

George Gerbner
University City
Science Center- One East

3624 Market Street
Philadelphia, PA 19104
Telephone/Fax 215-387-5202

September 17, 1994

Marcelle Menard
Killam Program
The Canada Council
350 Albert Street, P.O. Box 1047
Ottawa, Ontario
CANADA

File 7000-96-0051

Dear Ms. Menard:

I am pleased to respond to your request of August 26 for an evaluation of Prof. Marc Raboy's application for a Killam Research Fellowship.

I have known Marc Raboy's work for many years, published some of it on journals and books I have edited, and also observed him at international conferences. In all these and other capacities, he has exhibited the highest degree of competence and scholarly quality. He is undoubtedly one of the two or three top scholars working today in the area of international media policy research.

Prof. Raboy's proposal for a project on "The Politics of Media Policy" is both highly significant and original. The project proposes to construct an analytical framework for the rapidly developing global communication system. The framework is to be comprehensive and sensitive to national integrity and cultural diversity. These objectives address central social issues of our time. The task has not been attempted before.

The project builds on Prof. Raboy's previous work and critical perspective. It is evident that he is uniquely qualified to carry it out. I am confident that he will do so within the time frame proposed and with great distinction.

Sincerely yours,



George Gerbner, Dean Emeritus
The Annenberg School for Communication
University of Pennsylvania

P.S.: Please note new address

Home Office
234 Golf View Road
Ardmore, PA 19003
Telephone/Fax 610-642-3061
Internet FGG@ASC.UPENN.EDU



The Canada Council Conseil des Arts du Canada

August 14, 1997

Professor George Gerbner
The Annenberg School of Communications
University of Pennsylvania
3620 Walnut Street
Philadelphia, PA 19104-6220
U.S.A.

File # 7000-97-0045 (Marc L. Raboy)
PLEASE REPLY BY SEPTEMBER 30, 1997

Dear Professor Gerbner:

Professor Marc L. Raboy has submitted the enclosed application for a Killam Research Fellowship and has named you as a referee.

The purpose of a Killam Research Fellowship is to provide two years of release time to an individual scholar who wishes to pursue independent research. An applicant must be an established scholar who has performed outstanding research and who has published the results of this research over a period of several years.

It is expected that in 1998 eight to ten new Killam Research Fellowships (each worth approximately \$70,000 per year for two years) will be awarded nationally. As a consequence, Killam Research Fellowships are offered only to those whom the Killam Selection Committee considers outstanding.

We ask you to review this proposal critically according to the following criteria:

I. THE PROJECT

- scholarly significance of the project;
- creativity and originality, potential contribution to the advancement of knowledge;
- where applicable, the social relevance or practical importance of the project;
- appropriateness and clarity of the theoretical approach, formulation of hypotheses and statement of problems;

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350 Albert Street
Post Office Box 1047
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Telephone (613) 237-3400
1-800-263-5588
Facsimile (613) 566-4390

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Professor George Gerbner
August 14, 1997
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- appropriateness of research plans and methods with respect to the objectives of the project;
- appropriateness of the proposed schedule to carry out the research; accessibility of the required data.

II. THE APPLICANT

- qualifications and achievements;
- experience in areas related to the proposal; and
- a clear case that the release time would have a major impact on the applicant's ability to successfully complete the project.

Please feel free to comment on any other aspects of the proposal which you deem important.

Because the selection committee for these prestigious awards is multidisciplinary, it relies heavily on the opinions of external reviewers in reaching a final decision on each candidate. Therefore, when preparing your appraisal, please bear in mind that you are writing to non-specialists.

For your interest and information, I enclose a brochure which describes the 1998 Killam Program of Prizes and Fellowships and includes a list of the new Research Fellows for 1997. When preparing your report you may wish to keep the calibre of these past winners in mind, and a comparison of this candidate with outstanding researchers working in the same discipline would be very valuable. If you have been asked to comment on more than one applicant in this competition, please compare their relative merits. We would also appreciate your suggestions of other appropriate "arms-length" reviewers.

The Canada Council for the Arts is subject to the Access to Information Act and the Privacy Act. As such, applicants may access information regarding their application. While Council may release evaluations from reviewers, it is under obligation to withhold the identity and any comments which may identify the reviewer. It would, therefore, be of great assistance to us if you could write your evaluation in a format which does not disclose your identity but taking care to identify yourself in a covering letter to the Killam Selection Committee. Any additional comments you wish to make could be included in your covering letter.

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Professor George Gerbner
August 14, 1997
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If you are unable to reply by **September 30, 1997**, please call Marcelle Ménard, my assistant, at (613) 566-4414, ext. 4231, to discuss an alternative date. Should you not consider yourself a specialist in the candidate's particular field of research, we hope that you will use your broad experience in the discipline to make an assessment. If, for any reason, you do not wish to evaluate the proposal, please call or e-mail me to let me know **as soon as possible**.

The information we have provided to you is confidential and may only be used for the purpose of assessing this application. For this reason, do not copy or otherwise use material from this proposal. The material should be destroyed by shredding or burning, or may be returned to us when your evaluation is complete.

I know this request will take considerable time and effort and I would like to express, in advance, the appreciation of the Canada Council for the Arts for your assistance. The integrity of the peer-review system is heavily dependent on the support and cooperation of the academic and research community.

If it easier for you, evaluations may be e-mailed at the following address: killam@canadacouncil.ca. If you choose to fax your evaluation, we would request that you send the original by mail, as faxed copies do not always reproduce well. We would also appreciate receiving a hand-signed print-out of your e-mail reply by regular mail for our records.

Should you have any questions, please call me at (613) 566-4414, ext. 5041 or send me an e-mail message at killam@canadacouncil.ca.

Yours sincerely,



Carol J. Bream
Director, Endowments and Prizes and
Director, Killam Program

Attachment

George Gerbner

University City
Science Center

3508 Market Street
Philadelphia, PA 19104
Telephone 215-387-5202
Fax 215-387-1560

September 4, 1997

Carol J. Bream, Director
Killam Program
The Canada Council
350 Albert Street, P.O. Box 1047
Ottawa, Ontario
CANADA

File 7000-97-0045

Dear Ms. Bream:

I am pleased to respond to your request of August 14 for an evaluation of Prof. Marc Raboy's application for a Killam Research Fellowship.

I have known Marc Raboy's work for many years, published some of it on journals and books I have edited, and also observed him at international conferences. In all these and other capacities, he has exhibited the highest degree of competence and scholarly quality. He is undoubtedly one of the two or three top scholars working today in the area of international media policy research.

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Sincerely yours,

George Gerbner
Bell Atlantic Professor of Telecommunication, Annenberg Hall, Rm 06
(011-00)
Temple University, Philadelphia; Philadelphia, PA 19122
Dean Emeritus, Voice 215 204 6434
The Annenberg School for Communication, Fax 215 204 5402
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