



UNIVERSITY OF MASSACHUSETTS
AMHERST

Department of Communication

Machmer Hall
Box 34815
Amherst, MA 01003-4815
(413) 545-1311
FAX: (413) 545-6399

October 15, 1997

Professor George Gerbner
234 Golf View Road
Ardmore, PA 19003

Dear George:

Thank you for agreeing to review the credentials for Associate Professor Justin Lewis with regard to his evaluation for promotion to the rank of Professor. Justin was tenured in 1992. For this promotion, the candidate must have a record of achievement sufficient to have gained substantial recognition on and off campus from scholars in his or her field and must show significant potential for continuing professional achievement.

We would appreciate your comments on Professor Lewis' research and scholarship and any other information that would help our Personnel Committee to evaluate his performance. When responding you should know that Professor Lewis has waived his right of access to confidential letters of recommendation, so your evaluation will be seen only by members of the appropriate review committee and not by Professor Lewis.

When you respond, it would be helpful to mention briefly on a separate sheet of paper some professional information about yourself, e.g., rank, position(s), your relationship to the candidate and significant publications and achievements.

We would like to receive your letter by **Monday, December 1, 1997**. You need not return the enclosed materials.

Please don't hesitate to contact me with any questions.

Thank you very much for your willingness to assist us in this matter.

Sincerely,

Michael Morgan
Professor and Chair
(mmorgan@comm.umass.edu)

Thanks!