



**ENTERTAINMENT  
RESEARCH GROUP, INC.**

March 22, 1991

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

Dear Professor Gerbner:

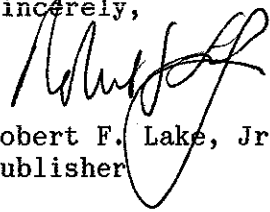
As per your telephone conversation with Mr. Rod Davies on March 21, 1991, please find enclosed copies of our promotional and subscriber issues to date of the Entertainment Research Report-Movie Edition. I have also enclosed a brief description of our company and objectives.

As individuals and families, we found it increasingly difficult to glean enough information from available sources, i.e., MPAA ratings, newspaper reviews, movie columns, personal friends, etc., to enable us to determine whether to see a particular movie or video. Either the potentially offensive material was relegated to a few cursory descriptive words, not discussed at all, or the opinions varied so much as to render the information meaningless. Our objective is to present the contents of movies, focusing primarily on material that may be objectionable to moviegoers, without offering ratings, opinions, or judgements. Since each individual has different standards, it is important that we be entertained in a manner which will not offend us, as individuals, and that will allow us to feel that we have made a wise purchasing decision. This newsletter can assist in assuring that families are exposed to only the type of entertainment they desire. We intend to sell no advertising space in our newsletter and we service our subscriptions by first-class mail, insuring that the information received by our subscribers is objective and timely.

We hope that you will find this a unique publication with the ability to fill a need in our society. In the near future, we plan to expand the service to include newsletters for video releases, music lyrics, and eventually, television. Of course funding for such ventures is an issue, as is the willingness of the public to subscribe to such a publication.

We look forward to your comments and the possibility of your assistance in the promotion of this publication. Thank you for your time and consideration.

Sincerely,



Robert F. Lake, Jr.  
Publisher



**ENTERTAINMENT  
RESEARCH GROUP, INC.**

December 29, 1994

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

RE: Budget Submittal for Grant - Entertainment Research Report

VIA FED EX

Dear Dr. Gerbner:

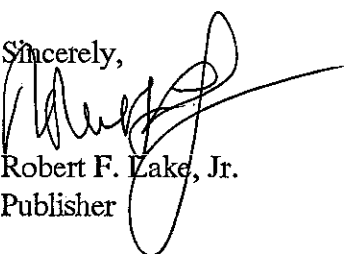
As per our discussions, please find attached a copy of the projected annualized budget for Entertainment Research Group. Of course, we are now operating on a shoestring, but the inclusion of our work into a grant package would allow our work to be better organized and compiled. We would be able to put on at least one full-time staff member in Los Angeles, which would enable us to increase the scope of our work and to make it much more timely than we are now able to do working on a part-time basis.

If the newsletter publication costs were also included in the grant, we would be able to expand our marketing efforts and the increased subscription costs would offset the additional expenses incurred by such expansion. I would also envision establishing the company under a non-profit status instead of the existing "C" corporation if the grant were approved.

Thank you for your consideration and support of Entertainment Research Group. We still feel very strongly that we offer the greatest freedom of choice by providing the information individuals need to make informed viewing decisions. Unfortunately, it is very difficult to make this a commercial success in the consumer market, but perhaps the additional exposure to the academic and scientific communities will help in making this a viable venture.

I hope that this information will be adequate for your use. I apologize for the slight delay in getting it to you. If you have any questions, please do not hesitate to call. I hope that you have had a happy holiday season.

Sincerely,



Robert F. Lake, Jr.  
Publisher

(My home telephone number: (407) 395-4193)