

February 1, 1995

Dr. George Gerbner  
University City Science Center  
One East  
3624 Market Street  
Philadelphia, PA 19104-6220

Dear Dr. Gerbner:

It was an honor and a pleasure meeting you last week at the offices of CSAP in Rockville, Maryland. We look forward to collaborating on projects in the future. To help familiarize you with the work DSG is conducting under the AOD-Related Violence Prevention Leadership Support Contract, we have enclosed a copy of the Briefing Book which was used as a backgrounder by CSAP's Administrator, Dr. Elaine Johnson, to brief the Undersecretary of the Department of Health and Human Services on the violence prevention activities of CSAP.

We are currently working on a way to provide funds for your activities. We are examining several payment mechanisms, including either a purchase order for your staff or a subcontract. We will be back to you as soon as we receive guidance from CSAP's Contracting Division.

We look forward to working with you in the very near future.

Best Regards,



Alan M. Bekelman  
President

Enclosure

**George Gerbner**

**University City  
Science Center- One East**

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

March 30, 1995

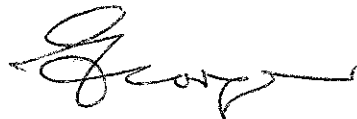
Alan M. Bekelman  
President, DSG  
Via fax 301 951 3324

Dear Alan:

The next three pages describe the last CSAP contract scope of work. It is broader than what we have discussed as it also includes policy and outreach components. Given our capabilities in those areas, we can make some reference in our contract to dissemination through CEM (which is also the main objective of our CSAP conference grant proposal) as enhancing the policy relevance of the work.

Let me now if you have any questions. I can be reached at home in the evening and at my Science Center address on Friday and Tuesday p.m. (Will be out of town Monday.)

Sincerely yours,



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

1. The first part of the document discusses the importance of maintaining accurate records of all transactions.

2. It then goes on to describe the various methods used to collect and analyze data.

3. The next section details the results of the study, including the identification of key trends and patterns.

4. Finally, the document concludes with a series of recommendations for future research and implementation.

5. The authors also provide a list of references and a glossary of terms used throughout the document.

6. This section discusses the challenges faced by researchers in this field and offers potential solutions.

7. The document also includes a detailed appendix with additional data and supporting information.

8. The authors express their gratitude to the funding agencies and the research assistants who assisted in the study.

9. The document is intended to provide a comprehensive overview of the current state of research in this area.

10. The authors hope that this work will contribute to the advancement of the field and inspire further research.

11. The document is available for free download and is intended to be a resource for researchers and practitioners alike.

12. The authors also welcome any feedback or comments from the research community.

13. The document is published in the journal of Applied Research in Psychology, Volume 15, Issue 3.

14. The authors are affiliated with the Department of Psychology, University of California, Berkeley.

15. The document is licensed under a Creative Commons Attribution-NonCommercial-ShareAlike license.

16. The authors are grateful to the anonymous reviewers for their helpful comments and suggestions.

17. The document is available in both English and Spanish versions.

18. The authors are also available for consultation and collaboration on related research projects.

The first part of the report discusses the background and objectives of the study. It highlights the importance of understanding the factors that influence the performance of the system under investigation. The study aims to identify the key variables that affect the system's efficiency and to develop a model that can predict its behavior under various conditions. The report is organized into several sections, each focusing on a different aspect of the research. The first section provides a detailed overview of the system and the data used in the study. The second section describes the methodology used to collect and analyze the data. The third section presents the results of the study, including the identification of the key variables and the development of the predictive model. The final section discusses the implications of the findings and provides recommendations for future research.

### 1. Introduction

- 1.1. Background and Objectives
- 1.2. Scope and Limitations
- 1.3. Organization of the Report

### 2. Literature Review

This section reviews the existing literature on the topic of the study. It discusses the various factors that have been identified as influencing the performance of the system. The review highlights the gaps in the current knowledge and identifies the areas that need further research. The findings of the literature review are used to inform the design of the study and the selection of the variables to be investigated. The review also provides a theoretical framework for the study, which is used to guide the analysis of the data. The literature review is organized into several sections, each focusing on a different aspect of the research. The first section discusses the general background of the system and the factors that influence its performance. The second section reviews the specific variables that have been identified as key factors in the literature. The third section discusses the various models that have been developed to predict the system's behavior. The final section provides a summary of the findings and identifies the areas for future research.

The literature review shows that there is a need for a more comprehensive understanding of the factors that influence the system's performance. The current research has identified several key variables, but there is still a need to explore the relationships between these variables and the system's performance. The study aims to address this need by developing a model that can predict the system's behavior under various conditions. The model will be based on the findings of the literature review and the data collected during the study.

The first part of the report deals with the general situation of the country and the position of the various groups. It is followed by a detailed account of the events of the past few days, and a summary of the results of the operations.

The second part of the report deals with the military operations, and the third part with the political and administrative situation.

The fourth part of the report deals with the economic situation, and the fifth part with the social and cultural situation.

The sixth part of the report deals with the international situation, and the seventh part with the future prospects of the country.

The eighth part of the report deals with the conclusions of the mission, and the ninth part with the recommendations of the mission.

The tenth part of the report deals with the appendixes, and the eleventh part with the index.

Page

1. General situation of the country  
2. Position of the various groups  
3. Detailed account of the events of the past few days  
4. Summary of the results of the operations  
5. Military operations  
6. Political and administrative situation  
7. Economic situation  
8. Social and cultural situation  
9. International situation  
10. Future prospects of the country  
11. Conclusions of the mission  
12. Recommendations of the mission  
13. Appendixes  
14. Index



May 17, 1996

George Gerbner, Ph.D.  
Director  
The Cultural Environment Movement  
University City Science Center-One East  
3624 Market Street  
Philadelphia, PA 19104-6220

Dear George:

We are in receipt of your letter of April 3, 1996 which includes an invoice amount of \$5,000. As you state in your letter, this bill is for completion of Tasks 3 and 6 and partial completion of Task 4. Regarding Task 4, however, preparation of a Preliminary and Final Report, we feel some clarification may be necessary. CSAP is expecting a full research report. While the results you presented in your first progress report are very interesting, they do not constitute a Preliminary Final Report so we cannot pay you for partial completion of the task at this time.

To facilitate writing the Final Report, we have discussed the matter with Dr. Steve Gardner and have prepared a draft Final Report Outline (attached) that CSAP has approved. We would like you to follow this outline in preparing the Final Report. You will note that CSAP is also expecting an Executive Summary and brief fact sheet to be included with the Final Report. As the outline reflects, CSAP and DSG are most interested that the final report contain an analysis of ATOD representations, violence representations, and representations of the co-occurrence of ATOD and violence. We would be pleased to collaborate with you in preparing this report. We can prepare a section of the theoretical context of the relationship between drugs and violence and help interpret your observation within this theoretical context.

We are sending you a check for \$3,478, which is for completion of Tasks 3 and 6. When we receive a draft of the Final Report we will send payment of \$1,522 for Task 4. After the report is reviewed and accepted by CSAP, we will send payment for completion of Task 4.

We hope this doesn't cause you any major inconvenience. Dr. Katherine Williams and I would be happy to come to Philadelphia in the immediate future to discuss the findings and Final Report with you. I will call you shortly to discuss these matters.

Sincerely,

A handwritten signature in black ink that reads "Alan". The signature is written in a cursive, flowing style.

Alan M. Bekelman  
President

AMB:szd  
Attachment

## **SUGGESTED FORMAT FOR RESEARCH REPORT**

### **One Page Fact Sheet**

### **Executive Summary**

### **Introduction**

This section should include a review of the purpose of the study, a short overview of the relationships between drug abuse and violence as well as the issues of violence and ATOD in the media. It should also address the need to further our understanding of these two issues by exploring how they are related to each other in television programming and the research questions that were used to frame the investigation.

### **Methodology**

This section should discuss how the research was conducted in enough detail so that the reader can understand the research design, data collection strategies, and major variables assessed.

### **Findings**

This section should describe the major findings of the research in three general areas: ATOD representations, violence representations, and representations of the co-occurrence of ATOD and violence. Analysis should include (1) the frequency of representations based on current and available trend data; (2) evaluative (positive, negative, neutral) and other contexts and consequences portrayed in the representations; and (3) the geography, demography, and action structure of each of the three types of representations.

### **Policy and Program Implications**

This section should speak to the implications that the findings have for the impact of ATOD and violence in media on society and for media policy and prevention activities in the areas of ATOD and violence. There should also be a discussion of how the findings from this study compare to findings from previous studies.

### **Conclusions and Recommendations**

This section should discuss the conclusions from the research and suggest the directions that future research in this area should take.

Development  
Services  
Group



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The Cultural Environment Movement  
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President

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Development  
Services  
Group



# FAX COMMUNICATION COVER PAGE

PLEASE DELIVER THE FOLLOWING 2 PAGE(S) TO:

NAME/TITLE: Dr. George Herber

COMPANY: CEM

FAX NUMBER: 215-387-1560

SUBJECT: Subcontract Activities

FROM: Alan Bellman

DATE: 5/20/96

TIME: 4:00

COMMENTS OR INSTRUCTIONS: I'll call shortly to discuss this.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**If you do not receive all pages sent, please call us as soon as possible at 301-951-0056 or fax us at 301-951-3324. THANK YOU!**