September 5, 1979

Thomas J. Neville
Princeton University
Department of Sociology
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Princeton, NJ 08540

Dear Mr. Neville:

Thank you for your letter of August 23. I shared it with Professor Gross and members of our research staff. We did overlook the point you mention about the Wober article and it would be useful for the record if you would write a letter to POQ about that.

We also agree that exposure to television violence per se is probably not the most important factor underlying the cultivation of insecurity and mistrust, etc. although it is a part of the total structure of action in the world of television. We are reviewing and extending our data in preparation for further publications which will also deal with the issue that Doob and MacDonald have raised. We would be interested in learning more about your work and I would like to invite you to visit us, at our expense.

May I ask you to call me collect to arrange such a visit?

I look forward to hearing from you.

Sincerely yours,

George Gerbner
Professor of Communications
and Dean

GG:ab

CC: Larry Gross, Nancy Signorielli, Michael Morgan