

THE ANNENBERG SCHOOL FOR
COMMUNICATION
UNIVERSITY of PENNSYLVANIA
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October 10, 1994

Stephen Gardner, D.S.W.
Associate Director for Program Development
and Special Projects
Division of Demonstrations for High Risk Populations
SAMHSA/CSAP/DDHRP
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Dear Steve:

The following five pages contain:

1. The new cover page.
2. A two-page "Highlights of the Report."
3. An invitation to a meeting this Thursday.

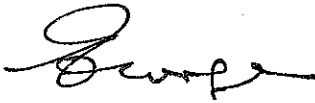
I would appreciate your review of the cover page and the Highlights. Let me have your comments and suggestions.

As to the meeting, we should have a good representation of a subset of the organizations that have expressed an interest in this kind of service. I would like to discuss with you CSAP's interest in assisting with such a service.

I would also like to consult with you about any modifications in the report and next steps we should take to assure continuation of the work. I will be calling you to discuss these matters.

With best regards.

Sincerely yours,



George Gerbner
Professor and Dean Emeritus

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CULTURAL INDICATORS

A research project on trends in
television content and viewer
conceptions of social reality

Co-principal investigators:

- George Gerbner, Ph.D., Director, Prof. and Dean Emeritus,
The Annenberg School for Communication, University of
Pennsylvania
- Michael Morgan, Ph.D., Prof., University of Massachusetts -
Amherst;
- Nancy Signorielli, Ph.D., Prof., University of Delaware

February, 1995

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