5413.0	3.2	2.3
65 & over	1010.0	14.3	0.0	751.3	2.2	0.0
RACE						
White	360 4.2	3.2	5.6	2,2512.4	2.6	2.1
Black	52 1.9	3.6	0.0	3341.2	1.9	0.0
OTHER DRUGS						
Total	435 3.7	3.4	4.1	2,7791.4	1.3	1.7
AGE						
Under 18	37 5.4	6.3	4.8	3251.5	0.9	2.8
18 - 44	308 2.3	2.2	2.4	1,7911.1	1.1	1.2
45 - 64	67 1.5	1.9	0.0	5411.3	1.2	1.5
65 & over	1040.0	42.9	33.3	758.0	8.9	6.7
RACE						
White	360 3.9	3.7	4.2	2,2511.6	1.9	2.0
Black	52 1.9	0.0	4.2	3340.9	1.0	0.8

[93] From: sozyeg at post1 7/28/96 8:56PM (2528 bytes: 1 ln)

To: fgg at post1

Subject: on black characters

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

Black characters (including non- or indeterminate - citizens of U.S.)

334 all

52 maj chars

Here's the distribution of maj chars into nets:

MAJOR CHARACTERS:

Value Label	Value	Frequency	Percent	Percent	Percent
ABC	1.00	13	25.0	25.0	25.0
CBS	2.00	9	17.3	17.3	42.3
NBC	3.00	14	26.9	26.9	69.2
FOX	4.00	16	30.8	30.8	100.0
		-----	-----	-----	
	Total	52	100.0	100.0	

ALL CHARACTERS:

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
ABC	1.00	73	21.9	21.9	21.9
CBS	2.00	52	15.6	15.6	37.4
NBC	3.00	102	30.5	30.5	68.0
FOX	4.00	107	32.0	32.0	100.0
		-----	-----	-----	
	Total	334	100.0	100.0	

Here's the distribution of MAJ characters into Genres:

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
sitcom	1	30	57.7	57.7	57.7
feature film	2	2	3.8	3.8	61.5
TV drama	16	19	36.5	36.5	98.1
TV movie	18	1	1.9	1.9	100.0
		-----	-----	-----	
	Total	52	100.0	100.0	

They appear in 27 programs. (ALL black characters appear in 75 programs). It appears to me that only 5 of these programs are "black shows" (Martin, Fresh Prince, Family Matters, Hanging with Mr Cooper, and Under One something...) while some others are cop type shows, but the rest are regular routine "white" shows.

Which of these characters would you want to review in more detail?

White Maj