

The School

The Annenberg School of Communications was established at the University of Pennsylvania in 1959 to prepare promising men and women for service and eventual leadership in the media of mass communications.

A graduate institution, it offers an intensive one-year curriculum leading to the degree of Master of Arts in Communications.

Students study not only the techniques and creative processes of communications but also the organization and interrelation of the mass media, their effects on society and culture, and their problems and responsibilities.

The Annenberg School's new building is a comprehensive center for scholarship, research, and experimentation in various aspects of communication through film, print, and broadcasting.

The University dedicates this building in recognition of the vision of the family of the late M. L. Annenberg and in appreciation of the opportunity to pioneer in a new academic discipline.

The Program

INVOCATION

Stanley E. Johnson
Chaplain of the University

PRESIDING

Gaylord P. Harnwell
President of the University

REMARKS

Gilbert Seldes
Dean of the Annenberg School

UNVEILING OF THE PLAQUE OF DEDICATION

Mrs. M. L. Annenberg
Walter H. Annenberg
Trustee of the University
President Harnwell
Dean Seldes

RESPONSE

Mr. Annenberg

TOUR OF THE BUILDING

REFRESHMENTS