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July 22, 1996

Doron Weber
Program Officer
Alfred P. Sloan Foundation
630 Fifth Ave, Suite 2550
New York, NY 10111

Dear Mr. Weber:

Thank you for your note and informative materials.

What is missing is a credible and compelling demonstration of the urgent need for a more diverse and realistic image of science and technology in the media. To many people, especially in film schools, that is not at all evident.

Our Cultural Indicators project is uniquely equipped to provide such a demonstration. We can trace and analyze the representation of scientists and engineers on U.S. television (including films) for the past 25-30 years, and the perceptions of reality that those representations cultivate in viewers. Such a project would essentially bring up to date and amplify our previous study funded by the National Science Foundation.

I am attaching a prospectus of the Cultural Indicators project, an article summarizing the NSF study, and some other materials of possible interest.

Please let me know if you are interested in receiving a proposal for this project.

Sincerely yours,

George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania
Director, the Cultural Indicators Project