

University of Pennsylvania
NEWS BUREAU
201 S. 34th St., Philadelphia 4, Pa.
(Evergreen 6-0100, Ext. 8181-8182)

For immediate release
Monday, December 15, 1958

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)

