

May 1, 1987

Michael Pack
Manifold Productions, Inc.
309 West 84 Street
New York, NY 10024

Dear Mr. Pack:

Thank you for sending me the tape of "Hollywood's Favorite Heavy," the documentary I missed on PBS recently. However, I cannot say I enjoyed seeing it.

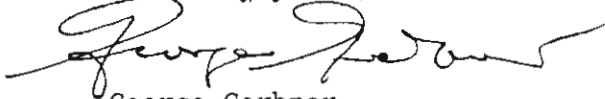
You may recall that I commented on the original script to the effect that independent research does not support the case you are making. You invited me to appear on film and contribute the findings of research on the portrayal of business people on television. I went to New York and spent a considerable amount of time doing just that. I gave a concise description of the research that tells a different story from your documentary.

The program you produced hews strictly to the original line. It is the one Ben Stein, the Media Institute and the Lichters have been pushing for some time, and Mobil has been promoting in paid ads -- and now in paid propaganda masquerading as a documentary. Given the same money one could put together a very different and much more balanced and truthful story.

The documentary is misleading but your use of my contribution is also embarrassing. You knew what my main points were from our correspondence, from my sending you research results, and from our conversation before, during, and after the filming. You have it all on film. Yet you use only a few seconds of my general and preliminary comments about the effects of television without a hint of the main points that could have balanced out the line you have taken. Furthermore, you sandwich in my comments between segments to make it seem that I am supporting what they are saying when, in fact, I am correcting and partly contradicting them. My comments on the hoked-up scene with the high school students were not used at all.

Well, when one agrees to contribute to the public presentation of an important subject as a favor to a producer who claims to be free to do a fair job, one can expect to win some and to lose some. We lost this one.

Sincerely yours,



George Gerbner
Professor of Communications
and Dean

GG/ss

CC: Bruce Christenson
President, PBS

Wolfe / Ben Stein

MANIFOLD
PRODUCTIONS

4/24

Dear Dr Gerbner,
Please let me know
what you think
of the program.

Thanks for all your
help on it.

Yours

Michael Paul

212-243-8822

4/17/50M

Unpure capital.
ridic idea -
~~Needs~~ -
Phoney selection
in Steel -
works!

Comparisons with
mining - phoney.
Mix of good & bad
Norman heat
Lose Grant, Quincy,
(Penny Social cases)
(any \$) - more
opposite!
facts wrong!

Sanitized and - (and
to support their view.