

X 6646

July 6 1999

Dr. Patricia Heysser Metoyer  
Executive Administrator, Affirmative Action  
Screen Actors Guild  
5757 Wilshire Blvd.  
Los Angeles, CA 90036-3600

Dear Dr. Metoyer:

Attached are our application materials requesting a grant of \$20,000 to continue and expand our study for the Screen Actor's Guild. The focus of the proposed research will be on seniors, women, and performers with disabilities.

The project will be conducted by the staff of the Cultural Indicators (CI) research project under my direction. Other CI projects include studies for the Ford Foundation, the Rockefeller Foundation, and the Century Foundation.

We are very pleased that our previous report for SAG entitled "Casting and Fate in 98" received much visibility both in the trade press and the mainstream media. We look forward to another opportunity to bring SAG's and our own concerns with the employment and portrayal of seniors, women, and performers with disabilities to the industry's and the public's attention. .

Sincerely yours,

To: Patricia Metoyer <pmetoyer@sag.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: RE: SAG report  
Cc:  
Bcc:  
X-Attachments:

I look forward to that. I am familiar with the NAACP report, the Hispanic Coalition statements (am working with Juvencio Gonzales, local Latino activist), La Raza, Alex Nogales, etc. The trend is a disgrace, the more so that after our report's release they can't say they didn't know. "Exclusion" rather than just ignorance is the good term. I have some indication from the horse's mouth that it is market-driven. We need to remind all that the public airways are licensed, not owned, and licenses must be renewed at public hearings. We need to do something forceful and visible. Let me know when ready. George.

I will keep in touch, I like using e-mail. I'll make note of your schedule.  
>After your grant is funded, I'd like to talk to you about approaches in  
>dealing with this issue of exclusion. The trends reflect a downward spiral  
>for performers of color, women, and the disabled. I want to reflect on this  
>issue in a realistic manner. With the new fall line-up it seems they are  
>beginning to cast minorities in support roles, but overall the picture is  
>looking pretty much the same as it has been for the last few years. I hope  
>in some way you can address this in your new study. Talk to you soon.

>Patricia Heisser Metoyer

>> -----Original Message-----

>> From: George Gerbner [SMTP:ggerbner@nimbus.ocis.temple.edu]  
>> Sent: Tuesday, October 19, 1999 6:32 PM  
>> To: Patricia Metoyer  
>> Cc: Brian Linson  
>> Subject: RE: SAG report  
>> Importance: High

>> Hi - thanks for good and encouraging words. Hope the change will be good  
>> for you too! Monday I am out teaching most of the time, but should be back  
>> in my home office (610 642 3061) after 5 and again after 109 pm, until  
>> about midnight. Hope to hear from you soon. George.

>> >Hello Dr. G.,

>> >Because of our election all of the funding of grants was put on hold.

>> Yours

>> >will be going to our Board of Directors for approval on November 3rd,  
>> then

>> >it has to go to the Board of Trustees thereafter. ALL of my proposals  
>> have

>> >been delayed to the possible change in administration. I will keep you  
>> >abreast. Sorry for not getting back to you sooner. I have some very  
>> exciting

>> >things happening and would like for you to be involved more consistently.

>> I

>> >will call you on next Monday. E-mail works well for me because I can  
>> respond

>> >from any location. So feel free to contact me.

>> >

>> >



To: Patricia Metoyer <pmetoyer@sag.org>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: RE: SAG report  
Cc: Brian Linson <Blinson@aol.com>  
Bcc:

X-Attachments:

Hi - thanks for good and encouraging words. Hope the change will be good for you too! Monday I am out teaching most of the time, but should be back in my home office (610 642 3061) after 5 and again after 109 pm, until about midnight. Hope to hear from you soon. George.

>Hello Dr. G.,

>

>Because of our election all of the funding of grants was put on hold. Yours  
>will be going to our Board of Directors for approval on November 3rd, then  
>it has to go to the Board of Trustees thereafter. ALL of my proposals have  
>been delayed to the possible change in administration. I will keep you  
>abreast. Sorry for not getting back to you sooner. I have some very exciting  
>things happening and would like for you to be involved more consistently. I  
>will call you on next Monday. E-mail works well for me because I can respond  
>from any location. So feel free to contact me.

>

>

>Sincerely,

>

>

>

>Patricia Heisser Metoyer

>

>> -----Original Message-----

>> From: George Gerbner [SMTP:ggerbner@nimbus.ocis.temple.edu]  
>> Sent: Tuesday, October 19, 1999 12:21 PM  
>> To: Dr. Patricia Heisser Metoyer  
>> Cc: Richard Masur  
>> Subject: SAG report

>>

>> Hi - Please let me know status of latest SAG report. gg

>>

>>

>> George Gerbner

>> Bell Atlantic Professor of Telecommunication

>> Temple University, Philadelphia. Tel/fax 610 642 3061

>> E-mail:ggerbner@nimbus.temple.edu

>>

>>