

**INSTITUTE for PUBLIC ACCURACY**

65 Ninth Street, Suite 3  
San Francisco, CA 94103  
415-552-5378 \* Fax: 415-552-6787  
institute@igc.org

March 2, 1998

Dear Mr. Gerbner,

Would you be willing to join the "Roster of Experts" of the Institute for Public Accuracy? The Institute is a new national consortium of public-policy analysts committed to scrutinizing the news releases of the country's major think tanks (such as the Heritage Foundation, the Brookings Institution, the American Enterprise Institute and the Cato Institute).

Drawing on the expertise of a wide range of scholars and other researchers, IPA is committed to providing well-documented analysis of the press releases routinely flowing from think tanks into mainstream media. The Institute's emphasis will be to set the record straight—quickly, clearly and credibly—in the mass media.

Launched with a "Public Interest Pioneer" grant from the Stern Family Fund, IPA opened a national office in San Francisco last fall. We expect to go into full operation in early spring—providing journalists and producers with well-documented assessments of press releases from major think tanks.

Please let us know as soon as possible if we can add you to IPA's Roster of Experts. This would mean that we can contact you on short notice and—if your schedule permits—get your assessment of a particular think-tank news release and inform journalists of your comments.

If you're willing to be on the Roster of Experts, please send along the information requested below. It's important for us to be able to contact you quickly when the media need arises.

Thanks very much.

Norman Solomon,  
Executive Director

Marti Hiken,  
Associate Director

Please email or fax the following information to us:  
postal mailing address  
home/office addresses

**Connie Dowcett  
Permissions Editor**

533 Ivy Pointe Circle  
San Ramon, CA 94583

Phone 510-736-2656  
Fax 510-736-5139  
Email cdowcett@aol.com

March 3, 1998

VIA FAX (215) 898-2024 -- 2 Pages

\*\*\*PLEASE HOLD FOR GERBNER\*\*\*

George Gerbner  
Annenberg School of Communications  
University of Pennsylvania  
Philadelphia PA

George Gerbner  
234 Golf View Rd.  
Ardmore, PA 19003  
VOICE/FAX 610 642 3061

Dear Dr. Gerbner:

I seek permission to reprint the following material in a college textbook titled *Child Psychology*, fifth edition, by Mavis Hetherington and Ross Parke to be published in 1999 by McGraw-Hill College Publishers. This book is scheduled to be published in hardcover form at an approximate list price of \$65.00; the text will be approximately 736 pages long. The material will appear as shown on the attached copy

from Gerbner, G., Morgan, M., & Signorielli, M. (December 1993) Television violence profile  
No. 16: *The turning point from research to action* (unpublished manuscript) [F14-7]

I request permission covering nonexclusive World rights, for this and all future editions. McGraw-Hill will give the credit shown above, unless you specify a different preference below. I ask that your permission also extend to special nonprofit editions to be used by handicapped people.

As we are under a tight deadline on this work, would you kindly sign and return a copy of this form as soon as possible? In signing, you warrant that you are the sole owner of the rights granted herein, and that the work does not infringe upon the copyright, or other rights, of anyone.

**\*\*Please send all permissions to: McGRAW-HILL, INC.  
c/o Connie Dowcett  
533 Ivy Pointe Circle  
San Ramon, CA 94583 or fax to: 510-736-5139**

Sincerely,

*Connie Dowcett*

Connie Dowcett  
Att.

Permission is hereby granted for use of the material described above in *Child Psychology*, fifth edition, by McGraw-Hill.

Permission granted by *George Gerbner* Date 3/4/98

Credit (if changes needed) \_\_\_\_\_

Tax I.D.# or Social Security # 560 26 1969

From: institute@igc.apc.org  
Date: Tue, 10 Mar 1998 10:32:52 -0800 (PST)  
X-Sender: institute@pop.igc.org (Unverified)  
Mime-Version: 1.0  
To: ggerbner@nimbus.ocis.temple.edu  
Subject: To: George Gerbner - Roster of Experts

Hello,

Would you be willing to join the "Roster of Experts" of the Institute for Public Accuracy?

The Institute is a new national consortium of public-policy analysts committed to scrutinizing the news releases of the country's major think tanks (such as the Heritage Foundation, the Brookings Institution, the American Enterprise Institute and the Cato Institute).

Drawing on the expertise of a wide range of scholars and other researchers, IPA is committed to providing well-documented analysis of the press releases routinely flowing from think tanks into mainstream media. The Institute's emphasis will be to set the record straight -- quickly, clearly and credibly -- in the mass media.

Launched with a "Public Interest Pioneer" grant from the Stern Family Fund, IPA opened a national office in San Francisco last fall. We expect to go into full operation in early spring -- providing journalists and producers with well-documented assessments of press releases from major think tanks.

Please let us know as soon as possible if we can add you to IPA's Roster of Experts. This would mean that we can contact you on short notice and -- if your schedule permits -- get your assessment of a particular think-tank news release and inform journalists of your comments.

If you're willing to be on the Roster of Experts, please send along the information requested below. It's important for us to be able to contact you quickly when the media need arises.

Thanks very much.

Norman Solomon,  
Executive Director  
Marti Hiken,  
Associate Director  
INSTITUTE FOR PUBLIC ACCURACY  
e-mail: institute@igc.org  
fax: (415) 552-6787  
phone: (415) 552-5378  
65 Ninth Street, Suite 3  
San Francisco, CA 94103

Please email or fax the following information to us:  
postal mailing address  
home/office addresses

For the purposes of media interviews, what subject(s) is/are your particular area(s) of expertise?

Please provide a brief summary of how you would like to be identified in future press releases.