

# Institute for American Values

1841 Broadway  
Suite 211  
New York, NY 10023

Tel: (212) 246-3942

Fax: (212) 541-6665

[info@americanvalues.org](mailto:info@americanvalues.org)

[www.americanvalues.org](http://www.americanvalues.org)

## Memorandum

March 20, 2001

To: Dr. George Gerbner, Dean Emeritus  
*The Annenberg School for Communications, University of Pennsylvania*

From: Enola G. Aird, Director  
*The Motherhood Project*

Re: Final draft of "Watch Out for Children"

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Attached, please find the final draft of "Watch Out For Children: A Mothers' Statement to Advertisers," for your review. If you would like your name to be added as a signatory to the statement, please send your name and how you would like to be listed to Josephine at [josephine@americanvalues.org](mailto:josephine@americanvalues.org) by Wednesday, March 28th.

Over the next few days, we will be editing and tinkering — making modest editorial improvements, clarifying unclear sentences, beefing up and double-checking footnotes — but making no major changes in content or substance. If you would like, we will send you the final page proofs that will be sent to the printer on Monday, April 2nd (Just let Josephine know that you would like a set).

Information will follow within 3 weeks regarding the May 2nd press event.

Thank you again for your encouragement and support.

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Dear Dr. Gerbner,

I was very sorry to learn that my email with the semi-final draft had not gotten through to you. I'm enclosing the final draft with the hope you might have an opportunity to review it. I would welcome any thoughts or comments you might have. My direct telephone number is (203) 250-0637.

Thank you, and I look forward to hearing from you.

With kind regards,  
Enola G. Aird/ga

To: "ENOLA G. AIRD" <egaird@juno.com>  
From: George Gerbner <ggerbner@nimbus.temple.edu>  
Subject: Re: Values promoted by advertising and prime-time  
Cc: josephine@americanvalues.org  
Bcc: ggerbner@nimbus.temple.edu

X-Attachments:

Thanks for letter of March 20 and final draft of "Watch Out for Children." It's a fine job and I will be glad to sign on. Title same as in your letter. Please let me know if you receive this. gg

AIRD