

# Annenberg School Gets New Dean

Dr. George Gerbner, associate professor at Illinois University, has been named dean of the Annenberg School of Communications at the University of Pennsylvania.

The appointment, effective July 1, was announced yesterday by Dr. Gaylord P. Harnwell.

Dr. Gerbner has been a reporter and feature writer for the San Francisco Chronicle, has written free lance articles and was an editor and newscaster for the United States Information Service.

He was born in Budapest, Hungary, and was educated at the University of Budapest, the University of California at Los Angeles and the University of California at Berkeley. He received a master of arts degree in 1951 and a doctorate in 1955, both degrees in communication and education at the University of Southern California. He is an American citizen.

He taught at the University of Southern California before going to Illinois in 1956.

The Annenberg School is a graduate professional school established in 1959 for the purpose of conducting a broad program of graduate instruction and research in the arts and sciences contributory to the improvement of communications between men.

A grant from the M. L. Annenberg Foundation financed the construction of the school's building at 3623 Locust st.

# Dean Named For Annenberg School at Penn

Dr. George Gerbner, 45, an educator with a working background as a newspaperman and newscaster, was named dean of the Annenberg School of Communications at the University of Pennsylvania.

Dr. Gaylord P. Harnwell, university president, said Dr. Gerbner will assume his duties on July 1. He replaces Dr. Robert E. Spiller, an English professor, who has been acting dean since Gilbert Seldes retired last summer.

**DR. GERBNER** presently is associate professor at the Institute of Communications Research at the University of Illinois. He obtained his Bachelor of Arts degree in journalism at the University of California at Berkeley in 1942; his Master of Arts in 1951, and his doctorate in 1955, both from the University of Southern California.

He was a reporter and feature writer for the San Francisco Chronicle, was a newscaster for the United States Information Service and was author of numerous articles as a free lancer.

**DR. GERBNER** was born in Budapest, Hungary, and came to the U. S. in 1939. He is an American citizen with service in the U. S. Army in World War 2.

The Annenberg School was established in 1959 as a graduate professional school aimed at improving communications between men.

In 1962 the school's building at 3623 Locust St. was dedicated in honor of the late M. L. Annenberg, father of Walter H. Annenberg, a university trustee.

*The United States*  

# Dean Is Named For Annenberg School at Penn

Dr. George Gerbner, reporter, editor, newscaster and educator, was named dean of The Annenberg School of Communications of the University of Pennsylvania on Thursday.

Dr. Gaylord P. Harnwell, president of the university, said Dr. Gerbner would assume office on July 1. He now is associate professor at the Institute of Communications Research at the University of Illinois.

Dr. Gerbner will replace Dr. Robert E. Spiller, an English professor, who has been acting dean since last summer when Gilbert Seldes retired.

Dr. Gerbner earned a Bachelor of Arts degree in journalism from the University of California at Berkeley in 1942, a Master of Arts in 1951 and a doctorate in 1955, both from the University of Southern California.

A former reporter and feature writer for the San Francisco Chronicle, Dr. Gerbner also has written free lance articles and was a newscaster for the United States Information Service.

Dr. Gerbner is an American citizen who was born 45 years ago in Budapest, Hungary. He came to the United States in 1939 and served in the U. S. Army during the Second World War.

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