

Alfred R. Schneider, Esq.

December 11, 1999

Dr. George Gerbner
234 Golfview Rd.
Ardmore, Pennsylvania

Dear George,

For the last several years I have been writing a book about my many experiences in broadcasting and my career at ABC. It is called THE GATEKEEPER: EDITING THE DIARY OF OUR LIVES. Syracuse University Press has agreed to publish it.

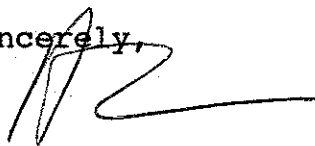
The purpose of this letter is to ask you for a comment that could be used on the cover, inside the book, or press release. While we have been public adversaries from time to time I have always respected your opinions as one of the true commentators on and historians of the culture of television programs. You are a dedicated researcher and analytical reviewer of television content and its effect on behavior. It would be a great honor to have your comment.

I have written THE GATEKEEPER with the help of Kaye Pullen. She was a colleague of mine at ABC, a writer and speech writer for President Ford. I have enclosed the Overview, Chapter 1, and Chapter 2 on Violence. Should you wish the full manuscript I would be happy to forward it to you. We have just submitted it to Syracuse University Press and I guess it takes some time for publication, but they have asked for comments from distinguished authorities in communications by February 1st.

Thanks so much and please call if you wish to discuss this request with me. We will be away until the 29th of December and then at 914 424 3836.

Happy Holidays !

Sincerely,



1/16/2000

Dear Alfred:

Here it is.

Best regards,

George

The inside story of the broadcast industry's shifting policies of self-censorship, written by the chief censor himself. Required reading for the student, critic, and thoughtful viewer of television.

George Gerbner,
Bell Atlantic Professor of Telecommunication
Temple University, Philadelphia
Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania

To: ARSlaw@aol.com
From: George Gerbner <ggerbner@nimbus.temple.edu>
Subject: Re: Great letter
Cc:
Bcc:

X-Attachments:

Al Schneider

Thanks for good words and generous offer. I may just take you up on that. Best to you too. George.

Received perfect letter and am most appreciative. Syracuse has accepted the
>final manuscript and says publication is either late 2000 or early spring. I
>am just pleased to have it published. I was happy to see you are still
>involved in academia and if at any time I can serve you as a guest lecturer I
>would be most happy to do so. Thanks once again for you gracious note. Best
>regards, Al Schneider