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The Journal of the American Medical Association Bruce B. Dan, MD Senior Editor Director, Department of Scientific and Clinical Affairs	515 North State Street Chicago, Illinois 60610	312 464-2427 312 464-5824 Fax
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December 13, 1991

George Gerbner, PhD
Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104

Re: SC1445, "Television and Violence: ..."

Dear Dr. Gerbner:

We would be grateful if you would review the enclosed manuscript and comment on its suitability for publication.

Please use the enclosed forms for your opinion. Page 1, "Comments for Editorial Office," will not be sent to the author. For your comments and suggestions to the author, additional pages are provided (pages 2 and 3, "General and Specific Comments of Reviewer to Author"). You should not comment on the acceptability of the manuscript on these two pages.

This manuscript is a privileged communication. If it's necessary to consult others in the course of your review, please inform them of these ethical guidelines. We know that most conflicts of interest are not disqualifying, but request that you indicate any conflict in the space provided on page 1. If you perceive a disqualifying conflict of interest, either financial or otherwise, please return the manuscript unreviewed (if possible, with the names of alternative reviewers). This will not affect your reviewer status in any way.

Manuscripts of good quality that are rejected on the basis of priority may be forwarded to another, more appropriate specialty journal in the AMA's editorial consortium. When appropriate, please indicate which specialty journal might be the best to consider this manuscript.

Please return your review by January 3, 1992. If this is not possible, please return the enclosed manuscript packet without delay.

Sincerely yours,

Bruce B. Dan
Bruce B. Dan, MD

BBD:paj
Enclosure

Besides being an editor with JAMA, I'm an immediate past William Benton Fellow in Broadcast Journalism at the Univ of Chicago, & I've enjoyed reading your work.

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