

SCREEN ACTORS GUILD OFFERS THIRD INSTALLMENT
OF DIVERSITY SERIES WITH SENIOR-THEMED "4 FACES"

"4 FACES" starring Peter Mark Richman will Screen at
Directors Guild on May 29th with Panel Discussion to Follow.

Los Angeles - May 17, 2001- Screen Actors Guild presents the third installment of their dialogue-driven series entitled "From Inception to Completion" examining motion pictures and television programs by those underrepresented in the industry. Seniors will be highlighted in a screening of a John Crean presentation, "4 FACES" starring, written and produced by Peter Mark Richman and directed by Award-winning Ted Post on May 29th at the Directors Guild at 7:30pm, followed by a panel discussion to open dialogue to explore what it takes to successfully produce and market senior-themed films. Panelists will discuss challenges that need to be overcome as well as their thoughts on what the future holds for such projects.

Uniquely directed, written and filmed by seniors in all key positions, "4 FACES" chronicles the lives of four distinctly different people and the crisis each one confronts in life and illustrates coping in their own individual way. It was originally performed as a play in Los Angeles and at New York's Actors Studio. Joining Richman and Post in the post-screening panel discussion will be cinematographer Isidore Mankofsky and production designer Jack Senter. Rounding out the panel to share views on working senior performers are Emmy winning actress Bonnie Bartlett ("Once & Again"), Tom Bosley ("Port Charles," "Happy Days"), comedian Shelly Berman, Richard Crenna ("Judging Amy"), David Huddleston ("The Big Lebowski," "The Wonder Years") and Kent McCord ("Adam 12"). SAG President William Daniels will open the film.

The Screen Actors Guild has a long history of promoting equal access to employment for all its members, regardless of their gender, ethnicity, age or physical ability. Out of the estimated 60,000 SAG members who reside in Southern California, roughly thirteen percent (13.25%) are 55 years or older. In October 2000, SAG held a press conference to announce the launch of a study of ageism in prime time television by Dr. George Gerbner to assess casting and character portrayals of seniors and decipher any trends in the representation of seniors in prime time. Using Dr. Gerbner's 1993 and 1998 previous senior studies as models, the new report is being conducted as a resource tool for industry professional to create access initiatives for senior performers. His findings in these past studies concluded;

* Americans over 50 years old represent 25% of the U.S. population or 68.2 million people. However, they own 77% of all the financial assets, account for 40% of total consumer demand, comprise one-third of the adult market and control a net worth of nearly \$7 trillion.

* American 55 and older have twice the discretionary income of American 18-34 years of age.

* More than 115 million Americans are 50 years old and over the next 25 years, which will be the largest senior population in history.

* The number of Americans who are 50 years old and older will increase by 47.2 million in the next 25 years, which is larger than the entire Generation X market of 44.7 million.

* Seniors will comprise one fourth of the entire population by the year 2030.

* The older U.S. population is the fastest growing segment of the population. By 2030, the number of senior Americans will double from the current size of 32 million to 70 million.

Dr. Gerbner deduced that seniors of both genders are greatly underrepresented and seem to be vanishing, instead of increasing as in real life. Despite slight progress toward more equitable representation, roles for men still outnumber those for women. SAG's 1999 Casting Data Report indicates people under the age of 40 are favored in the entertainment industry. More than twice as many roles were cast with actors who were under the age of 40 than actors who were 40 or over, although Americans who are 40 and over comprise 42% of the American population.

The same report suggests older women are affected by ageism to a greater degree than older men. Women over the age of 40 were cast in only 24% of the roles for women, compared to 73% of the roles cast for women who were under the age of 40. Furthermore, leading women over the age of 40 comprised only one-fifth of the roles for women in 1999.

Peter Mark Richman's acting career has spanned five highly successful decades in film, television and Broadway. Perhaps best known for playing the lead in the TV series "Cain's Hundred" and his re-occurring roles on "Dynasty" and "3's Company," Richman's film career highlights include "Friendly Persuasion with Gary Cooper," "The Black Orchid" with Sophia Loren, "Naked Gun 2 1/2," and "The Dark Intruder." He has made countless television appearances and can be seen in the soon to be released feature film "Pool Hall Junkies" with Christopher Walken and Rod Steiger.

Three-time DGA and Emmy nominee Ted Post has directed many of Hollywood's top stars on television and in motion pictures. His feature films credits include; "Hang 'Em High" and "Magnum Force" with Clint Eastwood, "The Human Shield" starring Michael Dudikoff, "Beneath Planet of The Apes" with Charlton Heston and "Go Tell The Spartans" starring Burt Lancaster which was hailed by critics as one of year's ten best films. Post has directed episodes of such notable television series as

"Cagney & Lacey," "Columbo," "Gunsmoke," "Twilight Zone," and
"Rawhide."

Due to limited seating, admission to this event is for SAG and AFTRA
members only. Press wishing to attend should call SAG Hollywood
Communications Department 323/549-6654. The Director's Guild is located
at 7920 Sunset Boulevard, Los Angeles 90046.

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(Photos from "4 FACES" can be emailed upon request)

Return to Press Releases

SCREEN ACTORS GUILD CASTING DATA FINDS AGEISM STILL A CRITICAL ISSUE
FOR AMERICAN PERFORMERS

GUILD TO CO-SPONSOR PANEL DISCUSSION ON AGEISM IN THE INDUSTRY

Los Angeles, April 21, 1999 - The Screen Actors Guild, representing over 96,000 performers nationwide, today released casting data which shows that women 40 and over are significantly underrepresented on television and in films.

The employment statistics, which reflect hiring during 1998, show that overall two out of three SAG jobs went to performers under 40. However, the numbers for men and women are quite different. While 37% of all male roles cast in television and film went to men 40 and over, just 24% went to women in the same age category.

The numbers were even more disparate when it came to lead roles: just 21% of female leads were over 40 (compared with 34% for male leads). According to the U.S. Bureau of the Census, approximately 42% of Americans are 40-years-old or older.

The Guild numbers are based on forms completed by producers for 56,701 roles that were cast in 1998 television and film productions. The only age measurement recorded is whether the performer is under or over the age of 40. The numbers are only for work covered under Guild contracts. The data reflects little change from previous years.

This new casting data comes on the eve of a panel discussion entitled "Ageism in Hollywood: Defining the Problem and Facilitating Change." The panel is being sponsored by Screen Actors Guild, Women in Film, Actresses at Work, the American Association of Retired People and the West Hollywood City Council and is set for 6 to 10 p.m., April 22 at the Center Green Theater in the Pacific Design Center in West Hollywood.

SAG First Vice President Amy Aquino and SAG Third Vice President Paul Napier, who also chairs SAG's Senior's Committee, are among the panelists for the program. Other panelists include actress Erin Gray and Joyce Burditt, creator of CBS' "Diagnosis Murder." "Extra!" anchor Phil Shuman will moderate.

The Guild's 1998 casting data mirrors findings released last year in a SAG-commissioned report titled "Casting the American Scene" and authored by Dr. George Gerbner, Bell Atlantic Professor of Telecommunications, Temple University.

That report examined 6,882 characters who appeared in 440 prime time episodes of dramatic programs during 1994-1997 and analyzed 2,137 characters in 205 episodes on daytime television over the same period. The report found that on television

- * Seniors of both genders are greatly underrepresented and seem to be vanishing, instead of increasing as in real life;
- * Despite slight progress toward more equitable representation, roles for men still outnumber those for women; and
- * Women age faster than men, and as they age they become more evil.

SAG is currently compiling the final casting figures for 1998, which will be part of the Guild's casting data report to be issued in the near future. The complete report examines casting by gender and ethnicity, as well as by age.

As part of the Guild's continuing efforts to increase access to employment for all performers, SAG will host "Big Screen, Small Screen: Latino's Are Watching, Are You Reaching Them?" a May 5th daylong symposium dedicated to exploring the reasons why Latino's are historically underrepresented in film and television. United States

Representative Xavier Becerra is set to give the symposium's keynote address.

For more information about Thursday's ageism panel, please call 323-463-6040. For more information about the Latino symposium, please call 323-549-6651.

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Monday October 23 10:59 PM ET
SAG to Probe Ageism in Primetime
By Dave McNary

HOLLYWOOD (Variety) - The Screen Actors Guild (news - web sites) has launched a study on ageism in primetime television by focusing on casting and character portrayal of people over 40-years-old. The study will be conducted by Dr. George Gerbner of Philadelphia's Temple University and include SAG data on casting diversity. Results will be announced in the spring following symposia, conferences and interviews with industry execs.

Gerbner has conducted similar studies in the past for SAG, including a 1998 examination of TV programming showing that young and middle-aged adults received 65% of the roles in primetime, compared to 5.6% for those 60 and older and 2.8% for those over 65.

``Sadly, primetime TV has failed to accurately depict almost all demographics,'' he said. ``Arguably, the most obvious discrepancy between real-life depiction and primetime programming concerns our older performers.''

Gerbner's study said only one job in three was going to performers 40 and over, although 42% of Americans are 40 and over. It also found that nearly 90% of roles for women went to those under 46.