
Does Hollywood Need a Prime Time Hotline?

**Project Tube:
Observations of Ethics and
Compliance on the Small Screen**

December 2010



“The same media people that claim ... TV doesn't influence people, are perfectly willing to sell you advertising time.”

Author Unknown

What Are We Really Watching?

- According to the A.C. Nielsen Co., the average American watches 4.82 hours of TV each day. In a 78-year average life, that person will have spent ~16 years – or 137,000 hours glued to the tube . That’s just about the same amount of time they will spend at work during the average career – 122,000 hours.
- **Our Question?** How many unethical workplace issues are portrayed in the fictional work environments of the nation’s most popular TV shows – and do these portrayals reflect the reality our clients and their employees experience in the real world?
- **How we observed?** We watched TV. Five Expert Advisors from Global Compliance, including former Department of Justice attorneys, employment law professionals and chief compliance officers, watched top rated television comedies and dramas and documented eight different types of ethics and compliance violations that occurred in the various shows and episodes. We then compared our “small screen” results to the world’s largest database of ethics and compliance allegations: Integrity Diagnostics™ – the proprietary database of Global Compliance.

What our Observations Tell Us about TV

- While our observations suggest that the types of allegations and violations on TV actually reflect the real work environment ...
- Employees in TV shows cause – and experience an exaggerated level of ethics and compliance violations than exist in real workplace environments ... a lot more.
- In fact ...



Project Tube

30 Rock, with an ensemble cast of 5, generated the highest number of violations per episode.

Show	Avg. Violations per Episode	When Annualized
30 Rock	11	572



More Likely Experienced by Organizations with...
40,000 employees!

- Source: Global Compliance Integrity Diagnostics™ Database

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Summary

TV Shows We Watched

- The Office
- Grey's Anatomy
- Glee
- NCIS
- Ugly Betty
- White Collar
- CSI
- House
- 30 Rock

Violations We Tracked

- Diversity, Equal Opportunity and Respect in the Workplace
- Employee Relations
- Environmental, Health and Safety
- Financial Concerns
- Misuse or Misappropriation of Assets or Information
- Policy and Process Integrity
- Campus Relations
- Other

Observations We Made

- 92 Total Violations
- 5 Average Violations per Episode
- #1 Violation Category: Diversity, Equal Opportunity and Respect in the Workplace with 65% of all violations recorded
- #1 Show with Highest Total Violations per Episode: *30 Rock* with an average of 11 violations per episode

Does Hollywood Need a Prime Time Hotline?

A Look at Ethics and Compliance on the Small Screen

The Count

Rank	Show	Total Violations	Avg. Violations per Episode	Example Violation
#1	30 Rock	22	11	Jack to Danny: Asking about a co-worker: "Is it that chick lawyer who does the sexual harassment presentation? Because she's asking for it..." (Diversity, Equal Opportunity and Respect in the Workplace)
2	Grey's Anatomy	14	7	Grey shares patient information with someone not authorized to receive it (Policy and Process Integrity: HIPAA violation).
3	CSI	11	6	Gilbert Godfried tells chief he needs "foreplay" before he does a task. She responds, "then maybe I'll give you a rectal exam." (Diversity, Equal Opportunity and Respect in the Workplace)
4	House	11	6	Cameron objected to doing a colonoscopy on a conscience patient. She said to House, "How would you like have a 6 foot hose shoved into your small intestine." House replied, "I have a new respect for the basketball players you dating in college." (Diversity, Equal Opportunity and Respect in the Workplace)
5	The Office	10	5	Packer on the phone to Michael with Jan and Pam in the room says, "Hey, you Queen." (Diversity, Equal Opportunity and Respect in the Workplace)
6	NCIS	9	5	While Ducky and Gibbs share a drink in the morgue, Ducky says, "We are old school. We don't think women are equal." (Environmental, Health and Safety; Diversity, Equal Opportunity and Respect in the Workplace)
7	White Collar	8	4	During an FBI stakeout of a party, one of the agents watching the surveillance video feed focuses the camera's attention on a woman and makes a comment about her; the criminal ends up escaping. (Misuse or Misappropriation of Information or Assets; Equal Opportunity and Respect in the Workplace)
8	Ugly Betty	4	2	Wilhemina pressures receptionist to give up personal information about Claire Meade. She anonymously leaks info to influence business decisions. (Misuse or Misappropriation of Information or Assets)
9	Glee	3	2	Principal refers to boy in wheelchair as a "cripple" in front of the glee club teacher. (Diversity, Equal Opportunity and Respect in the Workplace)

Source: Global Compliance, *Project Tube: A Look at Ethics and Compliance on the Small Screen*. www.globalcompliance.com

But, the number of Violations on TV Outweigh Reality – by a long mile ...

For example, *30 Rock*, with an ensemble cast of five, generated the highest number of violations out of the shows Global Compliance watched. The number of violations were more in line with an organization of 40,000 vs. the small ensemble cast.

One episode alone accounted for nearly 3 times the per episode average!



Show	Total Violations	Avg. Violations per Episode	When Annualized ...	More Likely Experienced by Organizations with ...
30 Rock	22	11	572	40,000 employees
Grey's Anatomy	14	7	364	25,000
CSI	11	6	286	20,000
House	11	6	286	20,000
The Office	10	5	260	18,000
NCIS	9	5	234	16,000
White Collar	8	4	208	15,000
Ugly Betty	4	2	104	7,000
Glee	3	2	78	5,000

• Source: Global Compliance Integrity Diagnostics™ Database

So Does Hollywood Need a Hotline?

Our solution is no to “ban funny”...

And we are not looking to “crown” an ethics violation winner – or loser. Nor are we saying that TV needs to be politically correct.

We know it’s entertainment.

As a company supporting over 25 million of our clients’ employees, our overall observations left us with the following thought:

We need to find ways of keeping the laughs and the drama on TV while minimizing the impact of overexposing the real-life workforce to ethics and compliance violations that are acceptable and funny only on the small screen. As ethics and compliance specialists, we can help our clients reinforce that what was funny the night before on The Office is not appropriate in their office – avoiding the consequences that are seldom shown on TV.

So Does Hollywood Need a Hotline?

Especially when you're up against the likes of Jack ...



On *30 Rock* - Jack kindly refers to their organization's code of conduct trainer as ***“that chick lawyer who does the sexual harassment presentation ...”***

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Who is Global Compliance?

About Us

History and Locations:

- Founded in 1981 with headquarters in Charlotte, North Carolina, with additional locations in Chicago, IL; Red Bank, NJ; Washington, DC; Calgary, Alberta (Canada) and Dublin, Ireland.

The Leading Provider of Integrated Ethics and Compliance Solutions

- Core Expertise: Expert Advice, Hotline Solutions, Training & Education, Performance & Benchmarking
- 4,000+ customers across all major industries
- 50% of the Fortune 100.
- 25+ million end users worldwide

Serving Clients Worldwide

- Over 200 countries and territories served
- 150+ languages supported
- Nearly 25% of the Global 500 in long-standing customer relationships
- 700 multi-national corporations served
- 3 Data Centers in the U.S., Canada and Ireland, specifically designed to be compliant with global privacy laws

Thank you!



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