

INTERCOM

George Gerbner has accepted the position of dean of the Annenberg School of Communications at the University of Pennsylvania. He will take up his new duties July 1. He expects to leave Urbana with his wife and two children the last week of June. The Annenberg School is a graduate professional school established in 1959. The school's first dean, Gilbert Seldes, retired last summer.

Hugh Cordier has been elected President of the Association for Professional Broadcasting Education. Besides 95 accredited colleges and universities that offer instruction in broadcasting, membership in the association includes all the radio and television stations in the country who belong to the National Association of Broadcasters.

Larry Aldridge will replace Dick Lawson as a three-quarter time instructor in the Department of Radio and Television during the school year 1964-65. In addition to serving as faculty adviser for the Radio-TV workshop Aldridge will teach the basic television laboratory course. He will also continue working on his Ph.D. degree in communications.

Dick Hildwein will be teaching a news writing and editing course at the Blair Summer School for Journalism, June 29 - Aug. 8. The school is conducted by Blair Academy, Blairstown, N.J., a college preparatory school for boys, founded in 1848. The curriculum of the school, modeled on the National High School Journalism Institute, includes courses in English composition, literature, and history as well as journalism. Hildwein's wife, Mary Lou, is looking forward to the maid service provided by the school. The Academy's facilities include a nine-hole golf course, tennis courts and a swimming pool.

Jay Jensen is attending several meetings in the East this week. On April 16, he will meet with NASA officials in Washington concerning a possible space seminar for science writers and news editors to be held at U. of I. in 1964-65. Other meetings that he will attend are: ASNE, April 16-18, Washington; ACEJ, April 19, New York; ANPA, April 20-21, New York; SDX Region 5 Conference, April 25-26, Chicago.

Hugh Sargent, adviser and Midwest Vice President of Alpha Delta, planned and chaired the regional convention April 3-5, at the Lasalle Hotel, Chicago. Accompanying him were 11 officers and students from the local chapter, one of whom, Robert Levin, prexy, was elected Student Regional Vice President. Former Illini Dr. William Mindak, senior advertising professor at the University of Minnesota J School, was elected Sarge's successor in the faculty vice president spot for the next biennium.

Doug Kane will be in Springfield next year on a legislative internship administered by the Institute of Government and Public Affairs.

Val E. Limburg, Brigham Young University, has accepted a half-time teaching assistantship in the Department of Radio and Television for 1964-65. He will teach basic courses in radio-television announcing and performance. He will also be working on a Ph.D. degree in communications. Limburg reports that he will complete all requirements for his master's degree (major in broadcasting and a minor in journalism) at Brigham Young in June. Married, Limburg, his wife, Janet, and a son will move to Champaign-Urbana in August.

On April 8-10 Harry Skornia chaired his last meetings of the Advisory Committee, Title VII, National Defense Education Act, U.S. Office of Education. Skornia's three year term expires in June. The committee reviewed \$4.9 million worth of applications for research grants at the April meeting.

Bill Preshing's article "Marketing--The Behavioral Dimension" will appear in the May edition of Western Business and Industry.

Hugh Sargent will attend the 8th annual Mid-America Conference of the Association of Industrial Advertisers, April 17, in Chicago.

Jay Jensen is scheduled to address luncheon session panels of two business groups in Chicago during the next two months. He will speak to the Executive Club, May 23, and the International Club, June 6.
