

## ADVOCACY INSTITUTE

January 24, 1990

Michael Pertschuk  
David Cohen  
Co-Directors

George Gerbner  
Professor of Communications  
The Annenberg School of Communications  
3620 Walnut Street  
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Barry R. Rubin  
General Counsel

Dear Professor Gerbner:

Frieda P. King  
Operations Manager

George Hacker passed a copy of your January 19, 1990 Philadelphia Inquirer piece along to me. It's splendid- logically compelling and fierce with appropriate outrages!

Zoe Mikva  
Director of Development

I have enclosed some sample materials to give you an idea of the kindred work we do here at the Advocacy Institute. (George said that he had sent you some materials, but wasn't sure what he had included.) Additionally, we ask for your help. Enclosed is a draft of a work in progress- our Advocacy Guide in support of bans on tobacco advertising and promotion. We are preparing this as a tool to help tobacco control advocates make their case in debates, in the press, and in the electronic media. We disseminate our materials both electronically and by mail to a network of more than 700 national and international tobacco control advocates. Any comments, criticisms, or suggestions you could offer would be greatly appreciated.

Phillip Wilbur  
Director  
Health Advocacy  
Resource Center

Judy Butler  
Associate Director  
Health Advocacy  
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George A. Hacker  
Director  
Alcohol Advocacy  
Resource Center

Michele Bloch  
Director  
Women vs. Smoking  
Network

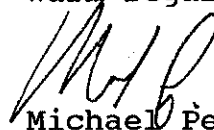
Nancy Stefanik  
SCARCNet Manager

Thank you for your attention, and congratulations again on an excellent article!

Administrative Assistants:  
Erla Konny O. Daly  
Laurel Harris  
Helen Lichtenstein  
Richard Lucas

Warm regards,

Board of Directors  
Patricia Bauman  
Richard Bolling  
Richard Paisner  
Leroy Richie  
Jack Sheehan  
Joan Shorey  
Linda Tarr-Whelan  
Fred Wertheimer  
Kenneth Young

  
Michael Pertschuk

Enclosures:  
Media Strategies for Smoking Control: Guidelines  
Smoke Signals  
Not Far Enough: Women vs. Smoking  
Draft Advocacy Guide

**THE ANNENBERG SCHOOL OF  
COMMUNICATIONS**  
UNIVERSITY OF PENNSYLVANIA

January 29, 1990

Michael Pertschuk  
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*Rob*  
*Gene*  
*Disobey*  
*Philadelphia*  
*MI -*  
*Comp*  
*KOL - EWT*

Dear Mr. Pertschuk:

Thank you for your letter of January 24, the kind words, and the materials you sent me.

I am headed out of town, and classes and deadlines will keep me backed up for the next few weeks. But I am enclosing a manuscript of my own that may yield some suggestions for your very effective Advocacy Guide.

This is a chapter commissioned for a long-delayed (hence somewhat outdated) book that is supposed to be published by the Alcohol, Drug Abuse, and Mental Health Administration of the Public Health Service. It is still going through "approvals."

The section to which I want to call special attention is on "Consequences," (p. 80), especially pages 84-90. Incidentally, large cuts were made in this manuscript (especially in my section on the hypocritical "war on drugs") on the way through the bureaucracy, and I am planning to expand it to book length when (or should I say if) this is published. At that time I would appreciate whatever advice and assistance I can get from you and your staff.

I am also attaching the summary of a study a Dialogue search turned up.

You may have seen some items about our Television Violence Profile, also enclosed. This was released last week jointly with Paul Simon of Illinois (whose bill it may help bring out of conference committee).

When I met with George Hacker, I mentioned to him what I think are a couple of far-reaching ideas I would like to share with you and those who might be interested. I can be available to go to Washington on some Wednesdays or Fridays, or would of course be pleased to meet with you in Philadelphia if you plan to come here in the near future. Perhaps you can let me know what dates may be convenient.

With best regards,



5/9/91

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Dear George,

It was a delight to  
spend the better part of a day  
sharing ideas!

Here, as promised, are some  
materials on the Bill of Rights  
Philip Morris case.

I look forward to the July  
work shop!

Warmest regards,

Mika

Mika Pertschuk

P.S. CAN YOU SEND ME YOUR STUDENT'S  
PAPER ON TOBACCO IN KOREA?