

**THE ANNENBERG SCHOOL FOR  
COMMUNICATION**

UNIVERSITY of PENNSYLVANIA  
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

December 20, 1991

Rodney Mitchell  
Affirmative Action Administrator  
Screen Actors Guild  
7065 Hollywood Blvd.  
Hollywood, CA 90028-6065  
Fax: 213 856 6787

Dear Mr. Mitchell:

This is a budget estimate including the additional work (below) we discussed on the telephone.

Sincerely yours,



George Gerbner  
Professor of Communication and Dean Emeritus

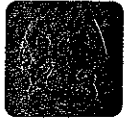
**WOMEN AND MINORITIES IN NETWORK TELEVISION DRAMA  
1980-81 - 1990-91**

This budget is based on the analysis of existing data. No recording, coding, or analysis of new programs is involved.

Professional consulting, writing.....	\$2,000
Benefits.....	594
Data processing and management.....	3,500
Benefits.....	452
Graduate assistant.....	5,000
Miscellaneous (supplies, secretarial, communication).....	500
Total Direct Costs.....	\$12,046
Indirect Costs 12%.....	1,446
Total Costs of study.....	\$13,492

**ONE WEEK'S NETWORK NEWS AND DAYTIME SERIAL DRAMA  
Includes taping, coding and analysis.**

Taping of programs .....	\$ 200
News (7 hrs.), serials (8 hrs/day, 3 hrs. per program hr.) 141 hrs. total, \$8 per hr. ....	1,128
Training of two coders, 20 hrs. at \$7 per hr. ...	140
Trainer and supervisor, 10 hrs. at \$15 per hr. ..	150
Key punch and verification.....	250
Miscellaneous (computer, secretarial, communication)	200
Professional consulting, analysis, report.....	500
Benefits.....	331
Direct cost total.....	2,899
University overhead (12 percent).....	348
Total cost of supplemental (AFRTA) study....	\$ 3,247



# SCREEN ACTORS GUILD

RODNEY MITCHELL  
Executive Administrator  
Affirmative Action

APR - 6 1992  
AFFIRMATIVE ACTION

March 25, 1992

Dr. George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
3621 Walnut  
Philadelphia, PA 19014

Re: Report on women and minorities in television drama

Dear Dr. Gerbner:

By this letter, Screen Actors Guild ("SAG") is employing The Annenberg School for Communication at the University of Pennsylvania ("the Annenberg School") to research, analyze and prepare three reports on the status of women, minorities (racial, ethnic), disabled and senior performers in television. The three reports will cover the programming described below and will be referred to collectively as "the Reports":

"Network Report" (study and report to be delivered to SAG and AFTRA):

Prime time programming on the Networks; weekend daytime Network drama and animation; one week prime time Network news; one week Network daytime serial drama and game shows.

"Network" is defined as ABC, NBC and CBS networks.

"Fox Report" (study and report to be delivered to SAG):

One week of dramatic programming on Fox Television.

"Cable Report" (study and report to be delivered to SAG subject to availability of relevant information):

Cable originated dramatic programming.

The terms of the agreement between SAG and Dr. George Gerbner, on behalf of the Annenberg School, is as follows:

(1) SAG will pay the Annenberg School the following sums, which includes research, analysis and preparation of the Reports:  
\$16,739 for the Network Report (half of such fee will be



# SCREEN ACTORS GUILD

Dr. George Gerbner  
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reimbursed to SAG by AFTRA); \$2,000 for the Fox Report; and \$750 for the Cable Report.

Payment will be made in <sup>Three</sup> ~~two~~ installments, the first installment of \$8,369.50 (50% of the cost of the Network report) to be paid upon execution of this letter by Dr. Gerbner and ~~the remainder,~~ <sup>a second payment of \$6,000 15 May 1992.</sup> \$5,119.50, to be paid upon receipt of the Reports by SAG. Payment will be made to the Annenberg School.

(2) The Reports will be due six (6) months from the date of this letter and will be forwarded to Rodney Mitchell at SAG. The 6 month time period was based upon statements made in your letter of September 4, 1991 that the study and report would be completed in six (6) months.

(3) The study, analysis and Reports will cover/include the following, as also outlined in my letter of May 23, 1991 and your letter dated September 4, 1991 (enclosed):

A. Four categories of performers/characters:

- (a) Women
- (b) Disabled
- (c) Seniors
- (d) Ethnic (Latino/Hispanic, Asian/Pacific, Native American Indian and African American)

B. Programming:

- (a) Network prime time
- (b) Weekend daytime Network TV drama and animation
- (c) Network daytime drama (one week) and game shows
- (d) Network prime time news programs (one week)
- (e) Fox Television dramatic (one week)
- (f) Cable-originated dramatic

C. The study will cover a time period from 1980-81 through 1990-91. However, the study of the programming listed above as Network daytime drama, Network prime time news programs and Fox Television dramatic and specified as "one week" will cover one week of 1992 programming and will not include programming aired during "sweeps week."



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- D. The study will include all speaking parts (divided into major and minor characters) and will compare dramatic representations with real-life (census) figures (i.e. is art reflecting life or the contrary?) and data on employment and casting (to be supplied by SAG).

In addition to frequency of representation (on-camera appearances), definable roles vs. nondescript roles and negative or unbalanced stereotypes, the analysis will include important demographic characteristics, personal (i.e. romantic, professional, etc.) and family relationships, conflict, and narrative outcome (violence vs. victimization, success and failure in achieving goals, etc.) for each category of characters.

(4) The Reports will include statistical data, explanations of the statistics and research methodology, interpretation of the study in narrative form, and conclusions derived from the study.

I have enclosed two originals of this letter for your signature. Please sign both letters below and return one original to me.

Thank you for your courtesy and cooperation. Please feel free to contact me with any questions or information needed to assist you in your research. I look forward to receiving the results of your study.

Sincerely,

Rodney Mitchell  
Executive Administrator,  
Affirmative Action

SF/RM/sd  
cc:Pamm Fair, AFTRA  
Enclosures

Accepted and Agreed:

Dr. George Gerbner  
Annenberg School of Communications

Sandra L. Houck  
Assistant Director  
Research Administration

University of Pennsylvania

Office of Research Administration

DIGEST OF TERMS

P. I. COPY  
PLEASE FORWARD

Read the attached award document carefully. This award is governed by the Sponsor's terms and restrictions. Contact the Office of Research Administration for detailed instructions when necessary.

Title: SAG: REPORT ON WOMEN AND MINORITIES IN TV DRAMA

Sponsor No.: N/A

Acct. No.: 5-24485

Sponsor : SCREEN ACTORS GUILD

Award Amount : \$19,489

P.I. : GERBNER, GEORGE

Indirect Cost : \$2,088

Department : ANNENBERG SCHOOL

School : ANNENBERG SCHOOL

Ind. Cost Rate: 12.00%

Budget Period :

03/25/92 To 09/25/92

Committed Years : 0

FUNDING TYPE: 13

Employee Benefits: A-1/4 A-5  
29.7% 12.8%

Financial Reports: REPORT DUE 90 DAYS AFTER TERMINATION

Technical Reports: TECHNICAL REPORTS DUE ON SPECIFIC SCHEDULE

Purpose: RESEARCH

Subcontractors:

Remarks:

Distribution: P.I. : GERBNER, GEORGE w/cy Award  
Comptr, Attn : Donald Kearney w/cy Award  
Dean, Attn : Mary Brennan  
Business Admin : Mary Brennan w/cy Award

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