



Addie Jurs

267 Walker Avenue Clarendon Hills, Illinois 60514

(708) 323-0625

September 1, 1992

Dr. George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Dr. Gerbner:

I enjoyed reading your thoughtful comments in TV Guide. As I mentioned on the phone, I thought you might be interested in my forthcoming book. The publication date is the end of September. Enclosed is a copy of an unproofed galley of the book -- I look forward to your reaction.

The goal of TV -- Becoming Unglued: A Guide to Improve Children's TV Habits is to encourage and empower parents so they can improve the quality of life for their children. It is purposely short and somewhat fun to read. Most books on this topic are stuffed with extraneous material and visually uninteresting. TV -- Becoming Unglued is for families who want to:

- . Enjoy the best of TV!
- . Help children develop decision making skills!
- . Help children question what they see on the screen!
- . Give children time to be kids!

If you like the book, I hope you will consider writing an endorsement. I would also appreciate any suggestions of other people or groups you think I should contact. I'm enclosing a stamped, addressed envelope to facilitate your reply. Thank you for your consideration.

Sincerely,

Addie Jurs

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THE ANNENBERG SCHOOL FOR
COMMUNICATION
UNIVERSITY of PENNSYLVANIA
3620 Walnut Street Philadelphia, Pennsylvania 19104-6220

September 24, 1992

Dear Ms. Jurs:

I hope this will help.

Parents used to tell stories to children. Now television tells most of the stories. *Becoming Unglued* and its "Television Planning System" is a practical guide to becoming parents again. Get it and use it.

Sincerely yours,

George Gerbner
Professor of Communication and Dean Emeritus



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267 Walker Avenue Clarendon Hills, Illinois 60514

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March 11, 1993

Dr. George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear Dr. Gerbner:

At last, the book! I hope you like it! Thank you for your endorsement. Unfortunately, it arrived after we had gone to press. I have used your endorsement in some of the publicity and hope my publisher will include it on the back of the book at the next printing.

My goal was to write a realistic guide for families that was informative, helpful, short, and fun. If you know of anyone in the media who might be interested in the book, please have them call me or give me their names and I'll contact them.

The book is available through major bookstores, or it can be ordered directly from me --see the enclosed brochure. I also am selling the book wholesale to groups who would like to use it as a fundraiser.

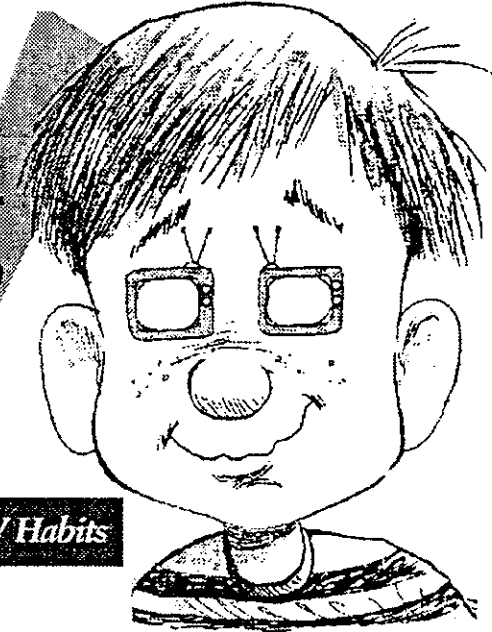
Thank you again for your encouragement!

Sincerely,

Addie Jurs
Addie Jurs

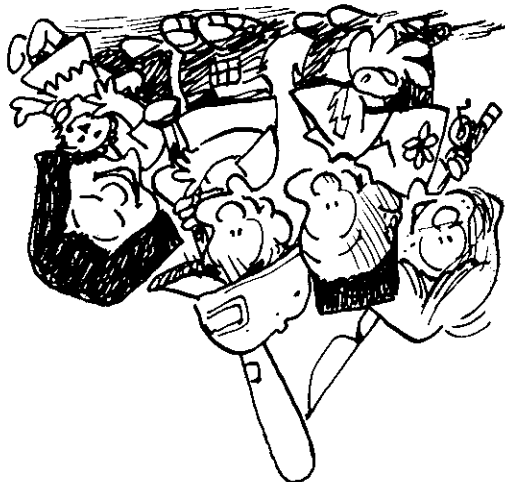
A J Marketing, Inc.
267 Walker Ave.
Clarendon Hills, IL 60514
(708) 323-0625

TV Becoming Unglued



A Guide To Help Children Develop Positive TV Habits

WRITTEN BY ADDIE JURIS
CARTOONS BY DANA SUMMERS



Illustrations by Editorial Cartoonist
Dana Summers

