

MALVIN WALD  
4525 GREENBUSH AVENUE  
SHERMAN OAKS, CALIFORNIA

Dear Chas:

Thought Dean Gerbner would enjoy having the enclosed for his files.

What else is new?

Yours,

A handwritten signature in cursive script, appearing to read "Malvin".

## **Expert In Communications**

### **Named As University Dean**

DR. GEORGE GERBNER, associate professor at the Institute of Communications Research, University of Illinois, has been named dean of The Annenberg School of Communications of the University of Pennsylvania, Philadelphia, according to an announcement by Dr. Gaylord P. Harnwell, president of the university. Dr. Gerbner will assume his post July 1.

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

While at Illinois, Dr. Gerbner was in charge of research into the portrayal of mental illness in the mass media, and this year completes his duties as project director of "Mass Communications and Popular Conceptions of Education: A Cross-Cultural Study," sponsored by the U.S. Office of Education. He also has conducted and participated in communications seminars under the sponsorship of the National Education Association, the Agency for International Development, and the National Project in Agricultural Communications. He is a member of numerous research commissions in communications.