

POLLAY

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Dr. George Gerbner  
Annenberg School for Communication  
University of Pennsylvania  
Philadelphia, PA 19104

Dear George:

I've just seen the short article you sent in to Adbusters. I, of course, applaud your efforts at launching the "Cultural Environmental Movement," an the well articulated brief statement.

I would like to be put on the mailing list and sent more specific information as it becomes available. If there is ever a need for the peculiar biases and experiences of a specialist in advertising, don't hesitate to call on me.

Sincerely,

Prof. Richard W. Pollay  
Faculty of Commerce, UBC  
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