



February 28, 1997

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

Dear Dr. Gerbner,

Attached please find a copy of the **Ad and the Ego** Curriculum Guide written by Rob Williams with the help of Chris Worsnop. We hope it will help teachers of upper level high school and lower level college students integrate lessons on advertising and mass consumption into their courses.

Use of **The Ad and the Ego** by post-secondary mass comm, sociology, and marketing faculty has been very strong. But we're looking to widen the market considerably.

* Can you suggest magazines, newsletters, and journals where the show should be submitted for review?

* Can you recommend conferences where we should propose screenings and panels?

Please don't be shy. I look forward to hearing from you.

Best wishes,


Larry Adelman

**CALIFORNIA
NEWSREEL**

149 9th Street / 420
San Francisco, CA 94103
VOICE (415) 621-6196
FAX (415) 621-6522
EMAIL newsreel @
ix.netcom.com