



TEMPLE UNIVERSITY
A Commonwealth University

School of Communications and Theater

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RFA AA-98-002
Office of Scientific Affairs
National Institute on Alcohol Abuse and Alcoholism
6000 Executive Boulevard, Room 409, MSC 7003
Bethesda, MD 20892-7003

LETTER OF INTENT

This letter is in response to the request for application for the program,
EFFECTS OF ALCOHOL ADVERTISING ON UNDERAGE DRINKING
(RFA: AA-98-002).

I am writing to express my intent to submit a grant application as
principal investigator for a research project entitled: "An analysis of the
representation of alcohol in in movies, television, and music videos, and
the consequences for youth."

Sincerely,

A handwritten signature in black ink, appearing to read "George Gerbner".

George Gerbner, Director

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