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George Gerbner
Bell Atlantic Professor of Telecommunication

Copy

July 3, 1998

Alan Alda
614 Lexington Ave., Suite 1400
New York, NY 10022

Dear Alan:

Thank you for your gracious reception of our visit backstage during an intermission of "Art" a few weeks ago. Ilona and I enjoyed your virtuoso performance and appreciate your taking the time for the visit.

I have been developing plans to follow up on the Bellagio conference theme of communication and social change. Enclosed is the draft announcement of a conference I am organizing in collaboration with Bell Atlantic and Temple University. I am writing in the hope that you will be receptive to a formal invitation (from the sponsors) to give the "people's" keynote and engage in a dialogue about the significance of diversity of media ownership and representation to the artistic community and the public at large. (We shall of course brief you as needed on the context and content of the issues and the format.)

Your participation is the key to making this a highly visible "media event" that can make a significant public policy impact. So I have great hopes that you will be receptive to a formal invitation from the sponsors and help move our Bellagio hopes closer to reality.

Please respond with the enclosed prepaid express response envelope.

With best regards,

George