

University of Pennsylvania
NEWS BUREAU
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For release:
Friday, April 3, 1964

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.

The announcement was made yesterday by Dr. Gaylord P. Harnwell, president of the University.

Dr. Gerbner will assume his post at Pennsylvania July 1.

Dr. Robert E. Spiller, Felix E. Schelling Professor of English Literature at Pennsylvania, has been acting dean of The Annenberg School since last summer, when the School's first director, Gilbert Seldes, retired as dean.

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 Street. Constructed in honor of the late M. L. Annenberg, father of Walter H. Annenberg, president of the Foundation and an alumnus and Trustee of the

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