

Almanac

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A Dean 'Unleashed'

Dean George Gerbner, the University's senior dean in years of service, has asked to be freed for full-time teaching, research writing, and editorial work no later than the end of the spring term 1988.

"By that time I will be in my 25th year as dean," he told The Annenberg School faculty, students and staff in a personal letter last Friday. "I have worked hard to make our School a place where good innovative and challenging work can be supported. Now let me taste a bit more of the pudding . . ."

Provost Thomas Ehrlich accepted the request with regret and agreed to set up a search committee. "I cannot underscore too strongly the debt owed to you by the entire University as well as The Annenberg School of Communications," he said. "You have built the School into the institution of its type in the world. It has no peers, and that reality is a direct result of the extraordinary vision and wisdom of your leadership."

Recruited to Penn from an Illinois/USC background during the infancy of the School which celebrated its own 25th anniversary in 1983-84, George Gerbner known for highly documented but startling insights into mass media and their interaction with cultures. Under his deanship the School landed the leading publication in the field (the *Journal of Communications*), created the Oxford-Penn project to publish a world encyclopedia of communications, and established the Washington communications project. It also designed, built and nurtured The Annenberg Center for the Performing Arts.

Dr. Gerbner will continue to edit the *Journal*, teach undergraduate and graduate courses in analysis of mass media, and conduct research—including a new study on U.S. and Soviet television. "I'm not retiring," he explained; "I'm being unleashed."



Thomas Hughes



Roy Middleton



Bruce Kuklick

Filling Three Mellon Term Chairs

Named last week to the three new term professorships given by the Andrew W. Mellon Foundation to the School of Arts and Sciences are Dr. Thomas Hughes, Dr. Bruce Kuklick and Dr. Roy Middleton.

The Mellon "folding" chairs are earmarked for existing members of the faculty who have demonstrated teaching effectiveness and distinguished scholarship in the discipline but are now "ready to convey the essence of that specialty to a wider circle or to pursue new ways of exploring and presenting knowledge."

The Mellon support releases over a million

dollars which Dean Michael Aiken said will be allocated to an SAS Interdisciplinary Research Center Fund which covers several small centers, and to an SAS Faculty Development Fund.

To select the three who will hold Mellon Professorships for three to six years, Dean Aiken called for nominations from all departments, then established a review panel made up of members of disciplines which did not have candidates. The choices:

- Dr. Thomas P. Hughes, professor of the His-
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Honor Thy Profs: "For the first time in the school's history," Wharton Dean Russell E. Palmer said, "a Wharton graduate has decided to honor former teachers by establishing an endowed chair." The new Ervin Miller-Arthur M. Freedman Professorship goes to Dr. Richard E. Kihlstrom, (above left) professor of economics and finance and director of the Study of Organizational Innovation. The chair was established by Herbert C. Kay, Wh '59 (second from right) with a \$1 million gift in honor of two of his former professors. He is flanked by Dr. Ervin Miller, associate professor of finance who has been at Wharton since 1947, and by the widow of the late Dr. Freedman who was associate professor of finance from 1955 until his retirement in 1984.