

Motherhood Project Consultation

Thursday, March 3rd, 2000

11:00 a.m. to 3:00 p.m.

Roberts and Holland

Worldwide Plaza

825 8th Avenue at 50th Street, 37th Floor

New York, NY 10019

Agenda

1. Overview of the Motherhood Project

- Our interest in confronting the problem of commercialization of childhood.

2. How do we define the problem of the commercialization of childhood?

- What is the scope of the problem?

3. What are the range of potential solutions?

- Which solutions are likely to be most fruitful?

4. How do we frame this issue to maximize the chances of mobilizing mothers, fathers, and others to protect the interests of our children?

5. What are our next steps?

6. Adjourn

Participants

Enola Aird, Director of the Motherhood Project, Institute for American Values

David Blankenhorn, President, Institute for American Values

Prof. George Gerbner, Bell Atlantic Professor of Telecommunications,

Temple University, & Mrs. George Gerbner

Sylvia Ann Hewlett, Chairman and Founder, National Parenting Association

Dana Mack, Director, The Childhood & Adolescence Project, Institute for American Values

Natalie Roche

MOTHERHOOD PROJECT DATA SHEET

On the average, each year we sample 2,500 television characters. Regarding these characters we have been coding the following items which we could report. We need to do some more work starting the original data to specifically identify mothers, especially with minor characters, for past years.

Genre's of programs, where do mothers appear

In sitcoms more than dramas?
In legal dramas as much as family dramas?
What percent of characters are mothers?
What percent of women are mothers?
Every year we see the median age of characters decrease. Are mothers disappearing?

How do mothers compare with a variety of groups of characters

How mothers are portrayed compared to:
married women without children
single women
all women
women with unidentified family status
fathers
married men without children
single men
men with unidentified family status
all men
all characters together

Data on the portrayals of mothers:

What are the social demographics of mothers? Their race, their age, their ethnicity.
Are they shown having jobs?
Are they Heroes or Villains?
Are they successful or Failures?
Do they exhibit anger more than others?
Are they more often violent?
Are they more often victims of violence?
What goals do mothers have?
Are mothers more or less romantically involved than single characters or other groups?
Do mothers use drugs alcohol or tobacco more or less?

How are mothers shown interacting with their family?

Do mothers live with their children and spouses?
Are mothers shown separated from children and spouses?
Are mothers shown interacting with their family or are they just mentioned?
What types of activities do mothers engage in with family?
Playing? Chatting? Eating? Quarrelling? Working? Others?
Are fathers shown interacting more or less?

From: JeanKroll@aol.com
Date: Mon, 28 Feb 2000 13:02:34 EST
Subject: Project Summary
To: ggerbner@nimbus.ocis.temple.edu
MIME-Version: 1.0
Status:

1. Telecom Legal Challenge...Legal Outline and Research \$25,000
2. Electronic Newsletter and Website Development: \$10-20,000
3. Three Regional Conferences @ \$25,000: \$75,000
4. Board Development and Services to allow 4 to 6 FACE to Face Mtgs.: \$20,000
5. 1/2 time development director - to develop direct mail campaign
6. 1/2 time Grass Roots organizing - in Chicago or Los Angeles.

To: "David Blankenhorn" <iav@worldnet.att.net>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: Meeting on Thursday
Cc: Brian Linson <blinson@aol.com>
Bcc:

X-Attachments:

Thank you for e-mail and fax. Ilona and I are looking forward to seeing you Thursday, 3/2 at 11 a.m. In case of change or problem, we'll be staying at the Wellington Hotel, NY, from Tues night on, tel: 212 247 3900. gg

Dear Prof. Gerbner:

>
>We look forward to seeing you and Mrs. Gerbner on Thursday.

>
>Please find below a final agenda for Thursday's meeting. Also, as you
>finalize your plans, please let me or my colleague Charity (212-246-3942)
>know if we can be of any assistance.

>
>Thank you.

>
>Sincerely,
>Josephine Abbatiello
>Assistant to David Blankenhorn
>Institute for American Values
>1841 Broadway, Suite 211
>New York, New York 10023
>Tel: (212) 246-3942
>Fax: (212) 541-6665
>Email: info@americanvalues.org
><http://www.americanvalues.org>

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