

MASS COMM REVIEW

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Professor George Gerbner
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Dear George:

I am writing to formally welcome you as a member of the editorial board of *Mass Comm Review* (see attached list).

My goal was to assemble one of the most prestigious communication editorial boards in the field, and I believe I have succeeded. I also created a large board to spread the workload and to create a better match between manuscript content and reviewers' expertise.

As the enclosed editorial statement of purpose points out, one of my major goals is to increase emphasis on theory as a criterion for separating good from poor manuscripts. I am also asking for your assistance in quick turnaround of manuscripts. MCR's reputation has suffered in the past, and prompt review of manuscripts is a top priority.

I look forward to working with you over the next couple of years. Please feel free to contact me if you have any questions, comments or suggestions. Happy holidays.

Respectfully yours,



David Demers