



**New York University**  
*A private university in the public service*

School of Education, Health, Nursing, and Arts Professions  
Division of Education  
Department of Communication Arts and Sciences

733 Shimkin Hall  
Washington Square  
New York, N.Y. 10003  
Telephone: (212) 998-5191

March 25, 1988

George Gerbner  
Annenberg School of Communication  
3620 Walnut Street C5  
Philadelphia, PA 19104-3858

Dear Professor Gerbner:

I am a colleague of Neil Postman's at New York University, writing to enlist your support in earning him an honor from NYU that many of us here think he richly deserves.

As you will see from the notice enclosed, NYU has established a yearly "Distinguished Professor Award" to give special recognition to those of its faculty who have made a special contribution to education--not only in the classroom, but in the larger society the University serves.

I can think of no one who has worked more diligently, spoken more eloquently, or written more compellingly and gracefully than Neil in behalf of a broader cultural awareness of media and their role in the transformation of American society--particularly, its young people and the institutions designed to nourish them. Through books like Teaching as a Conserving Activity, The Disappearance of Childhood, and Amusing Ourselves to Death, through his dozens of articles, talks, and interviews in the press and on television, Neil has, I think, done more than any other NYU professor to develop in the public an informed and critical perspective on language, the schools and the media.

I write to you because I think you might agree. If you do, would you be willing to say so in the form of a letter to Dean W. Gabriel Carras at New York University? If so, I must ask you to write soon, because the deadline for recommendations is April 15.

Those of us who would very much like to see Neil honored as a teacher and educator of distinction would appreciate your support.

Thank you sincerely,

Christine L. Nystrom  
Associate Professor, Communication Arts and Sciences

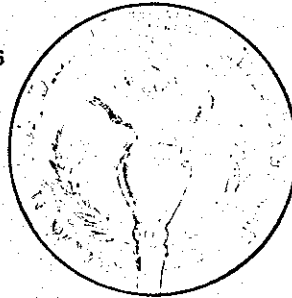
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IN RECOGNITION OF EXCELLENCE

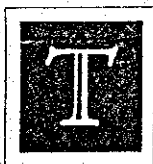


Letters of nomination should be sent to:

W. Gabriel Carras  
 Associate Dean for Faculty Affairs  
 New York University  
 School of Education, Health  
 Nursing and Arts Professions  
 Press Building  
 32 Washington Place  
 New York, NY 10003



Nominations for the Distinguished Teaching Award  
 Are Currently Being Accepted



Award

The Distinguished Teaching Award (including a specially designed medal and a grant of \$5,000) is given annually to two or three outstanding full-time faculty members at New York University.

This award was created by the University to recognize that teaching of high quality is a top priority of New York University. Members of the University community should submit nominees' names to the representative designated by each school. Each school will, in turn, submit the name of a candidate to the all-University committee made up of faculty, students, alumni, and administrators who will make the final selections.



Selection Criteria

Criteria for the selection of nominees include, in addition to general excellence as an educator, such qualities as teaching effectiveness in the classroom and promoting the intellectual development of students as well as comprehension and appreciation of the subject. Additional criteria include: serving as a mentor, clinical supervision, and working effectively on a one-to-one basis. Only full-time faculty members are eligible.



Procedure for Submitting Nominations

All students and faculty members are invited to submit to a school committee the name of a full-time faculty member who they believe to be a distinguished teacher and who meets the criteria for nomination. Each school or division of the University has its own procedure for selecting a candidate, whose name will be forwarded to the all-University committee.

Names of candidates should be submitted now to the following individuals.

Faculty of Arts and Science: Thea L. Browne, Associate Dean, 998-8141

School of Law: Daniel Collins, Professor of Law, 998-6174

School of Medicine: David S. Scotch, Associate Dean, 340-5375

College of Dentistry: Edgar D. Tonna, Professor and Chairman, Department of Histology and Cell Biology, 998-9544

School of Education, Health, Nursing, and Arts Professions: W. Gabriel Carras, Associate Dean for Faculty Affairs, 998-5020

College of Business and Public Administration and Graduate School of Business Administration: Janet Marks, Assistant Dean for Student Affairs, GBA, 285-7370

School of Continuing Education: L. Steven Zwerling, Associate Dean, Division of Degree Studies, 998-7101

Graduate School of Public Administration: Emanuel Tobier, Professor of Public Administration, 998-7430

School of Social Work: Eleanore Z. Korman, Associate Dean for Special Programs, 998-5925

Tisch School of the Arts: Elena Pinto Simon, Associate Dean of Students, 998-1910  
 Gallatin Division: Albert N. Greco, Director of Academic Affairs, 998-7370

April 4, 1988

Christine L. Nystrom  
Associate Professor  
Communications Arts and Sciences  
New York University  
School of Education, Health, Nursing  
and Arts Professions  
Department of Communication Arts and Sciences  
733 Shimkin Hall  
Washington Square  
New York, NY 10003

Dear Christine:

Thank you for your letter about Neil Postman. I have written Dean Carras, and am delighted to support Neil's nomination.

With best regards,

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

GG:ab

April 4, 1988

W. Gabriel Carras  
Associate Dean for Faculty Affairs  
New York University  
School of Education, Health, Nursing, and Arts Professions  
Press Building  
32 Washington Place  
New York, NY 10003

Dear Dean Carras:

I am writing to support the nomination of Professor Neil Postman for the Distinguished Teaching Award. I can think of no one in the field of education who has made a greater contribution to the broadest critical awareness of the media's role in shaping the cultural climate of American society.

I have had an opportunity to observe Professor Postman's work both in and outside of the classroom. He and his students visited with our students and faculty. I have seen him in conferences and read most of his books. So I can report from personal experience that the quality and intellectual energy of Neil Postman's work is extraordinary. He is considered a leading thinker in our field as well. I believe that the Distinguished Teaching Award was created to recognize the kind of talent and influence that Neil Postman represents. His selection would seem to be a fitting and appropriate honor both for him and the University.

Sincerely yours,

George Gerbner  
Professor of Communications  
and Dean

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April 4, 1988

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