The Annenberg Fund, Inc., and the University of Pennsylvania are joining in the establishment of a new school of communications at the University, it was announced today by Walter H. Annenberg, president of the Fund, and Dr. Gaylord P. Harnwell, president of the University.

The school, to be known as The Annenberg School of Communications, will conduct teaching and research programs in radio, television and other fields of communication.

It is intended, initially, primarily for graduate professional education, but its courses will also be available to undergraduates in combination with programs for baccalaureate degrees in other schools of the University.

The school will be housed in a building which will be erected on the University campus in honor of the late M. L. Annenberg, father of Walter H. Annenberg.

The funds for the operation of the school will be derived from contributions and fees and will be underwritten over a ten-year period by The Annenberg Fund, Inc., while a grant from The M. L. Annenberg Foundation will make possible the construction of the building.

(more)
In announcing plans for the new school, President Harnwell and Mr. Walter H. Annenberg issued the following statement:

"The existence of free and effective channels of communication among men is a basic requisite to an informed public consensus upon the important issues of society which, in turn, is essential to the viability of our democratic form of government.

"The ability to utilize the techniques of communication provided by the technology of our age for the clear and rapid dissemination of information and the ability to draw upon the scholarship and arts of our institutions of higher education to reduce the incidence of semantic ambiguity and demagogic device require the existence of a skilled and educated profession of communications.

"The new school is being established as an educational institution to teach the art, science and techniques of mass communications, with particular emphasis on radio, television, and publishing.

"Instruction will be offered, however, not only in the technical and highly specialized aspects of communications, but in the liberal arts and other fields as they relate directly, or indirectly, to such broad studies as the psychology and sociology of mass communications media, the effects of mass communications on international affairs, and other subjects requiring a cross-pollination of various disciplines.

"It is generally recognized that both economic and education necessities have determined that the trend of all professional
or specialized education is toward centralization in the higher seats of learning under the broadening influence of university relations.

"The University of Pennsylvania now conducts well-established schools, departments and courses in various subjects related to communications, and owns and operates the basic facilities and resources otherwise necessary to a well-rounded educational program, but does not have a highly specialized and departmentalized communications school of the scope and character which the new school will possess."

The establishment, housing, equipment and operation of the new school will involve an expenditure of $3,000,000, it was stated.

It will be open to students for the first time in September, 1959, when the University of Pennsylvania will begin its 220th academic year. Until the completion of the new building, scheduled for February 1960, classes will be held in other buildings on the campus.

The school will have its own director, and candidates for that post are being interviewed by a Selection Committee headed by Dr. Loren C. Eiseley, professor of anthropology at the University.

The M. L. Annenberg Foundation was established in 1944; Mr. Walter H. Annenberg, editor and publisher of The Philadelphia Inquirer and an alumnus of the University of Pennsylvania's Wharton School of Finance and Commerce has been its President since its inception.
In addition to heading the Foundation, which honors the memory of his father, Mr. Annenberg is president of The Annenberg Fund, Inc., and of Triangle Publications, Inc.