

DEPARTMENT OF HEALTH AND HUMAN SERVICES
PUBLIC HEALTH SERVICE
ALCOHOL, DRUG ABUSE, AND MENTAL HEALTH ADMINISTRATION
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National Institute
of Mental Health

October 15, 1980

Dr. Michael Morgan
Annenberg School of Communication
University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104

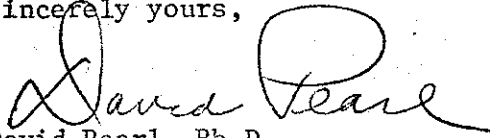
Dear Dr. Morgan:

Our TV and Behavior Update Committee, when it met recently, appreciated the revision of your paper "Television and Educational Achievement and Aspirations." It felt though that some amplification of the top paragraph of page ten was desirable -- that a brief discussion was needed of those controls deemed necessary and why such controls were required.

Perhaps you could re-work that paragraph and just send me that portion. We would then replace your present paragraph with the new version. We would appreciate receiving the new version by November 17, if possible.

Incidentally, I want to thank you and your colleagues for the fine critique you sent to both Dr. Eli Rubinstein and me of the NBC paper, "Television and Aggression: Results of a Longitudinal Study." It is very helpful to us in our consideration of that paper.

Sincerely yours,


David Pearl, Ph.D.
Chief, Behavioral and
Social Sciences Research Branch