

DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE PUBLIC HEALTH SERVICE GRANT APPLICATION FOLLOW INSTRUCTIONS CAREFULLY	LEAVE BLANK		
	TYPE	ACTIVITY	NUMBER
	REVIEW GROUP		FORMERLY
	COUNCIL/BOARD (Month, year)		DATE RECEIVED

1. TITLE OF APPLICATION (Do not exceed 56 typewriter spaces)
TV's Contribution to Health Images and Practices

2. RESPONSE TO SPECIFIC PROGRAM ANNOUNCEMENT NO YES (If "YES," state RFA number and/or announcement title)
NCHSR Solitation -- Grants for Research on Health Promotion and Disease Prevention

3. PRINCIPAL INVESTIGATOR/PROGRAM DIRECTOR

3a. NAME (Last, first, middle) Gerbner, George	3b. SOCIAL SECURITY NUMBER 560-26-1969
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3c. MAILING ADDRESS (Street, city, state, zip code) Annenberg School of Communications University of Pennsylvania 3620 Walnut St. C5 Philadelphia, Pa. 19104	3d. POSITION TITLE Dean and Professor of Communications
3e. DEPARTMENT, SERVICE, LABORATORY OR EQUIVALENT Annenberg School of Communications	

3f. TELEPHONE (Area code, number and extension) 215-243-7041	3g. MAJOR SUBDIVISION
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4. HUMAN SUBJECTS, DERIVED MATERIALS OR DATA INVOLVED <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES (If "YES," form HEW 596 required)	5. RECOMBINANT DNA RESEARCH SUBJECT TO NIH GUIDELINES <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES
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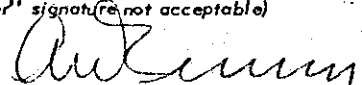
6. DATES OF ENTIRE PROPOSED PROJECT PERIOD (This application) From: 7/81 Through: 6/84	7. TOTAL DIRECT COSTS REQUESTED FOR PROJECT PERIOD (from page 5) \$ 311,090	8. DIRECT COSTS REQUESTED FOR FIRST 12-MONTH BUDGET PERIOD (from page 4) \$ 96,615
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9. PERFORMANCE SITES (Organizations and addresses) Annenberg School of Communications University of Pennsylvania 3620 Walnut St. C5 Philadelphia, Pa. 19104	10. INVENTIONS (Competing continuation application only) Were any inventions conceived or reduced to practice during the course of the project? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES - Previously reported <input type="checkbox"/> YES - Not previously reported
11. APPLICANT ORGANIZATION (Name, address, and congressional district) Trustees of Univ. of Pennsylvania Office of Research Administration 3451 Walnut St. Philadelphia, Pa. 19104	

12. ORGANIZATIONAL COMPONENT TO RECEIVE CREDIT FOR INSTITUTIONAL GRANT (See instructions) Code <input type="checkbox"/> <input type="checkbox"/> Description:	13. ENTITY IDENTIFICATION NUMBER 23-1352685
14. TYPE OF ORGANIZATION (See instructions) <input checked="" type="checkbox"/> Private Nonprofit <input type="checkbox"/> Public (Specify Federal, State, Local):	

15. OFFICIAL IN BUSINESS OFFICE TO BE NOTIFIED IF AN AWARD IS MADE (Name, title, address and telephone number.) Anthony Merritt, Director University of Pennsylvania Office of Research Administration 3451 Walnut Street Philadelphia, Pennsylvania 19104	16. OFFICIAL SIGNING FOR APPLICANT ORGANIZATION (Name, title, address and telephone number.) A. W. Kinny Assoc. Director Research Administration 3451 Walnut St. Philadelphia, Pa. 19104
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17. PRINCIPAL INVESTIGATOR/PROGRAM DIRECTOR ASSURANCE: I agree to accept responsibility for the scientific conduct of the project and to provide the required progress reports if a grant is awarded as a result of this application.	SIGNATURE OF PERSON NAMED IN 3a (In ink. "Per" signature not acceptable) 	DATE 10/27/80
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18. CERTIFICATION AND ACCEPTANCE: I certify that the statements herein are true and complete to the best of my knowledge, and accept the obligation to comply with Public Health Service terms and conditions if a grant is awarded as the result of this application. A willfully false certification is a criminal offense. (U.S. Code, Title 18, Section 1001.)	SIGNATURE OF PERSON NAMED IN 16 (In ink. "Per" signature not acceptable) 	DATE 10/28/80
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DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
PUBLIC HEALTH SERVICE

LEAVE BLANK

PROJECT NUMBER

ABSTRACT OF RESEARCH PLAN

NAME AND ADDRESS OF APPLICANT ORGANIZATION (Same as Item 11, page 1)

Trustees of the University of Pennsylvania, Office of Research Administration
3451 Walnut St. Phila, Pa. 19104

TITLE OF APPLICATION (Same as Item 1, page 1)

TV's Contribution to Health Images and Practices

Name, Title and Department of all professional personnel engaged on project, beginning with Principal Investigator/Program Director

George Gerbner, Dean and Professor of Communications	-- Co-Principal Investigator
Larry Gross, Associate Professor	-- Co-Principal Investigator
Michael Morgan, Research Specialist	-- Co-Principal Investigator
Nancy Signorielli, Research Coordinator	-- Co-Principal Investigator

All of the co-principal investigators are at the Annenberg School of Communications,

ABSTRACT OF RESEARCH PLAN: Concisely describe the application's specific aims, methodology and long-term objectives, making reference to the scientific disciplines involved and the health-relatedness of the project. The abstract should be self-contained so that it can serve as a succinct and accurate description of the application when separated from it. **DO NOT EXCEED THE SPACE PROVIDED.**

Culturally sustained behaviors and lifestyles account for a significant amount of poor health and mortality in the United States, and television is the central dynamic of American culture. This research will investigate television's representation of a wide range of health and safety-related values and practices -- including eating, drinking, nutrition, seat belt use, etc. -- and attempt to determine the consequences of such portrayals on viewers' beliefs and actions. The content analysis will utilize an existing eleven-year data base of prime-time and weekend-daytime network television programs and a three-year sample of the commercials embedded within them. We will examine the most repetitive, aggregate patterns concerning the social context of eating and drinking, nutritional values and concerns, and other health and safety related habits as presented in television drama. While television is only one of many factors which may enhance or suppress concerns with preventive medicine and good health, it may well be the single most common and pervasive source of certain widely-shared conceptions and actions which promote unhealthy lifestyles for large segments of the population; yet, virtually nothing is known about the extent and nature of its contribution in this critical area. Through secondary analysis of existing data bases and the commission of new survey data, we will assess the impact of television's portrayals of health matters on people's beliefs and expectations about their own and their families' practices relating to health and safety.

LABORATORY ANIMALS INVOLVED. Identify by common names. If none, state "none"

TABLE OF CONTENTS

Number pages consecutively at the bottom throughout the application. Do not use suffixes such as 5a, 5b. Type the name of the Principal Investigator/Program Director at the top of each printed page and each continuation page.

SECTION 1.	<u>PAGE NUMBERS</u>
Face Page, Abstract, Table of Contents.....	1-3
Detailed Budget for First 12 Month Budget Period	4
Budget Estimates for All Years of Support.....	5
Biographical Sketch-Principal Investigator/Program Director (Not to exceed two pages).....	<u>8</u>
Other Biographical Sketches (Not to exceed two pages for each).....	<u>11</u>
Other Support.....	<u>17</u>
Resources and Environment	<u>19</u>

SECTION 2.

Introduction (<i>Excess pages; revised and supplemental applications</i>)	_____
Research Plan	
A. Specific Aims (<i>Not to exceed one page</i>)	<u>20</u>
B. Significance (<i>Not to exceed three pages</i>).....	<u>21</u>
C. Progress Report/Preliminary Studies (<i>Not to exceed eight pages</i>)	<u>25</u>
D. Methods	<u>29</u>
E. Human Subjects, Derived Materials or Data.....	_____
F. Laboratory Animals	_____
G. Consultants.....	_____
H. Consortium Arrangements or Formalized Collaborative Agreements	_____
I. Literature Cited	<u>45</u>
Checklist	<u>47</u>

SECTION 3. Appendix (*Six sets*) (*No page numbering necessary for Appendix*)

Number of publications: _____ Number of manuscripts: _____

Other items (list):

- I: Recording Instrument for the Analysis of Nutrition, Health and Safety in Television Drama

Application Receipt Record, form PHS 3830
 Form HEW 596 if Item 4, page 1, is checked "YES"

OTHER SUPPORT
(USE CONTINUATION PAGES IF NECESSARY)

For each of the professionals named on page 2, list, in three separate groups: (1) active support; (2) applications pending review and/or funding; (3) applications planned or being prepared for submission. Include all Federal, non-Federal, and institutional grant and contract support. If none, state "NONE." For each item give the source of support, identifying number, project title, name of principal investigator/program director, time or percent of effort on the project by professional named, annual direct costs, and entire period of support. (If part of a larger project, provide the titles of both the parent grant and the subproject and give the annual direct costs for each.) Briefly describe the contents of each item listed. If any of these overlap, duplicate, or are being replaced or supplemented by the present application, justify and delineate the nature and extent of the scientific and budgetary overlaps or boundaries.

PRINCIPAL INVESTIGATOR/PROGRAM DIRECTOR: George Gerbner

(1) ACTIVE SUPPORT:

NIMH - MH 21196-06A1 - TV and Children's Conceptions of Social Reality
 10 percent of time - \$46,213 direct costs -- from 5/1/79 to 12/31/80.

AoA - 90-AR-2176 - Aging with Television Commercials - 10 percent of time -
 \$ 118,257 direct costs -- from 10/1/79 to 3/31/81.

(2) applications pending review:

NIMH - NCHSR Solicitation (Grants for Research on Health Promotion and Disease Prevention) -- TV's Contribution to Health Images and Practices --
 8 percent of time -- requesting \$311,090 in direct costs over a three year period -- 7/1/81 to 6/30/84.

(3) applications planned or being prepared for submission:

NSF - to the Committee on the Public Understanding of Science --
 (budget, exact title, etc. are still in planning stages)

Co-principal Investigator: Larry Gross

(1) Active Support:

NIMH - MH 21196-06A1 - TV and Children's Conceptions of Social Reality -
 20 percent of time - \$46,213 direct costs -- from 5/1/79 to 12/31/80.

AoA - 90-AR-2176 - Aging with Television Commercials - 5 percent of time -
 \$118,257 direct costs -- from 10/1/79 to 3/31/81.

(2) applications pending review:

NIMH - NCHSR Solicitation (Grants for Research on Health Promotion and Disease Prevention) -- TV's Contribution to Health Images and Practices
 8.5 percent of time -- requesting \$311,090 in direct costs over a three year period -- 7/1/81 to 6/30/84.

(3) applications planned or being prepared for submission:

NSF - to the Committee on the Public Understanding of Science --
 (budget, exact title, etc. are still in planning stages)

Other Support Continued

Co-Principal Investigator: Michael Morgan

(1) Active Support:

NIMH - MH 21196-06A1 - TV and Children's Conceptions of Social Reality --
50 percent of time -- \$46,213 in direct costs - 5/1/79 to 12/31/80.

(2) Applications pending review:

NIMH - NCHSR Solicitation (Grants for Research on Health Promotion and
Disease Prevention) -- TV's Contribution to Health Images and Practices
-- 30 percent of time - requesting \$311,090 in direct
costs over a three year period - 7/1/81 to 6/30/84.

(3) Applications planned or being prepared for submission:

NSF - to the Committee on the Public Understanding of Science --
(budget, exact title, etc. are still in planning stage)

Co-Principal Investigator: Nancy Signorielli

(1) Active Support:

AoA - 90-AR-2176 -- Aging with Television Commercials -- 33 percent
of time -- \$118,257 direct costs -- 10/1/79 - 3/31/81.

(2) Applications pending review:

NIMH - NCHSR Solicitation (Grants for Research on Health Promotion and
Disease Prevention) -- TV's Contribution to Health Images and Prac-
tices -- 30 percent of time -- requesting \$311,090 in
direct costs over a three year period -- 7/1/81 to 6/30/84.

(3) Applications planned or being prepared for submission:

NSF - to the Committee on the Public Understanding of Science --
(budget, exact title, etc. are still in planning stage)

This proposal and the other one currently pending review by NIMH propose
research that will be conducted in tandem. The message system analysis
data that will be collected in each project are quite different but can
be collected at the same time. The coding budgets reflect this dual
collection.

RESOURCES AND ENVIRONMENT

FACILITIES: Mark the facilities to be used and briefly indicate their capacities, pertinent capabilities, relative proximity and extent of availability to the project. Use "other" to describe facilities at other performance sites listed in Item 9, page 1, and at sites for field studies. Using continuation pages if necessary, include a description of the nature of any collaboration with other organizations and provide further information in the RESEARCH PLAN.

Laboratory:

Clinical:

Animal:

Computer: facilities provided by Unicoll Corp., 3400 Market St., Phila. Pa.
IBM - 360/168

Office: in the Annenberg School - G-6, G-7, G-15, G-18, 102, 118, 218

Other (_____):

Videotape viewing-recording facilities
Videotape archive
Computerized data archives.

MAJOR EQUIPMENT: List the most important equipment items already available for this project, noting the location, and pertinent capabilities of each.

We have all of the equipment needed to screen programs in our videotape archives and to record future samples. We also have a computer terminal to provide remote access to the IBM 360/168.

ADDITIONAL INFORMATION: Provide any other information describing the environment for the project. Identify support services such as consultants, secretarial, machine shop, and electronics shop, and the extent to which they will be available to the project.

CHECKLIST

This is the required last page of the application.

Check the appropriate boxes and provide the information requested.

TYPE OF APPLICATION:

- NEW application (This application is being submitted to the PHS for the first time.)
- COMPETING CONTINUATION of grant number: _____
(This application is to extend a grant beyond its original project period.)
- SUPPLEMENT to grant number: _____
(This application is for additional funds during a funded project period.)
- REVISION of application number: _____
(This application replaces a prior version of a new, competing continuation or supplemental application.)
- Change of Principal Investigator/Program Director.
Name of former Principal Investigator/Program Director: _____

ASSURANCES IN CONNECTION WITH:

Civil Rights	Handicapped Individuals	Sex Discrimination	Human Subjects General Assurance (If applicable)	Laboratory Animals (If applicable)
<input checked="" type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input checked="" type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input checked="" type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input type="checkbox"/> Filed <input type="checkbox"/> Not filed	<input type="checkbox"/> Filed <input type="checkbox"/> Not filed

INDIRECT COSTS:

Indicate the applicant organization's most recent indirect cost rate established with the appropriate DHEW Regional Office. If the applicant organization is in the process of initially developing or renegotiating a rate, or has established a rate with another Federal agency, it should, immediately upon notification that an award will be made, develop a tentative indirect cost rate proposal based on its most recently completed fiscal year in accordance with the principles set forth in the pertinent *DHEW Guide for Establishing Indirect Cost Rates*, and submit it to the appropriate DHEW Regional Office. Indirect costs will not be paid on foreign grants, construction grants, and grants to individuals, and usually not on grants in support of conferences.

DHEW Agreement Dated: March 3, 1980

_____ % Salary and Wages or 65 % Total Direct Costs.

Is this an off-site or other special rate, or is more than one rate involved? YES NO

Explanation: _____

- DHEW Agreement being negotiated with _____ Regional Office.
- No DHEW Agreement, but rate established with _____ Date _____
- No Indirect Costs Requested.