

Steven H. Scheuer

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La Jolla
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My dear George:

It was a great joy to see you again today honoring Herb S. Your own statement was the highlight of the gathering.

I remember with great pride and pleasure the various times, some years back, that you appeared on my TV show ALL ABOUT TV.

Seems astonishing that it remains the only tv show in the history of American television where tv itself was discussed with total candor.

I remain grateful for the kindness and encouragement you extended during the course of those years. I do hope that I will have the opportunity to see you again soon at your leisure.

I take pleasure in sending you the enclosed. It has met with a very good reception indeed, in the two weeks since I have completed this first draft of the narrative.

I would be very grateful to get your response to the enclosed. I do believe that it can be an important answer to some of the things you mentioned today, and that you and I have talked about over the years.

I am leaving La Jolla tomorrow for a brief trip to Europe, but will only be gone for two weeks. I do however plan to be back on the east coast in early November, and would welcome the opportunity to come to Philadelphia to get your thoughts on the enclosed.

Yours with continued admiration and affection.

Steven

Steven

*Pls do not discuss
this with anyone
for the time being.*

To: "Steven H. Scheuer" <tvrmaven9@aol.com>
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Greetings
Cc:
Bcc:
X-Attachments:

Dear Steven:

It was good to see you again in La Jolla, and thanks for good words. I read your TV Previews project draft with great interest, and think it's a good idea. "Selective viewing" vs. daily ritual is the key to making television work for viewers instead of exploiting them. Suggest you have a one-page summary up front.

When are you coming East? I have a panel presentation in Brooklyn NY DA's conference on Youth and Violence on Nov 9 about 1:30 pm. You may be interested. If so, ask about attendance Virginia Modest 718 2502 3480 or Betty Knajdl 718 250 2263. The conference itself is from 8:30 am to 5:00 pm. I can fax you program if interested.

In any case, let me know when you are planning to be in this part of the country.

Best regards -

George.