

X-Sender: pwirth@pop.rochester.ny.us.ican.net  
Date: Fri, 05 Jun 1998 12:32:52 -0400  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
From: Pete Wirth <pwirth@ican.net>  
Subject: Re: Screen Actors Guild  
Mime-Version: 1.0  
Status:

~~American  
Redeemers?~~

I spoke with Dr. Patricia Heisser Metoyer and told her you would have the report finished this weekend. She asked that you fax a copy to 213-549-6647 and also mail hard copy to Screen Actors Guild

Afirmative Acton Dept.  
Dr. Patricia Heisser Metoyer  
5757 Wilshire Blvd.  
Los Angeles, CA 90036

Sent 6/8/98

If you need to call her the number is <sup>323</sup>213-549-6643.

She will than meet with their Communication Dept. to determine how to release the material. I told her about the list of reporters I developed and she said they would be willing to send their release to our list. I am going to fax a copy today. this will save me a lot of work.

She also said she would get back to you after she receives the report. I gave her your travel schedule for June.

Please e-mail me a copy and send a hard copy to Peter Wirth, 702 S. Beech, Syracuse, NY 13210.

Pete Wirth

**FAXED  
6/8/98**

**1:30 AM**

*Wirth  
Pete*

*SAG-6/8  
Working on file  
draft*

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**FAXED  
6/8/98**

**1:30 AM**

SAG-6/8  
Working on fake  
proofs

Walt  
Pete

X-Sender: pwirth@pop.ican.net (Unverified)  
Date: Mon, 16 Nov 1998 11:06:47 -0500  
To: George Gerbner <ggerbner@nimbus.ocis.temple.edu>  
From: pwirth <pwirth@ican.net>  
Subject: Re: SAG  
Cc: Blinson@aol.com  
Mime-Version: 1.0  
Status:

George,

I spoke with the PR department at the Screen Actors Guild last Friday. Up till now I was in touch with Dr. Metoyer, their Affirmative Action officer. I decided to go around Dr. M as she kept saying I should just wait. It has been about five months since you sent them the report.

I think it would be wise for me to speak with Pat to see where things stand. They have the resources and in theory contacts with actors that could be very helpful for us. I'll call her today.

I think at the very least I want to start getting this report out to key advocay organizations that should be interested in your findings. I am presently working with the local chapter of Girls Inc. They are a national organization and I assume they would be interested in the report. I'll talk with my local contact person to see what her reaction is.

*Bundy  
Cydne*

Could you have Brian send me good clean hard copy that I could xerox.

I'll let you know what is up with Pat.

Pete

At 12:38 AM 11/3/98 -0500, you wrote:

>Here is SAG, both ways (attachement and text). Remember that grapihcs come  
>through only in attachment, not in text. Let me know how it works. g

>  
>  
>CASTING AND FATE IN '98

>  
>Fairness and Diversity in Television:  
>An Update and Trends since the 1993 SAG Report

>  
>A Cultural Indicators Project report to the Screen Actors Guild  
>November, 1998

>by  
>George Gerbner  
>Bell Atlantic Professor of Telecommunication, Temple University, Philadelphia

Highlights

>  
>  
>\* "The world of television," we reported in 1993, " seems to be frozen in a  
> time-warp of obsolete and damaging representations." That conclusion  
> still holds five years later.

>  
>\* Despite slight progress toward more equitable representation, men still  
> outnumber women two to one.

>  
>\* The representation of African American males (but not females)

- > increased each year until it reached 171 percent of its real-life
- > proportion..
- >
- >\* Commercial media shun poor people. Low-income wage earners are
- > virtually invisible
- >
- >\* Asian/Pacific characters are still less than one half of their
- > proportion of
- > the U.S. population.
- >
- >\* Latino/Hispanic characters are less than one third of their real proportion
- > of the U.S. population.
- >
- >\* Television characters in the nineties are more healthy and more wealthy,
- > than in the eighties.
- >
- >\* The characters (especially women) are also younger. The stage is set for
- > more younger women - older men relationships.
- >
- >\* Characters with disabilities still do not play "normal" roles, and
- > decline in numbers.
- >
- >\* Women age faster than men, and as they age they become more evil.
- >
- >\* Mentally ill characters and "foreigners" fail most often, and commit
- > most crime and violence.
- >
- >

#### Design and Methodology

>The report draws on the Cultural Indicators (CI) research project data  
>archives. CI research began in 1967-68 with a study for the National  
>Commission on the Causes and Prevention of Violence. This update reports  
>on trends from annual weeklong samples of prime time network drama recorded  
>from 1994 to 1997 and daytime serial drama from 1995 to 1997.

>Dramatic programs are fictional shows, including series, films, and  
>animated cartoons appearing from 8 p.m. to 11 p.m Eastern Time. In the  
>prime time sample 6,882 characters appeared during 440 episodes of dramatic  
>programs, and in the daytime sample 2,137 characters appeared in 205  
>episodes of the network serial dramas.

>These samples were screened and coded by trained analysts, using an  
>extensively tested instrument of analysis. The testing procedure requires  
>the reliable observation by multiple independent coders of various aspects  
>of plot, theme and characterization. The full tabulation of coded  
>observations can be seen in the Appendices.

#### The Report

>Electronic media have re-shaped the way our children are reared and  
>socialized, the way we manage our lives, and the way we conduct our public  
>affairs. A child is born into a home in which television is on an average  
>of almost eight hours a day. For the first time in human history, most of  
>the stories are told not by parents, schools, churches, or others in the  
>community who have something to tell, but by a group of distant  
>conglomerates that have something to sell.

>This is a radical change in the way we employ creative talent, govern our  
>societies, and cast the cultural environment. That historic sea-change has

To: pwirth <pwirth@ican.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Marilyn Elias - USA Today SAG Story  
Cc:  
Bcc:  
X-Attachments:

Thanks. Everyone is out at SAG all this week. I'll call Monday. George.

>George,

>  
>I just got off the phone with Marilyn. She said it wouldn't be a problem if  
>she couldn't get through to interview the staff at SAG. She said they would  
>be one of a number of people she would interview for the article.

>  
>I explained to her the problems we were having getting through and that we  
>left a number of messages.

>  
>She needs to speak with her editor but definitely wants to do the story.  
>She is on deadline with a few projects. We left it that you would call her  
>next week Tuesday or Wednesday. Her no. is Marilyn Elias, USA Today  
>310-443-8912.

>  
>I left a voice mail mesage with the Communications Dept. and Dr. Pat M's  
>office that they should call you. At this point it is your decision as what  
>you want to do. I don't know if there are any legal entaglements as to who  
>owns the information.

>  
>Dr. Metoyer seemed very interested when I first spoke with her in June.  
>Since that time it has been wait, wait, wait with no definite release date.  
>I started to push her at one point but than backed off as it seemed counter  
>productive. Cherie Brown from the Communications Dept. wasn't able to give  
>me any information as to a release date either.

>  
>Hope this is helpful.

>  
>Pete

> At 01:04 AM 11/17/98 -0500, you wrote:  
>>Will check with SAG, let you know. g

>>  
>>>George,

>>>  
>>>I spoke with Marilyn regarding doing a story on the CI database. She  
>>>expressed some interest but isn't sold entirely on the idea yet. If she does  
>>>the story it will be in early 99.

>>>  
>>>She kept using the words "fresh, edgy, quirky." My sense from reading the  
>>>report for the Screen Actors Guild is that there haven't been as many  
>>>changes in the world of television as most people think. You indicate the  
>>>"world of television seems to be frozen in a time-warp of obselete and  
>>>damaging representations."

>>>  
>>>I am going to send her a copy of the Atlantic Monthly article and some of  
>>>the material from the Screen Actors guild report.

>>>  
>>>Pete

>>  
>>  
>>

To: Peter <pwirth@ican.net>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: SAG report  
Cc: Katherine Moore <rgreenlee@hotmail.com>, bstory@sag.com  
Bcc: Brian  
X-Attachments:

---

Just talked to Kathleen Moore and Rafe Greenlee at SAG, Los angeles, (see addresses at cc) and discussed release of report next week. I suggest that Pete call them at 313 549 6651 to offer whatever additional info might be useful, and to help coordinate things on our end when I cannot be reached. They will call me next week for final check on release. I suggest that we all use e-mail as well as phone/fax to double check when needed.

I am not sure that I mentioned this on the phone, but for the information of all concerned, only speaking parts are counted; please note:

Definition of characters. Cultural Indicators defines character as being both visible, (no off-screen voices) and speaking.

Therefore, no people are counted who don't have speaking parts on-screen. Uncounted are extras, stunt people, people performing in nonspeaking manners (dancing, sports, et cetera), and others (such as unconscious victims of illness or violence, or even characters who appear only as dead people.