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*Ökonomie und
Zukunft der
Printmedien
Economy and Future
of the Printmedia*

Mr. George Gerbner
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Dear George,

thank you very much for your information on the culture environment movement.

I am happy that this important initiative is gaining some momentum and I have circulated your draft quite widely here in Austria. I am sure that it will be of considerable interest to many here as there is a much greater awareness here in Austria of the cultural implications of media and information society. This pertains not only to how television programming is organized (as you know there is still no advertising allowed which interrupts programming on television or radio) but also very much on how the media are used and what is produced by independent groups and enterprises.

I will try to collect some of the documents pertaining to protection of a cultural environment and I should hope that there are some ideas which will be useful to you and the others in the United States.

Please keep me posted on your further initiatives.

I send you my best regards,
sincerely Yours,

Peter A. Bruck

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