



OPEN SOCIETY INSTITUTE

George Soros
Chairman

Aryeh Neier
President

Gara LaMarche
Director of U.S. Programs

June 19, 1997

George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Mr. Gerbner:

It was good to talk with you the other day, and I look forward to our meeting next month. In the meantime, I am enclosing some materials about the Open Society Institute.

Sincerely,


Gara LaMarche

enclosures

Trustees

John Allen

Leon Botstein

Aryeh Neier

Andrew Romay

George Soros

To: glamarche@sorosny.org
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: Death and dying on television
Cc:
Bcc:
X-Attachments:

Dear Gara -

I enjoyed meeting you and Catherine (please give her my regards), and look forward to future collaboration. I am off rto Cleveland and will be back Friday night.

Meanwhile, let me note that we discussed two specific projects.

1. The formation of a legal committee to explore the feasibility of a Consitutional challenge to media monopolization. (I have sent out letters to some 25 of my most likely contacts for such a committee, asking for their response to the idea and to a meeting late August or early September.)

2. Convening as national/international strategic planning conference to explore and publicize the diversity and other equity implications of the coming of digitalization. As the recipient of the Bell-Atlantic Chair at Temple university, I agreed to organize to raise funds for such a conference, probably under Temple co-sponsorship, although that is negotiable.

Both of these projects need funding. Ballpark figures are \$100,000 for the first and \$300,000 for the second.

One other need is to fund tha basic Cultural Indicatoprs project that monitors prime-time tv drama on an annual basis, and from which most of our reports are derived. The cost of that is \$100,000 per year.

Please let me know if a formal proposal is needed and what format that should take, Any other advice is welcome.

As to death and dying, I cannot locate the final document at the moment, and have sent a message to our database manager (who now lives in Istanbul -- with e-mail, etc. there are no distances any more!) to locate the document, should more information be needed (please let me know). . In the meantime, I can share with you these data from my own database:

On Death and Dying on TV

Everybody must die, right? Wrong. In the stories we tell, death is a fate of symbolic significance bestowed upon the few who deserve it. It can designating martyrs, tragic heroes and other victims of injustice, or villains and other victims of justice, or just plain victims.

In the Table below, inv == involved
vv == violence/vicitim ratio, i.e. for every violent character,
how many victims
kk == killer/killed ratio

PRIME TIME VIOLENCE, DEATH AND DYING, MAJOR CHARACTERS, BY GENDER

1967-91 1967-70 1971-75 1976-80 1981-85 1986-91

Totals						
Males (3464)	(506)	(891)	(839)	(713)	(515)	
inv.%	60	62	60	60	60	55
viol%	47	48	50	49	49	42
vict%	51	54	51	50	54	44
kill%	11	13	15	9	8	9
killed%	5	5	8	4	4	4
vv	-1.08	-1.14	-1.11	-1.03	-1.09	-1.04
kk	2.18	2.51	2.03	2.30	1.98	2.33
<hr/>						
Fem. (1652)	(184)	(347)	(372)	(379)	(376)	
inv.%	42	42	37	45	43	42
viol%	28	26	21	32	29	31
vict%	32	32	29	35	34	31
kill%	4	4	4	4	4	5
killed%	3	4	3	2	2	3
vv	-1.15	-1.21	-1.38	-1.11	-1.16	-1.01
kk	1.62	1.00	1.21	2.11	1.75	1.96

More to come, if interested. please let me know.

George

To: nejo@philadelphia.libertynet.org
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: Soros (death) coming up
Cc:
Bcc:
X-Attachments:

>Looks good. Comments in caps.
The following stuff will be included:

DEATH/DYING as theme in
prime time (cumulative and last two years)
popular movies
music videos
talk shows
nikelodeon

CHARACTERS WHO DIE in prime time (cumulative overall %s)
also more specific info comparing dead with others
from the last two years. YOU MEAN DIE VS. NOT DIE ?
including:
Demography of dying in prime time
Fate (success/failure and hero/villain) ALSO AS ABOVE?

Let me know if you want something more specific included. The above stuff is very rich and informative though. WHAT DO WE HAVE ON CAUSE OF DEATH, TREATMENT?

Tell the Soros people also that we can do an analysis of death/dying in tv news (1968-present). I am not able to include any sample here, because it should be done on a properly planned sample - "death" is way too frequent in the news, and the Vanderbilt's online search engine doesn't work very efficiently when that is the case. OK

Nejat

P.S. Sloan (Science) draft is still in progress. Remember that we just did some thorough re-coding of some kind for 3 of the 4 recent samples (I had CC'ed you the message I sent to Brian about that) -- which improved the useable data greatly as I expected. OK

Workshop

PT Violent Death

Printout: Death 7.30.97

Mime-Version: 1.0
Date: Mon, 28 Jul 1997 05:54:47 +0200
To: George Gerbner <GGerbner@pobox.asc.upenn.edu>
From: nejo@philadelphia.libertynet.org
Subject: Re: Soros (death) coming up

>>>>My responses in bold blue.

>Looks good. Comments in caps.
The following stuff will be included:

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prime time (cumulative and last two years)
popular movies
music videos
talk shows
nikelodeon

CHARACTERS WHO DIE in prime time (cumulative overall 3s)
also more specific info comparing dead with others
from the last two years. YOU MEAN DIE VS. NOT DIE ?
yes. as below.

including:
Demography of dying in prime time
Fate (success/failure and hero/villain) ALSO AS ABOVE?

Let me know if you want something more specific included. The above stuff is very rich and informative though. WHAT DO WE HAVE ON CAUSE OF DEATH, TREATMENT? We have nothing on cause of death as such. However, we do know that most of death is due to violence. We can also look at illness-death connection. No info on treatment.Just realized that our instrument does not differentiate between death due to violence and death due to illness. We do know about suicide though.

Tell the Soros people also that we can do an analysis of death/dying in tv news (1968-present). I am not able to include any sample here, because it should be done on a properly planned sample - "death" is way too frequent in the news, and the Vanderbilt's online search engine doesn't work very efficiently when that is the case. OK

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George Gerbner
Home phone and fax:610 642 3061

<<<<

From: glamarche@sorosny.org
Date: Thu, 07 Aug 97 00:26:01 EST
To: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: Prospects

George:

I'm about to go off on vacation, but I guess I would say that death, drugs and crime (if that doesn't sound too lurid) would be our priorities, in terms of seeing how they are treated on TV.

I've asked my assistant to send you more information on these programs.

Gara

Reply Separator

Subject: Prospects
Author: George Gerbner <GGerbner@pobox.asc.upenn.edu> at Internet-Gateway
Date: 7/31/97 10:50 PM

Dear Gara:

Back from Chicago where I was a speaker at the Association for Education in Journalism Convention.

Enjoyed our meeting, and thanks for your interest.

Will keep you posted on the legal committee, just being formed.

On digitalization conference: planning committee will meet late August or early September, I agree that we should plan for a national conference first. Will send prospectus when developed -- probably mid or late August.

Update on Death on TV will come in a week or two.

Can you tell me a little more about program and crime, immigration, etc.? Any major social issue is of interest to us from the point of view of how it is treated on television drama and news. Would appreciate your own sense of priorities in terms of mutual interest and our capabilities.

George

George Gerbner
Home phone and fax:610 642 3061

To: nejo@libertynet.org
From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Soros
Cc:
Bcc:
X-Attachments:

Nejat:

Here's message from Soros people.

Am pulling together Death drafts, tables, etc. but not sending - justy to see what we have.

We should make a proposal on all three subjects.

Please check what we have, what we can do, and send me a draft of a proposal.

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Mime-Version: 1.0
Date: Mon, 11 Aug 1997 07:37:19 +0200
To: George Gerbner <GGerbner@pobox.asc.upenn.edu>
From: nejo@philadelphia.libertynet.org
Subject: Re: Soros

Dr. Gerbner: "death, drugs, crime" sounds excellent (lurid and all!). I had no idea that the Soros people were interested in drugs and crime, therefore did not even touch those two concepts in the summary draft I sent you. But, that draft is perhaps even better than something that will cover everything they want. This way it may create more interest for the missing parts. To repeat, the draft you have contains all the basic (cumulative and current) data on death in general and killing/violent dying in particular.

In preparing the proposal for Soros, it would be good to know whether they would be interested in participating in the funding of the work on upcoming samples OR just an analysis of the existing data.

We do have ample data to do a full report. But, we could add one or two good items that captures some of the info regarding cause of death and some aspects of crime. For instance, I realized that it is not possible to distinguish death-caused-by-illness from other types of death with our instrument. (I am not even sure whether we are coding such deaths at all - according to our instrument, we don't seem to be even coding it - sounds unbelievable, no?!)

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>I have not yet received the info from the assistant. g
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>To: George Gerbner <GGerbner@pobox.asc.upenn.edu>
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From: George Gerbner <GGerbner@pobox.asc.upenn.edu>
Subject: Re: Soros
Cc:
Bcc:
X-Attachments:

Nejat:

Please send me draft proposal to Soros on drugs and crime (not same as violence). Include whatever you think we should do, add to existing data and instrument, new sample, etc. g

>>>>

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>From: glamarche@sorosny.org
>Date: Thu, 07 Aug 97 00:26:01 EST
>To: George Gerbner <GGerbner@pobox.asc.upenn.edu>

Oh, we are so coolly underwhelmed.

GARA numbers
until Friday

Mime-Version: 1.0
Date: Thu, 28 Aug 1997 08:18:18 +0200
To: GGerbner@pobox.asc.upenn.edu
From: nejo@philadelphia.libertynet.org
Subject: Diversity Index and other things

DIVERSITY INDEX WORK.

Attached Word file (DiversityFigures.8.27.97) is self explanatory. Contains two charts: One is the updated diversity index, the other represents both the index bars and "Fate bars" together. Print it. Let me know what else you might want to take on today's excursion to NYC.

FINANCIAL REPORT TO RWJ.

Let me not start on that. The most unbelievable mess - basically Debbie is responsible from things going haywire (but then again she found the mess left by Lot), but Sheila is responsible from not establishing a simple, meaningful system. Sheila is also responsible for making a very very unflexibly itemized budget for CI. I will try to finalize it together with Kate today.

The good result from this mess is that I had to deal with the nitty gritty of the ledger and I am developing a lot simpler system of entering transactions - with both reporting and budget management in mind. (The problem with Sheila's work was that she did both in purely esoteric, un-re-traceable ways - i.e. no system whatsoever.)

X SOROS PROPOSAL.

I studied the "model proposal" thoroughly and identified the "modular" sections that could go into any proposal with slight change of specific references and topics. I also marked the spots that SOROS-specific stuff should go. Should be ready soon when the RWJ financial report is out of my hands.

By the way, I assume you have seen the cover of this week's TIME magazine. It is about Soros, the man and his money. After reading that, I decided to hike up the total we ask from 120 to 150,000!

SLOAN (SCIENCE) REPORT.

This is getting to be embarrassing. Will complete it in no time, what can i say...

Nejat

DiversityFigures.8.27.97.doc

LESLEY J. GLAUBERMAN

OPEN SOCIETY INSTITUTE
888 SEVENTH AVENUE
NEW YORK, N.Y. 10106

TEL: (212) 887-0187

FAX: (212) 245-3429

E-MAIL: lglauberman@sorosny.org

8/21

Dr. Yervine —

In the absence of current guidelines, PDIA does have a "project profile" which may be useful to you.

Thanks for your reply e-mail to mine,

Lesley Glauberman

LESLEY J. GLAUBERMAN

8/8

OPEN SOCIETY INSTITUTE
888 SEVENTH AVENUE
NEW YORK, N.Y. 10106

TEL: (212) 887-0187

FAX: (212) 245-8429

E-MAIL: lglauberman@sorosny.org

Mr. Gerbrier,

Dara La Marche
asked me to send you
into on our U.S.

programs. Unfortunately,
Project on Death in
America is in the process
of updating their guidelines,
which are not included.

Thank you,
Lesley Glauber
Office of Dara La Marche