

The search for a new Dean of The Annenberg School of Communications has been extended to its second year. Provost Michael Aiken requested that **George Gerbner** continue as Dean until the search is completed. Dean Gerbner, "straining at the leash," agreed. He plans to devote full time to teaching and research as soon as possible.

The 1988 ASC alumni reunion dinner was held at the School on Saturday, May 14. The Alumni Association presented **George Gerbner** with number one of an edition of fifty prints by Sam Maiten honoring Dr. Gerbner's 25 year tenure as dean. Proceeds from the sale of the remaining forty-nine prints will be used to help fund alumni association activities. Persons interested in purchasing one of the prints should write to: Elvira Fitzgerald, Annenberg School, 3620 Walnut Street, Philadelphia, PA 19104-6220. The price is \$ 125.00 unframed. Each print has been signed and numbered by the artist. Checks should be made payable to: Trustees of the University of Pennsylvania.

Robert Spiller, Felix E. Schelling Emeritus Professor of English, died on August 24, 1988. Dr. Spiller served as acting dean of The Annenberg School of Communications in 1963-64. Dr. Spiller received his doctorate from the University of Pennsylvania in 1924. He taught at Swarthmore College for several years before returning to Penn as professor in 1945. On becoming emeritus professor in 1967, he was appointed to a three-year term as the Library of Congress's honorary consultant in American cultural history.

The International Encyclopedia of Communications, a 6-year \$5 million effort supported by The Annenberg School of Communications has just been published by Oxford University Press in cooperation with the University of Pennsylvania and ASC. **Erik Barnouw** was Editor-In Chief, **Tobia L. Worth** - Editorial Director, **Larry Gross** - Associate Editor, **Wilbur Schramm** - Consulting Editor, and **George Gerbner** - Chair, Editorial Board. The 4-volume work contains over 550 original articles by leading authorities from 29 countries. It was compiled under the guidance of 25 Section Editors and 170 Editorial Advisors. It includes 1,100 captioned illustrations, extensive cross-references, and a comprehensive index. First of its kind, The Encyclopedia presents and defines the broad field of communications and cultural history, research, theory, and practice. For information and special ASC alumni discount, please write to: Oxford University Press, Humanities and Social Sciences Marketing Dept., 200 Madison Ave., New York, NY 10016.

Ray L. Birdwhistell, Professor of Communications at ASC since 1969, became emeritus professor at the end of June, 1988 and is no longer teaching at the School. Dr. Birdwhistell still resides in Brigantine, N.J. and continues to serve as dissertation supervisor and first reader for his Ph.D. and M.A. students who have not yet completed their work.

The latest addition to the ways that one may communicate with The Annenberg School is FAX. The FAX number is (215) 898-2024. Members of the School's faculty, staff and student body can also be reached by electronic mail. The internet address is *admin@asc.upenn.edu*. The more traditional modes of communication are also still available. The mailing address is 3620 Walnut Street, Philadelphia, PA, 19104-6220, USA and the main phone number is (215) 898-7041. Telex messages may be sent to the University of Pennsylvania number - 710-670-0328. Please note in the telex that it is to be directed to The Annenberg School of Communications.

CLASS OF 1961

James DePreist is music director and conductor of the Oregon Symphony Orchestra. He has appeared with the Boston, Chicago, Cleveland, New York, and Philadelphia Orchestras as well as numerous appearances abroad.

CLASS OF 1962

Albert Rose, program director of the New Jersey Network, was executive producer of three Jazz specials starring Dizzy Gillespie, David "Fathead" Newman and Crossing Point released nationally in Public Television. The programs will be sold internationally. He was also executive producer of "The Basis of Jazz" starring Milt Hinton in national distribution and an environmental documentary, "Pinelands People," which premiered in May. He has been appointed to the Board of Directors of the Latino Consortium, the largest national distributor of PTV Hispanic programming.

CLASS OF 1963

Stephen C. Admanson writes, "I continue to do what I've been doing since 1965 — the selling of paperback books to schools in Massachusetts and Rhode Island. It was Dr. Lee in '62 - '63 who taught me so much about paperback books. I am grateful."

Gary English is president and owner of Gary English & Associates, a marketing and management communications consulting firm in Lakeland Florida.

William F. Graves wrote in May '88, "This is unique — give *FEEDBACK* a response. I find your 45 cents bulletin one of the best, and certainly to me one of the most interesting because my Annenberg years spanned three classes ('60-'63). So many of the names I do remember after all these years. (One of my class mates was Bill Lord, now Peter Jennings' boss — I knew him in Canada.) As to the CV — I am a grandfather three times over; I have a lovely woman, Janet Ann. As I compose this response, I think of those good years at Annenberg, but also the two best courses I ever took: speed reading and typing. Without either, I never would have made it at ASC. My military retirement is August, 88 — did I really have 29 years under the flag, guess so, but it went quick." Bill is with the U.S. Postal Service in Massachusetts.

James Keeley is General Sales Manager, KTRK-TV, Capital Cities/ABC Inc. in Houston, Texas.

CLASS OF 1964

Martin J. Bell is president of Bell and Partners, a corporate communications sales promotion firm founded five years ago. *Ad Age* ranks it #13 in size in the U.S. IBM has commissioned it to experiment with electronic distribution of collateral or print four color materials via a PS/2. Bell & Partners is located in South Norwalk, Connecticut.

The University of Pennsylvania Office of Development reports that **Peter R. Zapple** died on August 19, 1988.

CLASS OF 1965

Howard Burkat wrote in May '88, "Through the wonders of the 3 F's — Fax, Federal, and Fone — Burkat Copy and Concepts continues to grow as a home-office-based business. It would be a fascinating thesis topic to examine how these new communications phenomena are changing the way America does business. Have recently completed several video productions for a television station (promoting its public service work to community leaders) and another for an international education organization on-location in Europe explaining their programs. With the usual run of ads, brochures, speeches, etc., the Macintosh stays hot. I hope ASC alums will call for just copywriting or a complete service. They'll get Madison Avenue quality without the overhead and the prices. (914) 723-2657."

The University of Pennsylvania Office of Development reports that Mrs. **Susan Lowe Modi** died on August 25, 1988.

Tulsi Saral wrote in Spring '88, "Serving as program coordinator for Human Sciences Program at University of Houston - Clear Lake which includes undergraduate and graduate curricula in psychology, clinical psychology, family therapy, school psychology, anthropology, sociology, and futures studies. Continuing to edit the *Journal of Communication Therapy* and serve as associate editor of the *International Journal of Intercultural Relations*."

CLASS OF 1967

Jonathan Sanger wrote in May '88, "Recently won Academy Award for Best Live Action Short Film entitled, 'Ray's Male Heterosexual Dance Hall.' Also won five major awards at Houston Film Festival for all five Discovery Program shorts I produced last year. Was invited by Gabriel Garcia Marquez to show short films and participate in a workshop for new third world filmmakers at the International School for Film and Television, just outside of Havana, Cuba. The talent was extraordinary. I plan to participate again next year." Jonathan is president of Chanticleer Films in Los Angeles, California.

CLASS OF 1968

Derek Willard is associate vice president of educational development and research at the University of Iowa in Iowa City.

CLASS OF 1969

James A. Sugar spends fifty percent of his time as a contract photographer for National Geographic Society and fifty percent of his time as a free-lance corporate photographer.

CLASS OF 1970

Jon Paul Davidson writes, "In April, 1988 I produced and directed a 2-hour live teleconference at the Hyatt Regency hotel in San Fransisco featuring Adam Smith (PBS 'Money Line'), interconnecting Tokyo and Hong Kong. Topic: 'Trade Deficits — Asian and American Viewpoints.' The project for AT&T involved the first use of a new fiberoptic link to Hong Kong."

Oscar Gandy, Jr. is associate professor of communications at ASC. He would enjoy hearing from classmates who can remember some of the more bizarre moments of the late sixties at ASC.

CLASS OF 1972

Rachel Greenberg wrote in May '88, "I joined Prospect Associates in July, 1987 and am continuing to work on health communications programs for NIH agencies. In April '88 we launched a Washington, D.C. area ASC alumni group with a program on entrepreneurship. It was good to see old friends and to reminisce about the good old days at ASC. Look forward to planning future events — we've got a really interesting group of alumni in the area."

CLASS OF 1973

Kenneth Kaufman is executive vice president of Telecom Entertainment Inc., a television and film production firm, in Los Angeles, California.

Julius Littman writes, "Amidon/Litman Associates is now in its fifth year, providing consulting services to the information industry, including among others: AT&T, McGraw Hill, Dun & Bradstreet, The Bureau of National Affairs, Mead Data Central, NYNEX, U.S. West, Ameritec, and Pacific Bell Directory. We provide business, competitive, and financial analyses including evaluations of leading edge communications technologies specifically as these apply to the development and distribution of information products." Amidon/Littman Associates is located in North Caldwell, New Jersey.

Doug Richardson is vice president of Manchester, Inc. a career development consulting firm, in Philadelphia, Pennsylvania. He wrote in May '88, "Hopefully this is my last major career avenue: I am a partner in an out-placement/career development consulting firm. My practice focuses primarily on lawyers, but I see and work with a number of people in the communications area — mostly corporate communications. My work draws on all dimensions of my legal and communications and is — finally — a great fit. Holly (4), Kate (6), and Betsy (42) are all enjoying life immensely, and so am I."

Thomas Wickenden III has received his Ph. D. degree from ASC. His dissertation is entitled, "The Collective Communication of Social Choice Messages."

CLASS OF 1974

Doug Goldschmidt (Ph.D. '79) is director, data services, for Pan American Satellite. He wrote in May '88, "With enormous anxiety, we're awaiting the launch of our first satellite, the PAS 1, on June 8. We'll either have a great success, making us all very happy or a big kaboom, making us all unemployed."

CLASS OF 1975

Robert Steeg writes, "the law practice consists primarily of real estate and business law. Also, I was married on March 12, 1988 to Pamela Wilson of New Orleans." Robert is a partner in the law firm of Steeg and O'Connor in New Orleans, Louisiana.

Nancy Signorielli is Associate Professor, Department of Communications, University of Delaware. In May '88 she wrote, "I am really enjoying my new position – I've great colleagues, a good university, nice community, good courses to teach; a newly revamped M.A. program to direct – it is all very intellectually stimulating. Our house was completed in Dec. 1987 and we moved in just before the end of the year. David was 5 in March and Laura Jane 3 in February. Rob spends a lot of time on I-95 between Newark and Philadelphia. We're all really enjoying Newark, Delaware."

Joseph Alan Ullian, assistant professor at Southern Connecticut State University, spent the summer directing more videotape programs on boating related topics for the home VCR market.

CLASS OF 1976

Albert Belsky wrote in May '88 that he is working on efforts to encourage private-sector employers to establish childcare programs – a hands-on lesson in the innovation diffusion model. He is a public affairs officer with the United States Department of Labor in Philadelphia.

CLASS OF 1977

Nurit Guttman is a Ph.D. candidate in communications at Rutgers University and is teaching an undergraduate course on "Interpersonal Communication."

Eric Swartz wrote in May '88, "I left U.S. Sprint back in January after 8 years of marketing mania to join a refreshingly creative, high-growth company in the arena of information publishing. I manage a marketing group that runs me ragged as much as I run them ragged. . . but we're having fun at it! We direct market mailing information and proprietary data on privately held companies to businesses worldwide, especially the market research and financial research communities. Our product, Ward's Business Directory, is available in print and on database. Would like to hear from my former colleagues at Annenberg. If you're in the Bay area, please call." Eric is marketing manager for Information Access Company in Foster City, CA.

CLASS OF 1978

Mauricio Gerson is network production manager for the Telemundo Network. He wrote in April '88, "At Telemundo I am playing a key role in the development of a new Spanish language television network with O & O stations in Los Angeles, New York, Puerto Rico, Miami, Houston, and San Fransisco and affiliates through the country. Key elements in the success of my career have been graduate studies at ASC, an eight year tenure at New Jersey Network, and receiving a New York Emmy award from the National Academy of Television Arts and Sciences."

John VanDeusen wrote in May '88, "Am using my ASC learnings among others to work on youth and family problems in an innovative, peer-based and low-cost program — hope to export it to other communities and welcome queries. My wife, Joanne, and I have 4 girls now ages 17, 14, 2, and 1." John is executive director of Outreach, Inc. in Cape Coral, Florida. Inquiries can be directed to (813) 574-4357.

CLASS OF 1979

Stuart J. Sigman (Ph.D. '82) wrote in June '88 "I find myself more and more interested in the relationship between mass mediated and interpersonal communication. I was recently named associate co-director of the Schenectady County Ethnography of Literacy Project. Regards to all my Annenberg friends....one of these years I hope to make it back for graduation and reunion day." Stuart is an associate professor in the department of communications, SUNY-Albany.

CLASS OF 1980

David Andrusia sent the following message in Spring '88. "Free at last! The Sisyphean ball of corporate life having involuntarily been unshackled from my bohemian soul, I've turned to the Spartan life of works-for-pay. Usually I chronicle the dogged downtown existence of NYC demi-celebs for rags such as *Interview*, *Details*, and *The Daily News*. " At last report, David was off to Europe to start a book, *The Avant-Garde Traveler*.

CLASS OF 1981

James Miller (Ph.D.) has been teaching at Hampshire College in Amherst, Massachusetts since 1976. He spent the fall semester '88 in Paris, where a Western European regional Fulbright award supported his continuing comparative research on national policies for so-called new media.

CLASS OF 1982

Lea Hall (Ph.D. '85) writes, "I am researching interpersonal communication about AIDS, giving empowerment workshops, and getting acquainted with my new Macintosh computer." Lea is a lecturer in the speech communication department at the University of Minnesota, Minneapolis.

Robert Hanke (Ph.D. '87) is assistant professor of media studies in the division of social science at Widener University.

CLASS OF 1983

Kathleen Byrne Meehan is Senior Writer, Public Affairs for Conrail in Philadelphia.

CLASS OF 1984

Michael Campbell wrote in late spring '88, "By the time you read this I should have received my law degree from Temple University. Am planning to create a business to satisfy the communications needs of the legal profession (example: videotaped depositions). If any wise investors are willing to help me get started either financially or with advice, I would like to hear from you. My number is (215) 927-0469. Thanks!"

Julian Halliday wrote in May '88, "Bulletin # 6 on 'life in the midwest:' It's an ok place to live, but you wouldn't want to visit. And no-one does ... I had an article, 'Co-Opting the Future: A Postmodern Aesthetic of Our Time,' published in *Border/Lina*, a Canadian journal of cultural studies."

Karen Staller has spent the last six months living in Sydney, Australia with her fiancé, Hugh. While in Australia, she pursued free-lance work in the development field and planned to return to San Francisco, California in December '88.

Michael Willmorth received his Ph.D. degree from ASC in May '88. He is now research coordinator and lecturer at ASC. His dissertation is entitled, "The Representation of American English Dialects In Prime Time Network Television Dramatic Programs."

CLASS OF 1985

Veysel Batmaz is managing director, TANITIM, Istanbul, Turkey.

Carol Katzman is manager, instructional services for Wharton Computing and Instructional Technology, Wharton School of Business, University of Pennsylvania. She wrote in June, 1988, "I'm enjoying my job and its many challenges. I encourage my colleagues to come visit me in 'that building across the courtyard,' 120 Steinberg-Dietrich Hall."

CLASS OF 1986

Roger Archibald wrote in May '88 that he was just wrapping up work in the Philadelphia area and Jersey shore on the biennial national assessment of educational progress which included conducting tests in numerous elementary, junior high, and high schools. He wrote, "In need of some fresh air after that experience. My next plan is to join the crew of Californian, a topsail schooner and historic ship replica that operates sail training cruises for the Nautical Heritage Society of Dana Point, California."

CLASS OF 1987

Lane Browning, Robert Drew, Moira McLoughlin, William Mikaluk, and Karen Wilkins are Ph.D. candidates at ASC.

CLASS OF 1988

Theses completed by 1988 ASC M.A. graduates include:

"Supertexts in Film Noir: A Structural Analysis" by **Henrik Dahl**, supervised by **Paul Messaris**.

"'World Journal' A Chinese Mass Media Organization" by **Men-Jyung Maya Hu**, supervised by **George Gerbner**.

"Communication and Community Television and the Socialization of Recent Chinese Immigrants in America by **Lin-Yee Amelia Luk**, supervised by **Charles Wright**.

"Organizational Analysis of Presbyterian Church Policies Regarding Television Production: A Case Study" by **J.W. Gregg Meister**, supervised by **George Gerbner**.

"'A Great Sensation of Something Real': Fotonovela Readers in Quito, Ecuador" by **Catherine Preston**, supervised by **Larry Gross**.

"Reporting the Weather: A Study in the Construction of Reality" by **Karen Tombrello**, supervised by **Joseph Turow**.

"Toward A Theory of Context: A Case Study of a Field Research Procedure" by **Daniel Cook**, supervised by **Ray L. Birdwhistell**.

"Muzak: A Study in Sonic Ideology" by **Jane Hulting**, supervised by **Steve Feld**.

"A Study of Para-Social Relationships" by **Vicki Jones**, supervised by **Christine Bachen**.

"The Construction of an Audience: An Industrial-Organizational Perspective: The Case of the Yuppies" by **Lisa Moses**, supervised by **Joseph Turow**.

"A Study of Audience Recognition and Interpretation of the Visual Metaphor in film and Television" by **Karen Nielsen**, supervised by **Paul Messaris**.

"The Politics of Canonical Inclusion and Exclusion: Zora Neale Hurston as a Case Study" by **Wendy Wagreich**, supervised by **Larry Gross**.

"The Role of the University News Officer In the News Coverage of University Research: A Sociological Study" by **Joan Westcott**, supervised by **Charles Wright**.