Structural Features Content Analysis Project
<u>DATE</u>: August 18, 1997

<u>CODING MANUAL: PROGRAM VARIABLES</u>

<u>INSTRUCTIONS:</u>

1. Identify program(s) to code by consulting either the list of Reliability Programs or the list of Individual Coder Programs. Follow the instructions on that list. If you have questions, contact Cheryl.

2. Take the tape to the graduate editing room (first floor Annenberg -- the access code is 125).

3. Choose a VCR/monitor based on the following list of priority (i.e., use the first VCR/monitor on this list that is not already being used):

   Bench 3 - Left monitor
   Bench 3 - Right monitor
   Bench 1 - Left monitor
   Bench 1 - Right monitor
   Bench 4 - Left monitor
   Bench 4 - Right monitor
   Bench 6 - Left monitor
   Bench 6 - Right monitor
   Bench 5 - Left monitor
   Bench 5 - Right monitor

   It may be necessary to reserve VCR/monitor(s) for the time you will be using them. There is a reservation sheet posted outside of the room.

4. Turn on the monitor and the VCR. Before inserting the tape into the machine, copy from the tape label the information requested at the beginning of the coding sheet.

5. Insert the tape into the machine and move to the point in the tape at which the program begins.

6. Make sure you are familiar with all of the Guidelines for Using the Video Equipment, General Rules, and Glossary of Selected Terms listed below and the complete Glossary (a separate document). Reread them as necessary.

7. Complete the coding sheet **<u>CAREFULLY</u>**; read and reread the DEFINITIONS and NOTES in this coding manual for each question as you code. If you have questions contact Jennifer.

<u>GUIDELINES FOR USING VIDEO EQUIPMENT:</u>

1. 1. Remove or reapply labels that are falling off of tapes, as they may damage the tape player.

2. 2. The "Reset" button is on the upper left or upper right corner of the machine. Use this button when the coding sheet instructs you to set the counter to zero.

3. 3. Do not keep one image paused on the screen longer than necessary. If the machine is kept in pause mode for a certain amount of time, it will stop automatically to avoid excess wear on the tape, and you will risk losing the exact starting point for coding.

4. 4. Use the knob to "jog" and "shuttle" through the tape. DO NOT USE THE "FAST-FORWARD" OR "REWIND" BUTTONS unless you are finished coding. These functions are more likely to strain the tape and cause "slippage" in the time-counter. Also use "Pause" rather than "Stop" -- again, this lessens the risk of straining the tape and of losing the exact starting point.

5. 5. Avoid switching directions (forward to reverse) suddenly or repeatedly switching from "jog" to "shuttle" modes.

6. 6. As you move slowly through the tape, you will notice horizontal lines that serve as dividers between frames. Keep in mind that a frame is complete only when those dividers are not visible. When looking for a complete frame, move the knob slightly forward or back until the divider disappears.

GENERAL RULES [READ AND REREAD THESE OFTEN!!!]

1. 1. If you can not easily decide how to code something, first reread all of the relevant DEFINITIONS and NOTES in the coding manual, then reread these General Rules to see if one or more of them applies. If you still can not easily decide how to code, CONTACT JENNIFER SNYDER AND DESCRIBE THE GENERAL PROBLEM - DO NOT DESCRIBE THE SPECIFIC PROBLEM; DO NOT CONSULT ANY OTHER CODER(S). If you can not reach JENNIFER, write a complete description of the problem/issue and staple it to the back of the coding sheet. Note the problem on the appropriate space of the coding sheet.

2. 2. A formal feature (including a credit, graphic, id logo, program segment, etc.) begins with the first frame in which the feature appears in a complete, "normal," "faded in" image and ends with the last frame in which the feature appears in a complete, "normal," "not faded out" image. Unless specifically instructed to do so, DO NOT CODE VARIABLES THAT OCCUR IN TRANSITIONS between one image and another or an image and a blank screen - instead move the tape forward past the transition.

3. 3. DO NOT reset the timer to zero unless the coding sheet specifically instructs you to do so.

4. 4. All audio/video content is either PROGRAM or PROGRAM INTERRUPTION. All PROGRAM content is ACTION unless it is one of the following: BEGINNING PROGRAM THEME or MISCELLANEOUS PROGRAM-RELATED ELEMENTS (which are defined specifically in variable 3 below). If you cannot determine how program audio/video content should be classified, consider it to be program ACTION.

5. 5. DO NOT use audio to determine beginning and ending points for variables that involve durations - use only the video image.

6. 6. For all program coding variables the content being coded must be at least 1 full second (30 frames) in duration. This means that a credit, credit sequence, action before/after a credit sequence, theme, music, program interruption, MPRE, etc. must be at least one second long.

7. 7.   For variables in which hours, minutes, and seconds, but <u>not</u> frames are requested, round to the nearest second: if the frame number is 15 or above, round up to the next second; if the frame number is 14 or below, round down to the previous second.

8. 8.   ALL elements of a program or program segment must be interrupted ("go away") in order to code a program interruption or end of program segment as having occurred (i.e., that a new segment has begun).

9. 9.   Content that is animated should be coded just as live action content is. For example, camera movement, camera shot length, music, special effects, sound effects, etc. all can exist in animation, even if they are created in a different way. Therefore, all general rules and notes that apply to live action also apply to animation.

10. 10.   If there are two or more separate pictures (simultaneous video pictures) on the screen, code variables in the individual pictures unless a response option "Simultaneous video pictures" is offered or the definitions and notes for the variable instruct otherwise.

11. 11.   If the screen contains only ONE picture and it does not occupy the entire screen, code occurrences within that picture.
    Images can naturally contain other images (as when a television is shown in the background) -- these background images should not be considered separately.
    In cases where two pictures appear in the same space on the screen (e.g., in music video when two different views of an artist are shown, overlapping each other), if one of the pictures appears to be dominant, code only that picture. If neither picture is dominant, DO NOT consider changes in the individual pictures to apply to the overall image.

12. 12.   For transitions other than cuts (e.g., fades, dissolves, wipes, etc.) consider the end of the first shot to be the last frame during which a completely unchanged, normal image appears; the next shot begins on the first frame during which all indications of the transition are gone and a normal image appears; all frames between these two constitute the duration of the transition.
    Unless specifically instructed to do so, DO NOT code variables for images during these transitions.

GLOSSARY OF SELECTED TERMS [READ AND REREAD THESE OFTEN!!!]
(A separate document contains a complete glossary)

Frame - an individual photograph on a video tape; when a tape is played at normal speed 30 frames are shown in rapid succession during every second, creating the illusion of motion.
Image - the contents of the entire viewing screen.
Picture - a self-contained, bordered representation of objects, entities, etc.; there may be more than one picture in a given image.
Program - traditional unit of television content; typically 30, 60, 90 or 120 minutes in length.
Program interruption - one or more non-program segments shown during the airing of a program (e.g., a break that contains commercials and station identification).
Response option - a specific value among a set of exhaustive and mutually exclusive values that the coder selects when coding a variable by placing an "x" or a number in the appropriate space on the coding sheet.
Screen - the physical border that encloses the image on a television set.

Segment - uninterrupted portion of one programming element (e.g., advertisement, promotional announcement, public service announcement, station identification, unscheduled news bulletins, etc.).

Variable - an operationalization of a concept that varies, with an exhaustive and mutually exclusive set of values represented by response options. Also referred to as "item" or "question".

CODING SHEET 1:
PROGRAM VARIABLES

Date of coding: _____

Name of coder:_____

Date of entry: _____

NOTE: Code each complete program

_____

Sampling information [Copy from tape label]

PRoGRaM#: __ __ __   TAPE#: __ __ __ __

Recorded on: MOnth: __ __   DaTe: __ __   YeaR: 9 5

DAY of week:
(1.) Sunday   _____ [1]
(2.) Monday   _____ [2]
(3.) Tuesday   _____ [3]
(4.) Wednesday   _____ [4]
(5.) Thursday   _____ [5]
(6.) Friday   _____ [6]
(7.) Saturday   _____ [7]

Time: HOUR: __ __   AM / PM (circle one)

CHANNEL: _____

PRoGraM STart time: Hours: __ __   Minutes: __ __   AM / PM (circle one)
[DEFINITION: This refers to the time the broadcast began, NOT minutes into the 2 hour tape on which the program was recorded]

_____
_____

1. Duration of program?
_____ [1] 30 minutes
_____ [2] One hour
_____ [3] 90 minutes
_____ [4] Two hours
_____ [5] Other (How long in minutes? __ __ __)

FULL QUESTION:
What is the duration of the program?

DEFINITIONS & EXAMPLES:
Program - traditional unit of television content; typically 30, 60, 90 or 120 minutes in length

NOTES:

- •   Short (i.e., less than 5 minutes) segments are not programs (e.g., CNN news updates at the top and bottom of each hour are not programs)
- •   Do not subtract duration of commercials (e.g., code half hour shows as 30 minutes).
- •   If part of the program has been preempted (i.e., not shown) code the duration only of the part of the program that was aired; round up or down to the closest minute length; use the Other category if needed (e.g., if a football game runs over its scheduled time period into the time period for the following program and the program is "joined in progress" code only the portion of the program that is shown).
- •   Different episodes or even the same episodes of some programs are shown one after another in a repeating cycle (e.g., every half hour on Headline News is a new episode; ESPN Sportscenter is repeated immediately after it first airs). Be careful to code each program or repetition of a program, separately.

_____
_____

2. Genre of program?
<u>Comedy</u>
_____ [01] Situation comedy   (Title:_____)
_____ [02] Other   (Describe/Title:_____)

<u>Drama</u>
_____ [03] Medical drama   (Title:_____)
_____ [04] Crime/legal/mystery drama(Title:_____)
_____ [05] Science fiction/fantasy/horror(Title:_____)
_____ [06] Other   (Describe/Title:_____)

<u>Serial</u>
_____ [07] Daytime soap opera   (Title:_____)
_____ [08] Prime time soap opera   (Title:_____)

<u>Movie</u>
_____ [09] TV movie   (Title:_____)
_____ [10] Theatrical film   (Title:_____)

<u>Informational/educational</u>
_____ [11] Local news   (Title:_____)
_____ [12] National/international news(Title:_____)
_____ [13] Documentary   (Title:_____)
_____ [14] Magazine   (Title:_____)
_____ [15] Reality program   (Title:_____)
_____ [16] Instructional program (adults)(Title:_____)
_____ [17] Other   (Describe/Title:_____)

<u>Talk</u>
_____ [18] Celebrity talk   (Title:_____)
_____ [19] Political talk/com-
          mentary/interview   (Title:_____)
_____ [20] Theme/topic show   (Title:_____)

<u>Promotional</u>
_____ [21] Infommercial   (Product:_____)

<u>Miscellaneous</u>

_____ [22] Live action children's
        educational program   (Title:_____)
_____ [23] Animated children's
        educational program   (Title:_____)
_____ [24] Live action NONeducational
        children's program   (Title:_____)
_____ [25] Animated NONeducational
        children's program   (Title:_____)
_____ [26] Game show   (Title:_____)
_____ [27] Sports event   (Title:_____)
_____ [28] Music video program   (Title:_____)
_____ [29] Other   (Describe/title:_____)

FULL QUESTION:
What is the genre of the program?

DEFINITIONS & EXAMPLES:
Comedy
[01] Situation comedy - actors portray characters, usually a family. Has a regular cast. (e.g., Full
    House, All in the Family, Seinfeld)

[02] Other - including sketch comedy, standup comedy, political comedy, etc. (e.g., Mad TV,
    Saturday Night Live, At the Improv)

Drama
[03] Medical drama - dramatic story in medical setting (e.g., ER, Chicago Hope)

[04] Crime/legal/mystery drama - dramatic story in criminal and criminal justice setting,
    including pursuit, capture, punishment of criminals (e.g., Law & Order, Matlock, Murder
    She Wrote, Columbo)

[05] Science fiction/fantasy/horror - dramatic story in "fantastic" setting (e.g., Star Trek, Liquid
    TV, Hercules, Tales of the Crypt)

[06] Other - including family drama (e.g., Little House, Dr. Quinn, Touched by an Angel) and
    westerns

Serial
[07] Daytime soap opera - daily serial drama airing in morning or afternoon (e.g., All My
    Children)

[08] Prime time soap opera - weekly serial drama known specifically as a "prime-time soap"
    (i.e., not just any drama that continues its storylines from week to week like NYPD Blue)
    (e.g., Dallas, Dynasty, Melrose Place, Central Park West, Knot's Landing, Falcon Crest)

Movie
[09] TV movie - a film made specifically to be shown on television, with pauses pre-designed for
    placement of commercials; do not count a special 2-hour "movie" episode of a regular
    series (e.g., "In a special 2-hour Matlock movie..." in this category.

[10] Theatrical film - a film made specifically to be shown in movie theaters, with no pauses pre-designed for commercials (e.g., Die Hard, In the Line of Fire)

Informational/educational

[11] Local news - regularly scheduled broadcast, typically live, of news gathered from various sources and presented by local station (e.g., Action News, Channel 10 News).

[12] National/international news - regularly scheduled broadcast, typically live, of news gathered from various sources and presented by national (e.g., NBC, CBS) or international (e.g., CNN) news organizations.

[13] Documentary - one topic examined, often concerning history or nature (e.g., Nature, The World at War)

[14] Magazine - multiple long form (5 or more minute) stories, either tabloid or traditional formats (e.g., Hard Copy, 60 Minutes, 20/20, 48 Hours). NOTE that magazine programs may seem similar to talk programs, but magazine programs typically (but not always) go out of the studio for a story, do not feature an audience, and do not have guests who come to the studio.

[15] Reality program - typically use cinema verite to capture or re-create real-life situations, often without a regular cast (e.g., Cops, 911, Stories of the Highway Patrol, The Real World)

[16] Instructional program (adults) - programs that offer the viewer a step by step explanation of an activity or task (e.g., This Old House, Julia Childs, Graham Kerr, ESPN exercise shows)

[17] Other - programs that don't fit in any one of the other categories (e.g., Good Morning America, Today, CBS Morning News). This also includes news programs with stories too short to be a magazine program but on a specific type of story such as entertainment news (Entertainment Tonight, Extra, Showbiz Today) or sports news (ESPN Sportscenter)

Talk

[NOTE that talk programs may seem similar to news magazine programs, but talk programs typically (but not always) stay in the studio for a story, feature an audience, and have guests who come to the studio.]

[18] Celebrity talk - a program that features a regular host or hosts with guest(s) that are primarily entertainment and sports personalities, does not have a unifying theme throughout a particular episode. (e.g., The Tonight Show, The Late Show, The Late, Late Show, Regis & Kathie Lee, Late Night with Conan O'Brien)

[19] Political talk/commentary/interview - conversations that usually deal with political topics where the guest(s) and his/her expertise are the focus (e.g., This Week with David Brinkley, Face the Nation, Meet the Press, Larry King, Charlie Rose)

[20] Theme/topic show - a program that is centered around a particular issue where the guests are brought in to facilitate the discussion, the host serves to stimulate discussion and/or moderate between the guest(s) and the audience (e.g., Montel, Oprah, Donohue, Rolanda, Jenny Jones, Sally J. Raphael, Geraldo)

Promotional
[21] Infommercial - an advertisement that is longer than traditional commercials (usually 30 minutes) and uses techniques to appear to be a genre other that an advertisement, such as a talk show (e.g., exercise, makeup, hair loss, etc. on cable)

Miscellaneous
[22] Live action children's educational program - program designed primarily to teach children; contains specific provision of information, knowledge, facts, advice, etc. aimed at children; live action only (e.g., Sesame Street, Barney, Mr. Rogers, 3-2-1 Contact, Electric Company). This does NOT include programs that happen to contain moral messages but are not specifically designed to teach children specific things (e.g., most situation comedies contain messages such as "Respect your parents" and "Be honest," and "Captain Planet" shows superheroes who fight pollution, etc., but these are designed more to entertain than to be educational).

[23] Animated children's educational program - program designed primarily to teach children; contains specific provision of information, knowledge, facts, advice, etc. aimed at children; animated or primarily animated only (e.g., Richard Scary's Storybook/Storytown). This does NOT include programs that happen to contain moral messages but are not specifically designed to teach children specific things (e.g., most situation comedies contain messages such as "Respect your parents" and "Be honest," and "Captain Planet" shows superheroes who fight pollution, etc., but these are designed more to entertain than to be educational).

[24] Live action NONeducational children's program - program designed primarily to entertain children; live action only (e.g., Power Rangers, The Muppets, Clarissa Explains It All, Are You Afraid of the Dark?)

[25] Animated NONeducational children's program - program designed primarily to entertain children; animated or primarily animated only (e.g., X-Men, Rugrats, Scooby Doo, Mutant Ninja Turtles, Animaniacs, Loony Toons, Tiny Toons)

[26] Game show - features contestants who participate in an activity with pre-determined rules in order to win prizes (e.g., Jeopardy, Price is Right, Wheel of Fortune)

[27] Sports - broadcast of a sporting event, including any athletic competition (e.g., "American Gladiators"). This includes only sports events, not sports news programs.

[28] Music video program - a collection of videos showed under a program title showed in 30 minutes increments usually has a V. J. (e.g., Big 80s, 8-Track flashback, Video P.M., Alternative Nation, 120 Minutes, Yo! MTV raps)

[29] Other - programs that don't fit in any one of the other categories (e.g., breaking news, awards shows, beauty pageants, variety programs [a combination of singing, playing musical instruments, magic, comedy, videos, etc], etc.).

NOTES:

_____

_____

Go to exact beginning point of program. NOTE: The beginning of a program is the first frame that involves the specific program.

Set timer to zero.

_____
_____

3. Number of miscellaneous program-related elements at beginning of program?
_____ [x] elements

FULL QUESTION:
How many miscellaneous program-related elements are there at the beginning of the program?

DEFINITIONS & EXAMPLES:
Miscellaneous program-related elements (beginning of program) - elements that (1) come before the first frame of simultaneous audio and moving video action that occurs before any beginning credit or credits in the program, (2) are distinct and separate from theme and action in that BOTH audio and video change completely when the element begins and BOTH audio and video change completely when the element ends (with the exception of silence-to-silence; see the Note below), and (3) fit into one or more of the following categories:

      i. Text and/or audio messages that indicate program sponsors, the nature of the content (e.g., warnings of violence or nudity) of the program, "presented by" messages, or a dedication.

      ii. Production company information (related only to the current program) presented through use of text and/or graphics, and in most cases audio (see Note below).

      iii. Contact instructions for program-related information, transcripts, or tickets.

      iv. Program bumper - a very short segment that identifies ONLY the program in progress and provides a buffer between a program segment and commercials or other types of program interruptions (e.g., after each 5-7 minute segment of Star Trek: The Next Generation, a program bumper is shown containing the blue logo for the program on a star-filled background with the signature orchestral melody of the show). A program bumper can not identify any program or set of programs other than the specific program in progress.

All three criteria above MUST be met in order to code any portion of program content as a miscellaneous program-related element.

NOTES:
- • There is one exception to the requirement that both audio and video must change as a miscellaneous program-related element begins and ends: if the video changes when the element begins and when it ends but the audio remains silent (either before and during the element, or during and after the element, or both), the element should still be coded as a miscellaneous program-related element.
- • Do NOT code contact information provided in infomercials as miscellaneous program-related elements; in this genre contact information represents program action.
- • If someone connected with a program is the spokesperson in an advertisement for a product or service, unless the product/service is a video or transcript of the program itself, the advertisement is not a miscellaneous program-related element but a segment in a program interruption (note that this means that even if a product being advertised is one that is shown during the program the advertisement can not be coded as a miscellaneous program-related element).
- • A program bumper must identify the specific program in progress and not identify any other specific program or set of programs. It may <u>also</u> mention the station/channel/network that is presenting the program (i.e., "Stay tuned for more of Bigger & Summers on Lifetime

Cable" is still a program bumper), but it <u>MUST</u> mention the specific program (i.e., "This is Headline News, a Turner Cable Network" and "We'll be right back after these messages" are NOT program bumpers because neither one identifies a specific program [Headline News is a station/channel/network, not a program]). In ALL cases, a program bumper is part of a program and not a program interruption.

- • A program bumper can occur at the beginning of a program (e.g., "Next, the Oprah Winfrey Show"), as long as there is no interruption between this and the next program audio/video action.
- • A promotional or other message about a program about to begin is part of the program as long as it does not mention any other program and there is not a program interruption (e.g., station id, etc.) between the message and what would normally be considered the beginning of the program. To determine whether a promotional message is part of a program or not, use this rule as well: If the message could logically appear outside of the program in which it appears, it is not part of the program itself.
- • Because it is difficult to reliably code the duration of sounds, a program should be coded as beginning at the first frame at which the image is fully faded in, even if music or other sound begins prior to this frame and even during frames that contain only a black screen.
- • A beginning miscellaneous program-related element must come before any simultaneous audio and moving video action, so a beginning miscellaneous program-related element <u>can</u> come after a program theme (which by definition is not action).
- • Different episodes or even the same episodes of some programs are shown one after another in a repeating cycle (e.g., every half hour on Headline News is a new episode; ESPN Sportscenter is repeated immediately after it first airs). Be careful to code each program or repetition of a program, separately. If it is difficult to determine where one episode ends and the next begins, consider the end of the first episode to be immediately prior to the beginning of the repeating material (of course, exclude program interruptions).

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4. Beginning credits sequence?
_____ [0] No [**SKIP** to 5]
_____ [1] Yes

FULL QUESTION:
Does the program contain a beginning credits sequence?

DEFINITIONS & EXAMPLES:
Credit - a text message that specifically identifies an individual or company and their role in creating the program, including actor(s), host(s), guest(s), producer(s), director(s), writer(s), caterer(s), key grip(s), chauffeur(s), hair stylist(s), etc. (e.g., "Produced by Joe Smith"). The title of a program/series or the title of a specific episode of a program/series should also be considered credits.

Credits sequence - a series (two or more) of <u>different</u> credits, either in the same image or a series of images.

Beginning credits sequence - credits sequence that appears at or near the beginning of a program, including credits during a program theme.

NOTES:
- • Audio messages only don't count as credits.
- • Text on the screen during program segments that contains only words and phrases that are part of the program itself (e.g., host or news anchor/reporter identification, or

reinforcement for ideas being discussed in program), rather than specific information about individuals or companies that CREATED the program, should NOT be counted as a credit (it is text, however, and would be coded in the timepoint variables regarding text).

- • When a person (e.g., in an infommercial) who is hosting a program appears on the screen with a "hosted by" text message, that message is a credit because it identifies the person's role in creating the program. If the message only contains the person's name it serves to identify him but not his role and is not a credit. (This rule does not apply to people shown in program themes and identified by name because the combination of their picture and name is meant to indicate that they are featured actors/stars in the program.)
- • Credits can appear during program action and during a program's beginning theme but CREDITS CAN <u>NOT</u> APPEAR DURING ANY MISCELLANEOUS PROGRAM-RELATED ELEMENTS (e.g., PBS underwriter/sponsor acknowledgment or production company information, if they meet the other criteria and are classified as miscellaneous program-related elements, can not be coded as containing credits) .
- • A title that appears at the beginning of a program, even if it appears repeatedly, should not be coded as a beginning credits sequence unless it appears with at least one other credit.
- • A title and subtitle in one image should be coded as just one credit, but if the two appear separately (in different images, and NEVER appear together) they each are separate credits (e.g., if the main title appears and disappears and then the subtitle appears in the image, the title and subtitle are each separate credits; for Star Trek: The Next Generation, first the words "Star Trek" appear alone, and then the words "The Next Generation" are added so that all five words are in the same image; because the title and subtitle do appear together, there is only one credit).
- • A subtitle may be part of the title of the program (e.g., "The Honeymooners" and "The Lost Episodes") OR the subtitle may be the title of a specific episode of the program (e.g., "CBS Tuesday Movie" and "Star Wars") OR the subtitle may be the title of a specific story within the specific episode (e.g., an animated program that has separate titles for each of three stories shown during 30 minutes, in which case only the title of the first story is a subtitle that should be coded as a credit).
- • A credit does not stay on the screen for extended periods of time (e.g., an identification logo or a telephone number to call during a telethon are not credits).
- • A credit can be text that is part of a graphic or it can be an object in the image itself (i.e., something that is not superimposed).
- • One image can be coded as a credit sequence, but ONLY if the image contains two separate and different types of credit message (e.g., two copyright credits in one image does not constitute a credit sequence, but a copyright credit and a separate production company credit in the same image does constitute a credit sequence).
- • A text message that would not be considered a credit if it were in a miscellaneous program-related element (e.g., a dedication or production company information) should be coded as a credit if it appears in a credit sequence (as long as it's not part of a miscellaneous program-related element).
- • Programs can sometimes be difficult to identify. A TV or theatrical movie is usually shown as part of a weekly or daily series (e.g., CBS Tuesday Night at the Movies). The film being shown is the current episode of the series. The film series as well as the movie being shown are therefore title and subtitle and both should be coded as credits.

_____
_____

4a. FOR BEGINNING CREDITS SEQUENCE PRESENT: Duration?
Credits begin: __ __ minutes   __ __ seconds into program
Credits end: __ __ minutes   __ __ seconds into program

FULL QUESTION:

What is the exact duration of the beginning credit sequence?

DEFINITIONS & EXAMPLES:
Duration of beginning credit sequence - the amount of time between and including the first image that contains ANY PART of a faded-in credit and the last image that contains ANY PART of a not faded-out credit.

NOTES:
- • Include in the duration any program interruption (one or more segments shown during the airing of a program [e.g., a break that contains commercials and station identification]). This means you should look beyond any interruptions near the beginning of the program to be sure you have included all beginning credits in the sequence.
- • When the first credit in a credit sequence is first shown in an ambiguous state (e.g., the beginning of My Three Sons in which the first credit first appears to be a "blob" before it evolves into readable text) consider the beginning of the credit the first frame in which part of the ambiguous figure, a part that specifically evolves into the credit, is visible (note that it must be fully faded-in).
- • Remember the general rule that a formal feature (including a credit, graphic, id logo, program segment, etc.) begins with the first frame in which the feature appears in a "normal," "faded in" image and ends with the last frame in which the feature appears in a "normal," "not faded out" image (although, again, the faded in credit may at this frame be a "blob" that evolves into a readable credit).
- • A promotional or other message about a program about to begin is part of the program as long as it does not mention any other program and there is not a program interruption (e.g., station id, etc.) between the message and what would normally be considered the beginning of the program. To determine whether a promotional message is part of a program or not, use this rule as well: If the message could logically appear outside of the program in which it appears, it is not part of the program itself.

_____
_____

4b. FOR BEGINNING CREDITS SEQUENCE PRESENT: Any credit in credit sequence during simultaneous audio and moving video action?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Does any of the credit sequence appear while there is also simultaneous audio and moving video action?

DEFINITIONS & EXAMPLES:
Action - portrayal of events or activities that are part of the program and are NOT part of the beginning theme or miscellaneous program-related elements.

Simultaneous audio and moving video action - action during which there are no still images and the audio track is not completely silent.

NOTES:
- • Moving video action can be very subtle: If ANYTHING in the image other than the appearance and disappearance of text changes, there is moving video action.
- • Audio action is ANY sound at all, even if it is quiet or unrelated to the program.
- • The simultaneous audio and moving video must be action, and therefore can <u>not</u> be audio and moving video that occur as part of a beginning theme or miscellaneous program related

element (since all content is program action OR program theme OR miscellaneous program related element OR program interruption). (This is not an issue for variable 8b[Any ending credit during simultaneous audio and moving video action?] since any simultaneous audio and moving video that isn't part of a program interruption or an MPRE is by definition action.)

- • If the only movement that occurs during a credit is movement of the credit itself, that does NOT count as moving action.
- • Material that recaps the premise of a program (e.g., "Dr. David Banner was conducting experimental research that went awry; now when something makes him upset he turns into the Incredible Hulk") is likely to be a theme rather than program action.

_____

4c. FOR BEGINNING CREDITS SEQUENCE PRESENT: Any action before credit sequence begins?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Does any action take place BEFORE the beginning credit sequence begins?

DEFINITIONS & EXAMPLES:
Action before beginning credit sequence - portrayal of events or activities that are part of the program and are NOT part of the beginning theme or miscellaneous program-related elements AND that appear before any credits appear.

NOTES:
- • Action can include still images (e.g., a still photo of a guest on a talk show).
- • Action does not require that there be simultaneous sound and picture; either sound or picture alone can constitute program action.
- • A promotional or other message about a program about to begin is part of the program as long as it does not mention any other program and there is not a program interruption (e.g., station id, etc.) between the message and what would normally be considered the beginning of the program. To determine whether a promotional message is part of a program or not, use this rule as well: If the message could logically appear outside of the program in which it appears, it is not part of the program itself.
- • Material that recaps the premise of a program (e.g., "Dr. David Banner was conducting experimental research that went awry; now when something makes him upset he turns into the Incredible Hulk") is likely to be a theme rather than program action.

_____

4d. FOR BEGINNING CREDITS SEQUENCE PRESENT: Program interruption during beginning credits?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Is there a program interruption during the beginning credit sequence?

DEFINITIONS & EXAMPLES:

Program interruption - one or more non-program segments are shown during the airing of a program (e.g., a break that contains commercials and station identification).

NOTES:
- • ALL elements of a program's content and form must be interrupted ("go away") in order to code a program interruption as having occurred (i.e., that a new segment has begun).
- • Remember that to code this item as "yes" the beginning credit sequence must begin BEFORE the program interruption.
- • A promotional or other message about a program about to begin is part of the program as long as it does not mention any other program and there is not a program interruption (e.g., station id, etc.) between the message and what would normally be considered the beginning of the program. To determine whether a promotional message is part of a program or not, use this rule as well: If the message could logically appear outside of the program in which it appears, it is not part of the program itself.
- • Material that recaps the premise of a program (e.g., "Dr. David Banner was conducting experimental research that went awry; now when something makes him upset he turns into the Incredible Hulk") is likely to be a theme rather than program action.
- • Note that a program interruption can be very brief (e.g., a network/station identification between music videos is a program interruption but may only last 5 seconds).

_____
_____

5. Beginning program theme?
_____ [0] No [**SKIP** to 6]
_____ [1] Yes

FULL QUESTION:
Is there a program theme at the beginning of the program?

DEFINITIONS & EXAMPLES:
Beginning program theme - a sequence of images that 1) contains at least some audio and video that occur at the same time, 2) has the SOLE purpose of introducing the program, 3) contains an audio or text presentation of the program's title, 3) contains at least some music, 4) does NOT contain multiple segments - i.e., both the sound and the picture cannot change completely at the same time within a theme, they can only change completely at the same time at the very beginning and at the very end of the theme (although a theme does not have to begin or end this way). Content that previews what will occur during the program that is beginning can NOT be coded as a theme, even if it contains music and the program's title and does not contain a complete change of audio and video at the same time. (All of the Star Trek series, Picket Fences, Grace Under Fire, and many other prime-time programs have beginning themes; most news programs do as well.)

NOTES:
- • A beginning theme cannot also be either program action or miscellaneous program-related elements.
- • A theme cannot include segments that contain "Previously on ..." video clips.
- • A theme can NOT include a program interruption or any other interruption.
- • A theme does NOT include the parts of programs where a host or anchor introduces himself ("Thanks for joining us, I'm Joe Newscaster")
- • Material that recaps the premise of a program (e.g., "Dr. David Banner was conducting experimental research that went awry; now when something makes him upset he turns into the Incredible Hulk") is likely to be a theme rather than program action.

- • Programs can sometimes be difficult to identify. A TV or theatrical movie is usually shown as part of a weekly or daily series (e.g., CBS Tuesday Night at the Movies). The film being shown is the current episode of the series. The series and the episode could conceivably have a theme, but since a theme must not contain a complete change in sound and picture, if both seem to have themes code the film series theme rather than the movie theme.

_____
_____

5a. FOR ANY BEGINNING PROGRAM THEME: Duration?
Program theme begins: __ __ minutes   __ __ seconds into program
Program theme ends: __ __ minutes   __ __ seconds into program

FULL QUESTION:
What is the exact duration of the beginning program theme?

DEFINITIONS & EXAMPLES:
Duration of beginning program theme - the amount of time between and including the start of the simultaneous audio and video components of the theme and the end of the simultaneous audio and video components of the theme.

NOTES:
- • Although the audio or video components of the theme may begin and/or end at different times, code the beginning of the theme as the first time both audio and video are present and code the ending of the theme as the last time both audio and video are present.
- • A theme may NOT contain a program interruption or a miscellaneous program-related element.
- • A theme does NOT include the parts of programs where a host or anchor introduces himself ("Thanks for joining us, I'm Joe Newscaster")
- • Material that recaps the premise of a program (e.g., "Dr. David Banner was conducting experimental research that went awry; now when something makes him upset he turns into the Incredible Hulk") is likely to be a theme rather than program action.
- • Programs can sometimes be difficult to identify. A TV or theatrical movie is usually shown as part of a weekly or daily series (e.g., CBS Tuesday Night at the Movies). The film being shown is the current episode of the series. The series and the episode could conceivably have a theme, but since a theme must not contain a complete change in sound and picture, if both seem to have themes code the film series theme rather than the movie theme.

_____
_____

5b. FOR ANY PROGRAM THEME: Theme audio and video start or end more than 2 seconds apart?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Do the audio component and the video component of the theme either start or end more than 2 seconds apart?

DEFINITIONS & EXAMPLES:

Audio and video components of theme - the sounds and pictures that occur simultaneously during the theme (as defined in variable 5). Although the theme itself consists of these sounds and pictures, the sounds may begin before or after the pictures begin, and the sounds may end before or after the pictures end (e.g., in "Murphy Brown" the theme's pictures end before the theme's sounds, which extend over the beginning of the program action).

NOTES:
- • One component must extend beyond the other by more than 60 frames (TWO SECONDS) in order to code this variable as "Yes."
- • When the pictures in a theme end the music may CHANGE but not end; unless the music changes dramatically or completely code the music as being part of the audio component of the theme and extending beyond the video components of the theme.

_____
_____

6. How many program interruptions, and how many segments during each interruption?

Program
Inter-
ruption

1. __ __ segments		11. __ __ segments
2. __ __ segments		12. __ __ segments
3. __ __ segments		13. __ __ segments
4. __ __ segments		14. __ __ segments
5. __ __ segments		15. __ __ segments
6. __ __ segments		16. __ __ segments
7. __ __ segments		17. __ __ segments
8. __ __ segments		18. __ __ segments
9. __ __ segments		19. __ __ segments
10. __ __ segments		20. __ __ segments

FULL QUESTION:
For each interruption of program content how many separate segments are there during the interruption?

DEFINITIONS & EXAMPLES
Segment - uninterrupted portion of one programming element (e.g., advertisement, promotional announcement, public service announcement, station identification, unscheduled news bulletins, etc.).

Program interruption - one or more non-program segments are shown during the airing of a program (e.g., a break that contains commercials and station identification).

NOTES:
- • To code this variable do NOT move the tape at the top "fast-forward" speed during program interruptions; instead, do the following: Press "Play", use the edit wheel to accelerate the speed until the voices/sounds are high-pitched but the images are free from "noise" (i.e., images are visible as during normal play mode but moving at a faster than normal speed).
- • Proceed chronologically through the ENTIRE program; be sure to include any end credits.

- • Technical mistakes that bring a part of a commercial or other program interruption to the screen, even briefly, should be coded as separate segments.
- • If the same commercial appears more than once during an interruption, even if it appears twice in a row, count each occurrence as a segment. If two commercials for the same product or service air during an interruption they should each be considered separate segments.
- • If someone connected with a program is the spokesperson in an advertisement for a product or service, unless the product/service is a video or transcript of the program itself, the advertisement is not a part of the program but a segment in the program interruption.
- • A program bumper that identifies the program in progress is not part of a program interruption if it immediately precedes or follows a program segment.
- • A miscellaneous program-related element surrounded by program interruption segments (e.g., ads, program bumper, ads; OR: ads, information about getting video of program, ads) constitutes a program segment and therefore means there are two separate program interruptions to code (in these examples the two sets of ads).
- • Sponsorship announcements should only be coded as program interruption segments if they do not relate specifically to the program in progress (i.e., "Today's programming is sponsored by Nestle" is a program interruption segment, but "This program is sponsored by Nestle" is not a program interruption).
- • When a sponsorship announcement is followed by a commercial by that sponsor, the sponsorship announcement (if it fits the criteria in previous note) and the commercial should be coded as two separate program interruption segments.
- • Interruptions can be lengthy but may still contain only one segment (e.g., unscheduled news bulletins).
- • A program bumper must identify the specific program in progress and not identify any other specific program or set of programs. It may <u>also</u> mention the station/channel/network that is presenting the program (i.e., "Stay tuned for more of Bigger & Summers on Lifetime Cable" is still a program bumper), but it <u>MUST</u> mention the specific program (i.e., "This is Headline News, a Turner Cable Network" and "We'll be right back after these messages" are NOT program bumpers because neither one identifies a specific program [Headline News is a station/channel/network, not a program]). In ALL cases, a program bumper is part of a program and not a program interruption.
- • Note that a program interruption can be very brief (e.g., a network/station identification between music videos is a program interruption but may only last 5 seconds).
- • To determine whether a promotional message is part of a program or not, use this rule: If the message could logically appear outside of the program in which it appears, it is not part of the program itself.

_____
_____

Go to the last frame of simultaneous audio and moving video action that occurs in the program prior to any ending credit(s).
ALL VARIABLES FROM THIS POINT to the end of the Coding Sheet concern only program audio and video that occur after this frame.

_____
_____

7. Location of last simultaneous audio and moving video action before any ending credit or credits?
__ __ hours   __ __ minutes   __ __ seconds into program
FULL QUESTION:
What is the location in hours, minutes, and seconds, of the last simultaneous audio and moving video action in the program that occurs prior to any ending credit or credits?

DEFINITIONS & EXAMPLES:
Action - portrayal of events or activities that are part of the program itself and are NOT part of the theme or miscellaneous program-related elements.

Audio action - sound that represents program content (this may include music, dialogue, or both).

Moving video action - a series of changing images that represent program content (this includes sequences that contain special effects but not still images or freeze frames). Remember moving video action can be very subtle: If ANYTHING in the image other than the appearance and disappearance of text changes, there is moving video action.

Simultaneous audio and moving video action - action during which there are no still images and the audio track is not completely silent.

NOTES:
- • Moving video action can be very subtle: If ANYTHING in the image other than the appearance and disappearance of text changes, there is moving video action.
- • Audio action is ANY sound at all, even if it is quiet or unrelated to the program.
- • Remember to follow the general rule that says a formal feature (including a credit, graphic, id logo, program segment, etc.) begins with the first frame in which the feature appears in a "normal", "faded in" image and ends with the last frame in which the feature appears in a "normal", "not faded out" image. A credit does not begin until it is completely faded in.
- • The frame to be coded in this variable occurs before ANY ending credit, whether it is the only credit or part of a credit sequence.
- • In some programs a short announcement is presented just prior to ending credits. Depending on the nature of such announcements they may either be properly coded as program action or as program interruption. To determine which, follow this guideline: If there is a complete audio and video change when the announcement begins and when it ends (so that it is a self-contained message) AND if neither the audio nor the video refer to the program in progress (even as "this program..."), then it should be coded as a program interruption (this is true even if it is the only segment during the interruption and even if it is during a program broadcast on PBS). For example, a complete audio and video change to a picture of a hotel and the audio "Guests of 'Newsmakers' stay at the Beverly Hilton Hotel...", followed by a complete audio and video change to other program content is a part of program action, but the same message with the audio "The Beverly Hilton. A Great Hotel" is a program interruption. On the other hand, if the sounds from the program continue even as little as one second into the message, no matter what words are presented, it must be considered part of the program).
- • You may find the following situation: action continues as an image fades; a blank screen appears briefly; then a new image containing an ending credit appears suddenly or fades in slowly. Note that the last frame of simultaneous audio and moving video action in this case is the last "normal" or "not faded out" image <u>before</u> the blank screen appears.
- • A text message that would not be considered a credit if it were in a miscellaneous program-related element (e.g., a dedication or production company information) should be coded as a credit if it appears in a credit sequence (as long as it's not part of a miscellaneous program-related element).

_____
_____

8. Ending credits sequence?

_____ [0] No [**SKIP** to 9]
_____ [1] Yes

FULL QUESTION:
Does the program contain an ending credits sequence?

DEFINITIONS & EXAMPLES:
Credit - a text message that specifically identifies an individual or company and their role in creating the program, including actor(s), host(s), guest(s), producer(s), director(s), writer(s), caterer(s), key grip(s), chauffeur(s), hair stylist(s), etc. (e.g., "Produced by Joe Smith"). The title of a program/series or the title of a specific episode of a program/series should also be considered credits.

Credits sequence - a series (two or more) of <u>different</u> credits, either in the same image or a series of images.

Ending credits sequence - credits sequence that appears at or near the end of a program.

NOTES:
- • Audio messages only don't count as credits
- • A text message such as "Copyright 19xx. All rights reserved" is one credit.
- • Text on the screen during program segments that contains only words and phrases that are part of the program itself (e.g., host or news anchor/reporter identification, or reinforcement for ideas being discussed in program), rather than specific information about individuals or companies that CREATED the program, should NOT be counted as a credit (it is text, however, and would be coded in the timepoint variables regarding text).
- • Credits can appear during program action and during a program's beginning theme but CREDITS CAN <u>NOT</u> APPEAR DURING ANY miscellaneous program-related elements (e.g., PBS underwriter/sponsor acknowledgment or production company information, if they meet the other criteria and are classified as miscellaneous program-related elements, can not be coded as containing credits) .
- • A title that appears at the end of a program, even if it appears repeatedly, should not be coded as a credit sequence unless it appears with at least one other credit.
- • A credit does not stay on the screen for extended periods of time (e.g., an identification logo or a telephone number to call during a telethon are not credits).
- • A credit can be text that is part of a graphic or it can be an object in the image itself (i.e., something that is not superimposed).
- • One image can be coded as a credit sequence, but ONLY if the image contains two separate and different types of credit message (e.g., two copyright credits in one image does not constitute a credit sequence, but a copyright credit and a separate production company credit in the same image does constitute a credit sequence).
- • In some programs a short announcement is presented just prior to ending credits. Depending on the nature of such announcements they may either be properly coded as program action or as program interruption. To determine which, follow this guideline: If there is a complete audio and video change when the announcement begins and when it ends (so that it is a self-contained message) AND if neither the audio nor the video refer to the program in progress (even as "this program..."), then it should be coded as a program interruption (this is true even if it is the only segment during the interruption and even if it is during a program broadcast on PBS). For example, a complete audio and video change to a picture of a hotel and the audio "Guests of 'Newsmakers' stay at the Beverly Hilton Hotel...", followed by a complete audio and video change to other program content is a part of program action, but the same message with the audio "The Beverly Hilton. A Great Hotel" is a program interruption. On the other hand, if the sounds from the program continue even as

little as one second into the message, no matter what words are presented, it must be considered part of the program).
- • A text message that would not be considered a credit if it were in a miscellaneous program-related element (e.g., a dedication or production company information) should be coded as a credit if it appears in a credit sequence (as long as it's not part of a miscellaneous program-related element).
- • Programs can sometimes be difficult to identify. A TV or theatrical movie is usually shown as part of a weekly or daily series (e.g., CBS Tuesday Night at the Movies). The film being shown is the current episode of the series. Ending credits within both the series and the episode should be coded.

_____
_____

8a. FOR ENDING CREDITS SEQUENCE PRESENT: Duration?
Credits begin: __ __ hours   __ __ minutes   __ __ seconds into program
Credits end: __ __ hours   __ __ minutes   __ __ seconds into program

FULL QUESTION:
What is the exact duration of the ending credits sequence?

DEFINITIONS & EXAMPLES:
Duration of ending credit sequence - the amount of time between and including the first image that contains ANY PART of a credit and the last image that contains ANY PART of a credit.

NOTES:
- • Credits can appear during program action and during a program's beginning theme but CREDITS CAN NOT APPEAR DURING ANY MISCELLANEOUS PROGRAM-RELATED ELEMENTS (e.g., PBS underwriter/sponsor acknowledgment or production company information, if they meet the other criteria and are classified as miscellaneous program-related elements, can not be coded as containing credits) .
- • Include in the duration any program interruption (one or more segments shown during the airing of a program [e.g., a break that contains commercials and station identification]). This means you should look beyond any interruptions near the end of the program to be sure you have included all ending credits in the sequence.
- • Be sure to follow the general rule that instructs coders to consider a formal feature to begin with the first frame in which the feature appears in a "normal," "faded in" image and end with the last frame in which the feature appears in a "normal," "not faded out" image (also note that the credit may be a "blob" when it begins and/or ends).
- • In some programs a short announcement is presented just prior to ending credits. Depending on the nature of such announcements they may either be properly coded as program action or as program interruption. To determine which, follow this guideline: If there is a complete audio and video change when the announcement begins and when it ends (so that it is a self-contained message) AND if neither the audio nor the video refer to the program in progress (even as "this program..."), then it should be coded as a program interruption (this is true even if it is the only segment during the interruption and even if it is during a program broadcast on PBS). For example, a complete audio and video change to a picture of a hotel and the audio "Guests of 'Newsmakers' stay at the Beverly Hilton Hotel...", followed by a complete audio and video change to other program content is a part of program action, but the same message with the audio "The Beverly Hilton. A Great Hotel" is a program interruption. On the other hand, if the sounds from the program continue even as little as one second into the message, no matter what words are presented, it must be considered part of the program).

- • Programs can sometimes be difficult to identify. A TV or theatrical movie is usually shown as part of a weekly or daily series (e.g., CBS Tuesday Night at the Movies). The film being shown is the current episode of the series. Ending credits within both the series and the episode should be coded.

_____
_____

8b. FOR ENDING CREDITS SEQUENCE PRESENT: Any credit in credit sequence during simultaneous audio and moving video action?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Does any of the credit sequence appear while there is also simultaneous audio and moving video action?

DEFINITIONS & EXAMPLES:
Action - portrayal of events or activities that are part of the program and are NOT part of the beginning theme or miscellaneous program-related elements.

Simultaneous audio and moving video action - action during which there are no still images and the audio track is not completely silent.

NOTES:
- • Moving video action can be very subtle: If ANYTHING in the image other than the appearance and disappearance of text changes, there is moving video action.
- • Audio action is ANY sound at all, even if it is quiet or unrelated to the program.
- • If the only movement that occurs during a credit is movement of the credit itself, that does NOT count as moving action.

_____
_____

8c. FOR ENDING CREDITS SEQUENCE PRESENT: Any action after credit sequence ends?
_____ [0] No
_____ [1] Yes

FULL QUESTION: Does any action take place AFTER the ending credit sequence ends?

DEFINITIONS & EXAMPLES:
Action after credits - portrayal of events or activities that are part of the program and are NOT part of the beginning theme or miscellaneous program-related elements AND that appear after all credits appear.

NOTES:
- • Action does not require that there be simultaneous sound and picture; either sound or picture alone can constitute program action.
- • Action can include still images (e.g., a still photo of a guest on a talk show).

_____
_____

8d. FOR ENDING CREDITS SEQUENCE PRESENT: Program interruption during ending
     credit sequence?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Is there a program interruption after the ending credits begin and before they end?

DEFINITIONS & EXAMPLES:
Program interruption - one or more non-program segments are shown during the airing of a
program (e.g., a break that contains commercials and station identification).

NOTES:
- • ALL elements of a program must be interrupted ("go away") in order to code a program
  interruption as having occurred (i.e., that a new segment has begun).
- • Remember that to code this item as "yes" the ending credit sequence must begin
  BEFORE the program interruption.
- • A miscellaneous program-related element is NOT a program interruption.
- • Note that a program interruption can be very brief (e.g., a network/station identification
  between music videos is a program interruption but may only last 5 seconds).

_____
_____

8e. FOR ENDING CREDITS SEQUENCE PRESENT: Simultaneous video pictures during
     ending credits?
_____ [0] No
_____ [1] Yes, simultaneous RELATED video pictures
_____ [2] Yes, simultaneous UNRELATED video pictures

FULL QUESTION:
Are there simultaneous video pictures during the ending credits?

DEFINITIONS & EXAMPLES:
Simultaneous video pictures-- an image that contains more than one picture.

RELATED video pictures - pictures that logically go together based on content because they
both (all) relate to the specific program or segment in progress (e.g., split screen in which people
in different cities appear next to each other; split screen in which ending credits for a program
appear next to final program action, such as Frasier).

UNRELATED video pictures - pictures that logically do NOT go together based on content
because they both (all) do not relate to the specific program or segment in progress (e.g., split
screen in which credits for one program appear next to image of anchorperson previewing
upcoming news; ESPN sports update containing scores of other games appears in part of the
screen while the game being broadcast continues in the other part of the screen).

NOTES:
- • Do not code superimposed text or graphics as simultaneous video pictures; the sections
  of the screen containing the video pictures must be separate and distinct, not overlapping
  (e.g., one part of the screen may contain credits and another part may contain promotional
  material; if any part of the credits appears in front of any part of the promotional material, do
  NOT code this as simultaneous video pictures).

- • The simultaneous video pictures may occupy any combination of nonoverlapping areas of the screen, not just the traditional split screen format that divides the image in two halves.
- • Because at least one of the pictures must not occupy the entire area of the picture to be counted here, do not include as simultaneous video pictures dissolves from one full image to another.
- • Simultaneous video pictures do NOT include images in which objects, or what are meant to appear to be objects, occupy different and distinct parts of the screen (e.g., the billboards in the Media TV ending credits and in the Music City Tonight theme are objects and not simultaneous video pictures). If objects that aren't part of, or don't fit in the scale or layout of the rest of the image, then they may represent simultaneous video pictures.

8f. FOR ENDING CREDITS SEQUENCE PRESENT: Unrelated audio and video during ending credits?
_____ [0] No
_____ [1] Yes, talking over ending credits
_____ [2] Yes, other
(Describe:_____)

FULL QUESTION:
Are there unrelated audio and video during the ending credits?

DEFINITIONS & EXAMPLES:
Unrelated audio and video - sound (usually talk) that is presented during the ending credits but is not logically connected to the program.

NOTES:
- • Do not code as unrelated talk over credits that is about the program that is ending (e.g., "Next week on Chicago Hope...").
- • If you indicate in the previous question that there are (two or more) simultaneous video pictures in the ending credits, and there is not sound that corresponds to both video pictures heard at the same time (or no sound at all) through the entire period during which simultaneous pictures are on the screen, then by definition you must indicate here that there is unrelated audio and video during ending credits.

---

9. Music at the end of the program?
_____ [0] No [**SKIP** to 10]
_____ [1] Yes

FULL QUESTION:
After the last frame of simultaneous audio and moving video action before any ending credit or credits, is there music present during program content?
DEFINITIONS & EXAMPLES:
Music - vocal or instrumental sounds that have rhythm, melody, OR harmony. A single instrumental tone also is considered music.

Music at the end of the program - music that is present after the last frame of simultaneous audio and moving video action that occurs before any ending credit or credits (i.e., the frame identified in variable 7) and that is NOT during a program interruption or a miscellaneous program-related element.

NOTES:

- • Music does not have to have a melody or beat; it may be a continuous (one-note) tone.
- • Do NOT include music that is part of the program content - this means that the music should not be linked to the content of the program in any direct way (e.g., a radio being played in the scene on a fictional program; a live band or person that you can see performing; and people in the images who can be seen singing to music by musicians who are not visible all represent direct links between the music and the program and this music should not be coded as music at the end of the program. If you can not see someone who is performing the music (and there is no other obvious, direct link) code the music.
- • Do NOT code music in program interruptions as music at the end of the program.
- • Do NOT code music that is in a miscellaneous program-related element.
- • The music does not have to BEGIN at or after the last frame of simultaneous audio and moving video action before ending credit(s) to be coded for this variable; it can be underway at that frame.

_____

9a. FOR MUSIC PRESENT AT THE END OF THE PROGRAM: Duration?
Music begins: __ __ hours __ __ minutes __ __ seconds into program
Music ends: __ __ hours __ __ minutes __ __ seconds into program

FULL QUESTION:
What is the exact duration of the music at the end of the program?

DEFINITIONS & EXAMPLES:
Duration of music at the end of the program - the amount of time between and including 1) the first frame after the last frame of simultaneous audio and moving video action that occurs before any ending credit or credits (i.e., the frame identified in variable 7), and 2) the last frame in the program during which music can be heard. Neither the starting or ending frame of music can be during a program interruption or a miscellaneous program-related element.

NOTES:
- • If the music stops and then starts again or the music changes; or if there is a program interruption after the music begins and before it ends; or if during part of the time that music is heard there are simultaneous video pictures on the screen and music that relates to a non-program message (e.g., a promo for a future program) is heard; you must still code from the beginning of the music to the end of the music, i.e., include such interruptions in the duration (as you would code the duration of credit sequences). But if the music begins and is "turned down" or "blocked" by other sounds and never returns, do NOT code the music as ending where you believe the original soundtrack ended - i.e., only code what you hear.
- • Remember that the music cannot begin or end in a miscellaneous program related element or in a program interruption.
- • If music is underway at the last frame of simultaneous audio and moving video action before ending credit(s), the music should be coded as beginning in the very next frame.
- • If the first frame after the frame located in variable 7 (the last frame of simultaneous audio and moving video action that comes before any ending credit) is a faded image, the music can not be coded as beginning with this frame - the image at the frame at which music is coded as beginning must be a complete, normal, not faded-out, image.

_____

9b. FOR MUSIC PRESENT AT THE END OF THE PROGRAM: Program interruption during the music at the end of the program?
_____ [0] No
_____ [1] Yes

FULL QUESTION:
Is there a program interruption after the ending music begins and before it ends?

DEFINITIONS & EXAMPLES:
Program interruption - one or more non-program segments are shown during the airing of a program (e.g., a break that contains commercials and station identification).

NOTES:
- • ALL elements of a program must be interrupted ("go away") in order to code a program interruption as having occurred (i.e., that a new segment has begun).
- • Remember that to code this item as "yes" the music must begin BEFORE the program interruption.
- • A miscellaneous program-related element is NOT a program interruption.

_____

10. Number of miscellaneous program-related elements at end of program?
_____ [x] elements

FULL QUESTION:
How many miscellaneous program-related elements are there between the end of the simultaneous audio and moving video action and the very end of the program?

DEFINITIONS & EXAMPLES:
Miscellaneous program-related elements (end of program) - elements that (1) come after the last frame of simultaneous audio and moving video action that occurs before any ending credit or credits (i.e., the frame identified in variable 7), (2) are distinct and separate from theme and action in that BOTH audio and video change completely when the element begins and BOTH audio and video change completely when the element ends (with the exception of silence-to-silence; see the Note below), and (3) fit into one or more of the following categories:

        i. Text or audio messages that indicate program sponsors, the nature of the content (e.g., warnings of violence or nudity) of the program, "presented by" messages, or a dedication.

        ii. Production company information (related only to the current program) presented through use of text or graphics, and in most cases audio (see Note below).

        iii. Contact instructions for program-related information, transcripts, or tickets.

        iv. Program bumper - a very short segment that identifies the program in progress and provides a buffer between a program segment and commercials or other types of program interruptions (e.g., after each 5-7 minute segment of Star Trek: The Next Generation, a program bumper is shown containing the blue logo for the program on a star-filled background with the signature orchestral melody of the show).

All three criteria above MUST be met in order to code any portion of program content as a miscellaneous program-related element.

NOTES:
- • There is one exception to the requirement that both audio and video must change as a miscellaneous program-related element begins and ends: if the video changes when the element begins and when it ends but the audio remains silent (either before and during the

element ,or during and after the element, or both), the element should still be coded as a miscellaneous program-related element.
- • Do NOT code contact information provided in infommercials as miscellaneous program-related elements; in this genre contact information represents program action.
- • If someone connected with a program is the spokesperson in an advertisement for a product or service, unless the product/service is a video or transcript of the program itself, the advertisement is not a miscellaneous program-related element but a segment in a program interruption (note that this means that even if a product being advertised is one that is shown during the program the advertisement can not be coded as a miscellaneous program-related element) .
- • A program bumper must identify the specific program in progress and not identify any other specific program or set of programs. It may <u>also</u> mention the station/channel/network that is presenting the program (i.e., "Stay tuned for more of Bigger & Summers on Lifetime Cable" is still a program bumper), but it <u>MUST</u> mention the specific program (i.e., "This is Headline News, a Turner Cable Network" and "We'll be right back after these messages" are NOT program bumpers because neither one identifies a specific program [Headline News is a station/channel/network, not a program]). In ALL cases, a program bumper is part of a program and not a program interruption.
- • An ending MPRE must come after "all simultaneous audio and moving video that comes before any ending credit" (in other words, the frame located in variable 7); this means that simultaneous audio and moving video action without any credits can be followed by an ending MPRE, which then can be followed by more simultaneous audio and moving video action but action that <u>does</u> contain ending credits.

_____

11. End of program?
Program ends: __ __ hours   __ __ minutes   __ __ seconds into program

FULL QUESTION:
At what point does program end?

DEFINITIONS & EXAMPLES:
End of program - the last normal (not "faded out") frame in which there is a "normal," "not faded out" image related to the program.

NOTES:
- • Because it is difficult to reliably code the duration of sounds, a program should be coded as ending at the last frame at which the image is not faded out, even if music or other sound extend beyond this frame and even beyond frames that contain only a black screen.
- • Different episodes or even the same episodes of some programs are shown one after another in a repeating cycle (e.g., every half hour on Headline News is a new episode; ESPN Sportscenter is repeated immediately after it first airs). Be careful to code each program or repetition of a program, separately. If it is difficult to determine where one episode ends and the next begins, consider the end of the first episode to be immediately prior to the beginning of the repeating material (of course, exclude program interruptions).

_____

END OF PROGRAM CODING SHEET

Structural Features Content Analysis Project
DATE: July 17, 1996

CODING SHEET 1:
PROGRAM VARIABLES

Date of coding: _____
Name of coder:_____   Date of entry: _____

NOTE: Code each complete program

_____

Sampling information [Copy from tape label]

PRoGRaM#: __ __ __   TAPE#: __ __ __ __

Recorded on: MOnth: __ __   DaTe: __ __   YeaR: 9 5

DAY of week:
(1.) Sunday   _____ [1]
(2.) Monday   _____ [2]
(3.) Tuesday   _____ [3]
(4.) Wednesday   _____ [4]
(5.) Thursday   _____ [5]
(6.) Friday   _____ [6]
(7.) Saturday   _____ [7]

Time: HOUR: __ __   AM / PM (circle one)

CHANNEL: _____

PRoGraM STart time: Hours: __ __   Minutes: __ __   AM / PM (circle one)

_____

1. Duration of program?
_____ [1] 30 minutes
_____ [2] One hour
_____ [3] 90 minutes
_____ [4] Two hours
_____ [5] Other (How long in minutes? __ __ __)

_____

-

2. Genre of program?

Comedy
_____ [01] Situation comedy   (Title:_____)
_____ [02] Other   (Describe/Title:_____)

Drama
_____ [03] Medical drama   (Title:_____)
_____ [04] Crime/legal/mystery drama(Title:_____)
_____ [05] Science fiction/fantasy/horror(Title:_____)
_____ [06] Other   (Describe/Title:_____)

Serial
_____ [07] Daytime soap opera
          (Title:_____)
_____ [08] Prime time soap opera
          (Title:_____)

Movie
_____ [09] TV movie (Title:_____)
_____ [10] Theatrical film   (Title:_____)

Informational/educational
_____ [11] Local news   (Title:_____)
_____ [12] National/international news
          (Title:_____)
_____ [13] Documentary   (Title:_____)
_____ [14] Magazine   (Title:_____)
_____ [15] Reality program   (Title:_____)
_____ [16] Instructional program (adults)(Title:_____)
_____ [17] Other   (Describe/Title:_____)

Talk
_____ [18] Celebrity talk   (Title:_____)
_____ [19] Political talk/com-
          mentary/interview (Title:_____)
_____ [20] Theme/topic show   (Title:_____)

Promotional
_____ [21] Infommercial   (Product:_____)

Miscellaneous
_____ [22] Live action children's
          educational program(Title:_____)
_____ [23] Animated children's
          educational program(Title:_____)

_____ [24] Live action NONeducational
         children's program (Title:_____)
_____ [25] Animated NONeducational
         children's program (Title:_____)
_____ [26] Game show   (Title:_____)
_____ [27] Sports event   (Title:_____)
_____ [28] Music video program(Title:_____)
_____ [29] Other   (Describe/title:_____)

_____

Go to exact beginning point of program. NOTE: The beginning of a program is the first frame that involves the specific program.
Set timer to zero.

_____

3. Number of miscellaneous program-related elements at beginning of program?
_____ [x] elements

_____

4. Beginning credits sequence?
_____ [0] No [**SKIP** to 5]
_____ [1] Yes

4a. FOR BEGINNING CREDITS SEQUENCE PRESENT: Duration?
Credits begin: __ __ minutes   __ __ seconds into program
Credits end: __ __ minutes   __ __ seconds into program

_____

4b. FOR BEGINNING CREDITS SEQUENCE PRESENT: Any credit in credit sequence
     during simultaneous audio and moving video action?
_____ [0] No
_____ [1] Yes

_____

4c. FOR BEGINNING CREDITS SEQUENCE PRESENT: Any action before credit sequence
     begins?
_____ [0] No
_____ [1] Yes

_____

4d. FOR BEGINNING CREDITS SEQUENCE PRESENT: Program interruption during beginning credits?
_____ [0] No
_____ [1] Yes

_____

5. Beginning program theme?
_____ [0] No [**SKIP** to 6]
_____ [1] Yes

_____

5a. FOR ANY BEGINNING PROGRAM THEME: Duration?
Program theme begins: __ __ minutes   __ __ seconds into program
Program theme ends: __ __ minutes   __ __ seconds into program

_____

5b. FOR ANY PROGRAM THEME: Theme audio and video start or end more than 2 seconds apart?
_____ [0] No
_____ [1] Yes

_____

6. How many program interruptions, and how many segments during each interruption?

Pgm Inter-
ruption
  1. __ __ segments
  2. __ __ segments
  3. __ __ segments
  4. __ __ segments
  5. __ __ segments
  6. __ __ segments
  7. __ __ segments
  8. __ __ segments
  9. __ __ segments
10. __ __ segments

11. __ __ segments
12. __ __ segments
13. __ __ segments
14. __ __ segments
15. __ __ segments
16. __ __ segments
17. __ __ segments
18. __ __ segments
19. __ __ segments
20. __ __ segments

Go to the last frame of simultaneous audio and moving video action that occurs in the program prior to any ending credit(s).
ALL VARIABLES FROM THIS POINT to the end of the Coding Sheet concern only program audio and video that occur after this frame.

_____

7. Location of last simultaneous audio and moving video action before any ending credit or credits?
__ __ hours   __ __ minutes   __ __ seconds into program

_____

8. Ending credits sequence?
_____ [0] No [**SKIP** to 9]
_____ [1] Yes

_____

8a. FOR ENDING CREDITS SEQUENCE PRESENT: Duration?
Credits begin: __ __ hours   __ __ minutes   __ __ seconds into program
Credits end: __ __ hours   __ __ minutes   __ __ seconds into program

_____

8b. FOR ENDING CREDITS SEQUENCE PRESENT: Any credit in credit sequence during simultaneous audio and moving video action?
_____ [0] No
_____ [1] Yes

_____

8c. FOR ENDING CREDITS SEQUENCE PRESENT: Any action after credit sequence ends?
_____ [0] No
_____ [1] Yes

_____

8d. FOR ENDING CREDITS SEQUENCE PRESENT: Program interruption during ending credit sequence?
_____ [0] No
_____ [1] Yes

_____
_____

8e. FOR ENDING CREDITS SEQUENCE PRESENT: Simultaneous video pictures during ending credits?
_____ [0] No
_____ [1] Yes, simultaneous RELATED video pictures
_____ [2] Yes, simultaneous UNRELATED video pictures

_____

8f. FOR ENDING CREDITS SEQUENCE PRESENT: Unrelated audio and video during ending
    credits?
_____ [0] No
_____ [1] Yes, talking over ending credits
_____ [2] Yes, other
(Describe:_____)

_____
_____

9. Music at the end of the program?
_____ [0] No [**SKIP** to 10]
_____ [1] Yes

_____

9a. FOR MUSIC PRESENT AT THE END OF THE PROGRAM: Duration?
Music begins: __ __ hours   __ __ minutes   __ __ seconds into program
Music ends: __ __ hours   __ __ minutes   __ __ seconds into program

_____

9b. FOR MUSIC PRESENT AT THE END OF THE PROGRAM: Program interruption during
    the music at the end of the program?
_____ [0] No
_____ [1] Yes

_____

10. Number of miscellaneous program-related elements at end of program?
_____ [x] elements

_____

11. End of program?
Program ends: __ __ hours   __ __ minutes   __ __ seconds into program

_____

END OF PROGRAM CODING SHEET