

UNIVERSITY of PENNSYLVANIA

Office of the Provost
102 College Hall
Philadelphia, PA 19104-6303
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February 15, 1990

Professor George Gerbner
Annenberg School of Communications
3620 Walnut/6220


Dear George:

I am delighted over your decision to direct all future royalties from the International Encyclopedia of Communications to the newly-established endowment fund to support graduate students in the Annenberg School. Your support for this fund will serve as an inspiration to others and should have tremendous impact not only on the students who will be helped by it, but on those who consider giving to it.

I have talked with Rick Nahm about your gift and he tells me that it can be counted toward our current capital campaign. We will take care of the necessary paperwork that will assure your contribution being so recognized.

Again, thank you George. This is a most generous, and most important, gift.

Cordially,


Michael Aiken
Provost

cc: Rick Nahm