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Almanac

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Provost Rhoads Discusses Development of Annenberg School

At the Senate meeting of January 19, 1959, Provost Jonathan E. Rhoads delivered a prepared statement regarding the development of the Annenberg School of Communications. The full text of his statement follows:

Preamble:

On December 15, 1958, Mr. Walter H. Annenberg and President Gaylord P. Harnwell signed agreements under which the University of Pennsylvania participates in the operation of the Annenberg School of Communications, and on January 16, 1959, the Trustees of the University approved an addition of an Annenberg School of Communications of the University of Pennsylvania, which would be the counterpart of the separate corporation which Mr. Annenberg and his associates have brought into being. A number of questions have arisen at various meetings of University faculty members regarding this project, and at the suggestion of the Chairman of the Senate, Dr. Glenn R. Morrow, it was decided to prepare a rather detailed statement of the background of this important development and to present it at the meeting of the University Senate, January 19. Some of the inquiries were addressed particularly at the nature and extent of faculty consultation which went into planning this school, and the following remarks are addressed in part to this particular point.

FACULTY PARTICIPATION: PLANNING THE ANNENBERG SCHOOL OF COMMUNICATIONS

I. An Initial *ad hoc* Committee.

On February 25, 1958, the President of the University asked certain faculty members to serve as "an *ad hoc* Committee for the purpose of formulating a statement of the University's interest" arising from a proposal "for very substantial support in the inauguration and conduct of a program in the area of mass communication associated with the technique of television." The Committee was further charged to provide "a tentative indication of the degree of participation of the various faculty groups . . . and an indication of the educational program . . . conceived of in the broadest possible way" in order "to leave what opportunities would seem appropriate for inviting the donor to contribute to the thinking in regard to both

magnitude and details within . . . the academic principles . . . appropriate to a University undertaking."

The following accepted appointment on the *ad hoc* Committee: James C. Charlesworth, W. Rex Crawford, Loren C. Eiseley, Charles Lee, Thomas E. McMullin, Roy F. Nichols, Joseph H. Willits, and E. Sculley Bradley, Chairman. The Chairman called upon consultants outside the Committee, as follows: Dr. Frank C. Baxter of the University of Southern California, Dean William E. Arnold of the School of Education, and Mr. Paul Blanshard, Jr., Director of Television activities in the Public Relations Office of the University. The Committee organized itself in study committees, collected evidence concerning communications and telecommunications programs in other institutions, met eight times as a committee of the whole, and unanimously approved a Report on April 3, 1958.

Among the recommendations of the Committee were the following:

1. Assuming that the proposed communications program will be supported by new funds of such magnitude that this program can be financed independently of those resources of the University which now support educational programs previously established, the Committee recommends that the University approve the establishment of an educational program in Telecommunications (radio and television); and that the University also explore, simultaneously or soon thereafter, the possibility of establishing a larger program in the Arts of Communications, of which certain factors already appear in various stages and programs in the University. In such a larger concentration of fields, Telecommunications would appear as a central component, in association with such other components as Journalism, Speech, Dramatics, Fine Arts, the Film Arts, and the Social Sciences of Communications. The Committee believes that the inevitable consequence of an academic program in the broadcasting media is the development of a larger "College of Communications" and that the University must face the financial implications of this probability.

2. That the program be organized with a faculty and staff accorded the same tenure privileges and status enjoyed by faculty of presently established schools of the University, thus through their status in the University encouraging their teaching and research and putting the program in a position to compete successfully in the recruitment of faculty and students. It is further recommended that the programs and degrees in communications be brought into the usual channels which have been provided to coordinate the educational efforts of the University, and to give any educational program the benefit of the advice and opinion of faculty in other programs.

3. That the University should not set up, in this connection, a four year undergraduate professional school, but confine its undergraduate offerings to mixed graduate courses suitable for a major or joint major to be available for the junior-senior level of undergraduates in majors and elective work.

4. That the Telecommunications Program be qualified to provide a well-balanced program of graduate studies; to recommend for the Master's degree such students as have completed their program under the supervision of the Communications Faculty; to engage in masters' programs combining broadcasting media with graduate courses in another department, such as Journalism; Literature and Drama; Social Sciences, especially Sociology, Economics, Marketing, Regional Science, International Affairs, Behavioral Science, and Social Psychology; and the Fine Arts. The Program should be qualified to engage jointly with such departments as are named above in preparing candidates for the Doctorate.

5. That the educational programs in Communications be administered by a Director (or Dean) and a professional faculty, functioning together with representatives from the fields of Literature (especially English), Journalism, Education, Psychology, Fine Arts, Electrical Engineering, and the Social Sciences of Communications (Economics, Sociology, and Political Science). This program should be distinguished among Communications programs for its emphasis upon the social responsibility which inheres in the field of communications as a principal instrument of modern life. It should be able to attract such students at every level as may be expected to provide responsible, informed, socially conscious, and ethical leadership; it should generate new and creative research programs.

6. The field of Communications has been given increasing University recognition as a worthy field of liberal education. Among the disciplines of learning, Communications combines those arts of man's invention by which he transmits, to the present and to the future, the tested wisdom of his past experience and the significant revelations of his present life. To advance the ancient arts of speech, drama, music, and literature, the present age, through its science and inventions, has acquired scientific instruments and social institutions which vastly enlarge the range and the potentialities of mankind's communication, whether for good or for ill. It seems the ordained duty of the universities to enlarge and enlighten this new adventure of mankind.

II: *The Educational Policy Committee:*

In March, 1958, Dr. Arthur P. Whitaker, as Chairman of the Educational Policy Committee of the Educational Council, appointed a sub-committee (Dr. Thomas F.

McMullin, Chairman) to report on the "Educational Policy on Broadcast Programs." On April 17, 1958, the Committee on Educational Policy discussed, amended, and approved this report, directing that it be forwarded to the Educational Council with a recommendation for approval.

This Report contained three specific recommendations:

- a. That the University, situated within a great metropolitan area, has the responsibility for extending its educational influence through broadcasting media.
- b. That the University has the responsibility to explore the use of closed circuit television for the improvement of [its own] instruction; that it should extend its resources in the effort to improve educational broadcasting in the service of its larger community, and may find it advantageous to enroll students formally for television instruction.
- c. The University should give serious consideration to the development of a department or division within the University for the purpose of preparing students in the art and science of broadcasting within the context of the communications arts. (This was Clause 7 of the Report.)

III: *The Educational Council:*

The Educational Council, at its meeting of May 15, 1958, considered the report, which had been circulated before the meeting as recommended for approval by the Educational Policy Committee. The discussion from the floor of the Council meeting was extensive, and attention was focused especially on Clause 7, recommending "that the University give serious consideration to the development of a department or division" (as quoted in full above) for giving instruction in broadcasting and the communications arts. As a result of the discussion, this clause was strengthened by amendment to include "faculty" as well as students among those who might be instructed by the presence of such an academic program on the campus. The entire report as amended in Clause 7 was then approved by vote of the Educational Council.

IV: *The Trustees of the University:*

1. On May 27, 1958, subsequent to the approval by the Council, a resumé of the initial report of the *ad hoc* Committee was presented to the Educational Policy Committee of the Board of Trustees, and after favorable discussion, the Chairman, Dr. Katharine E. McBride, reported on it favorably at the Stated Meeting of the Board on the same afternoon.

2. *Approval by the Executive Board:*

At the meeting of the Executive Board on September 11, 1958, President Harnwell and University Counsel presented to the Board the documents which had been drawn by mutual agreement between the University Administration on the one hand and the Annenberg School of Communication, the Annenberg Foundation, and the Annenberg Fund on the other. The Annenberg School of Communications was the new non-profit corporation to be formed to operate the contemplated educational program. The Fund and the Foundation are well-established charitable funds having substantial assets. The agreements bound these two organizations to certain specified gifts for building the School and annual subsidies for its support. These agreements were approved in detail, and it was further agreed "that the matter should be treated confidentially pending an appropriate opportunity for announcement."

V: *Proposed Procedures Initiating the School:*

In connection with the Trustees' Meeting of October 13, 1958, the Administrative Officers presented to the Trustees' Educational Policy Committee a memorandum on procedures for bringing the School into being. The pertinent provisions are as follows:

1. The agreement of the University with the Annenberg School of Communications (the new separate corporation) provides that the educational program will be under the immediate supervision of three persons (jointly appointed by the School and the University), who in fact are members of the academic administration of the University, to serve with the Director as an Operating Committee. As a corporate structure, the School is, of course, represented by its own Board of Trustees. These Trustees receive all contributions to the School, including all monies paid to it by the Foundation and the Fund, in compliance with their obligations to guarantee that the actual funds available for the educational program shall amount to at least \$100,000 a year. This income is then to be dispensed in accordance with the agreements between the School and the Trustees of the University for the support of the School's budget, which must be approved by the University. The academic administration of the School is entrusted to the Operating Committee above mentioned.

2. In originating the School, it will be necessary for the Operating Committee to nominate a Director approved also by the Trustees of the School. In arriving at a nomination, the Operating Committee will be guided by the procedures already operative in other areas of the University for the selection of Deans or Directors. These provide that the responsible administrative authority receive advice from an *ad hoc* committee of qualified members of the faculty of the University and officers of the academic administration in the schools which might be concerned with the appointment then being made.

3. The selection and appointment of faculty will conform with the procedures for selection and approval prevailing in other areas of the University. These include recommendation by a department of instruction, the report of a representative Faculty Personnel Committee on the academic acceptability of the nominee, a supporting recommendation from the director of the school concerned, and review by the Committee on Academic Appointments and Promotions, before the name of a proposed appointee is submitted to the Board of Trustees of the University.

4. In the process of being brought into being, the School will have no departments to initiate recommendations for faculty appointments. Under these circumstances, the Operating Committee and the Director will initiate the recommendations for approval by the Trustees of the University. In doing so, the Operating Committee will seek the advice of persons qualified by experience to suggest suitable appointments. Such persons might be alumni and friends of the University engaged in responsible professional activities in the field of Communications; the present faculties of the University associated with the communications arts; and the faculty and academic officers of other universities having established programs in Communications. From similar authorities the Operating Committee and Director will seek advice concerning the academic programs to be offered initially by the School.

5. By virtue of these actions the University of Pennsylvania will add to its structure a School of Communications Arts operating in conjunction with the parallel structure of the Annenberg School to perform the academic functions which it is the purpose of the Annenberg School to foster. The faculty of this School are by these provisions members of the University faculty in accordance with the provisions of the Statutes of the University relating to faculty appointments. Some of the faculty will be in full affiliation with the School of Communications; others, while fully affiliated with the University, may hold joint membership in two or more faculties by which they have been approved; others may be on term appointment as visiting faculty of various ranks, either full-time or part-time. Of the latter some may also hold positions in professional fields of communications. Similarly, the programs of the School may require majors in various fields to pursue courses of study offered in other schools of the University.

6. It is expected that the principal effort of this School of Communications will be directed at the post-graduate professional level. The majority of its candidates during the foreseeable future will have enrolled for the program leading to the Masters' Degrees. Initially, the maximum full-time enrollments envisioned in the estimates of physical facilities was 100 and the faculty committee responsible for these estimates did not recommend that the maximum enrollment be sought. Students enrolled in the School will be selected by the same means already established for the selecting and admitting of students in other comparable areas of the University. The curriculum of the School will be in the immediate charge of the faculty of the School, and changes in the program involving matters of educational principle will be referred to the Educational Council and its Policy Committee.

VI: *Ratification of the Corporate Agreements:*

Early in December the University was informed that the donor had been given approval for the corporate structure of the school as being qualified for tax-deductible contributions for its financial support as a charitable institution. The articles of agreement were signed shortly afterward by the Trustees of the Annenberg Fund and the Trustees of the University.

The President of the University has appointed an *ad hoc* faculty committee to nominate a number of persons qualified to become the Director of the School. He has also appointed a committee of the Faculty and Administration to serve as a Planning Committee for the school building.

The *Operations Committee* is composed of three members described as citizens in the agreement. Present membership: President Gaylord P. Harnwell, Provost Jonathan E. Rhoads, Vice-Provost E. Sculley Bradley.

The *Joint Advisory Committee* constituted as defined by the Agreement, includes the following: Dr. E. Sculley Bradley (the University), Dr. Herbert B. Callen (the University), Roger W. Clipp (Vice-President Triangle Publications, in charge of Radio and TV operations), Dr. Loren C. Eiseley (the University), Joseph First (Vice-President, Triangle Publications), Michael J. O'Neill (Counsel, Triangle Publications), Frederick H. Stapleford (Vice-President, Assistant to President, Triangle Publications), E. Craig Sweeten (the University) and *Advisory to*

the Committee: Donald K. Angell; Walter H. Annenberg, President, Triangle Publications; Dr. Gaylord P. Harnwell; and Dr. Jonathan E. Rhoads.

The *Ad Hoc Committee on the Nomination of a Director* includes the following: Dr. Loren C. Eiseley, Chairman (Anthropology); Dr. E. Sculley Bradley, Vice-Provost (American Civilization); Dr. John R. Brobeck (Physiology); Roger W. Clipp (Triangle Publications); Dr. Reavis Cox (Marketing); Dr. Frederick C. Gruber (Education); Dr. C. Edward Janosik (Political Science); Dr. Charles Lee (Journalism); Dr. Froelich G. Rainey (Director, University Museum).

Planning Committee: The Planning Committee has the responsibility for initial plans concerning the building, and in this connection must give initial consideration to the scope of the educational program. Its members are as follows: John W. Alexander, Holiday Magazine; Paul Blanshard, Jr., Secretary, Director of Radio-Television; Dr. E. Sculley Bradley, Vice-Provost; Dr. Cornell Dowlin, Associate Professor of English; Dr. Patrick D. Hazard, Assistant Professor of American Civilization; Dr. Reese D. James, Director of the Courses in Journalism, Professor of English; Dr. Charles Lee, Chairman, Associate Professor of English; G. Holmes Perkins, Dean of the School of Fine Arts; Henry E. Rhea, Chief Engineer, WFIL; Frederick Stapleford, Vice-President and Assistant to the President, Triangle Publications; E. Craig Sweeten, Director of Development; and George H. Turner, Director of Physical Plant Planning. In an advisory capacity for this committee are the following: Dr. Herbert J. Gans, Assistant Professor, Department of City Planning and Institute for Urban Studies; Dr. Hugh M. Shafer, Associate Professor of Education; and Donald T. Sheehan, Director of Public Relations.

To summarize, I believe it is fair to say that the principle of going into this field of endeavor was approved by the constituted bodies of the University, namely, the Educational Policy Committee and the Educational Council. It was understood in the consideration of these bodies that resources would not be side-tracked from other University purposes, but that we would enter this field only if new resources were made available. The President found that Mr. Walter H. Annenberg was interested in this field, providing certain criteria were met. The contractual relationships were worked out between counsel for the University and counsel for Mr. Annenberg and approved subject to certain safeguards, assuring that the Operating Committee would conduct the affairs of the School in accordance with principles and practices established elsewhere in the University by the Executive Board. Toward the end of 1958, after certain assurances had been received through legal counsel by Mr. Annenberg, the agreements were signed which provide that Annenberg interests will provide \$150,000 toward the acquisition of the site, pay the cost of erecting an appropriate building which will belong to the University, and will pay a minimum of \$100,000 a year for at least ten years, providing the University carries on a program in Communications.

What now remains to be done? That which remains to be done is to implement the program which was outlined in principle by the earlier faculty committee and given substance by the Annenbergs and the agreements reached with

the University. These matters have been committed to several faculty committees which members of the Administration believed were broadly representative of both the interests and the competence on our existing faculties for the purposes in their charge. Since there was no pre-existing school, this step seemed a natural one. The committees were selected with the hope that their decisions would lead to a broad interpretation of the mission of the school; to the selection of a director and initial faculty members who would develop the School on a broad basis, and in a manner of which the other schools of the University could be proud. While it is never possible to include on a committee of workable size all of the persons having an interest therein, I would hope that you would agree that the persons selected were proper choices for these responsibilities. In due course, the new director and his faculty will want to submit a proposed curriculum and obtain approval of the Educational Council for the granting of a Master's Degree to the students who complete the curriculum satisfactorily.

Finally, I would like to speak very briefly on my hopes for this School. Such popular presentations as *The Hidden Persuaders* and revelation of the data that subliminal stimuli are capable of influencing our decisions force upon us the realization that mass communications may have not only a tremendous influence but a dangerous influence in our society and particularly in a democratic society.

While no small faculty group can study all facets of mass communication, there would seem to be every reason for scholarly studies of the influence or effectiveness of various forms of mass communications; some study of the techniques involved in relation to their effectiveness; a study of the ethics which professional participants in such programs should develop; and conceivably some study of the responsibility of the persons controlling these media both in the communications industry and in government. The University of Pennsylvania has taken a number of ventures in new educational fields and many of these have had tremendous influence. We were the first institution in America to call ourselves a University, and I believe that this was a proper designation and not an example of a false assumption of an impressive title. We had the first Medical School; we were early in the field of legal education. We had the first School of Business and a very important influence it has had. There are numerous other fields in which our academic ancestors have taken a venture and whether the steps have been accomplished in the best possible way, I think they have been undertaken with an honest intent on the part of the faculty who recommended and approved the principles, and on the part of the Administration and Trustees who have worked out some of the practicalities. It now remains for the Faculty and Administration of the University, with such advice as they may see fit to heed, to direct this new force into the most constructive and effective channels which we can conceive. Mr. Annenberg has picked this institution as the instrumentality in cooperation with which this is to be attempted and has accorded the University strong financial support and a wide margin of freedom as an earnest of his good faith.

The Senate Reports

The second meeting of the University Senate for the current academic year was held on Monday, January 19th, in Room W1 Dietrich Hall, at one o'clock.

The Provost presented a detailed report on the discussions and negotiations that preceded the agreement recently made with Mr. Walter Annenberg for the establishment of a School of Communications at the University of Pennsylvania. The full text of the Provost's statement appears in another part of this issue of *The Almanac*.

The Senate elected the following persons to be its representatives on the Educational Council for the next academic year: Reavis Cox, Alexander Frey, Knut Krieger, Saul Gorn, William F. Stephens, and Murray Murphey. The last two persons on this list were also elected to membership on the Committee on Educational Policy for three-year terms.

Professor Robert F. Cox, Secretary of the Membership Committee of the new Faculty Club, reported on the annual dues that have been tentatively agreed upon (details were published in last month's *Almanac*). Arrangements are being made for the payment of these annual dues in installments during the academic year.

The Senate Committee on Academic Freedom and Responsibilities presented, through its Chairman, Professor Noyes Leech, a revised draft of the statement on procedures relating to academic tenure which was approved in principle at the Senate meeting of May 16, 1958. After some discussion, the revised draft was approved by the Senate, subject to minor editorial changes, and with the understanding that if other changes of a substantive sort should seem desirable before its submission to the Board of Trustees, the Committee was authorized to make such changes with the approval of the Advisory Committee of the Senate. The Senate expressed by prolonged applause its thanks to Professor Leech and his committee for the labor and professional skill that had gone into the preparation of this statement.

Professor Elizabeth Flower moved that the Advisory Committee of the Senate consider the disclaimer oath in the National Defense Education Act and explore it with the Administration if it is deemed desirable. The motion was passed without dissent.

Any member of the University staff who is not on the mailing list of the Senate but who thinks he is eligible for membership in the Senate should present his case for examination to the Committee on Membership, whose Chairman is Professor J. Parker Bursk, E220 Dietrich Hall.

Glenn R. Morrow,
Chairman of the Senate

THE FIRST REQUISITE OF TEACHING

"If teachers can accumulate degrees and write books, well and good, but the first requisite should be their ability to inspire youth."—Eleanor Roosevelt.

Medical Research Building To Be Completed By Spring 1960

The School of Medicine's new \$3,100,000 Medical Research Building is expected to be ready for occupancy and action in the spring of 1960. The eight-story structure, connected to the present Medical Building and lying between it and the Botany Building on Hamilton Walk, will be devoted solely to medical research. Architect Louis I. Kahn believes that he has achieved a structural efficiency that will successfully blend with surrounding buildings and at the same time preserve a maximum portion of the Botanical Gardens.

The completed building will house the Departments of Microbiology, part of the Department of Physiology, the Phipps Institute Section of the Department of Public Health and Preventive Medicine, the Harrison Department of Surgical Research, and the Johnson Foundation for Medical Physics.

Five of the seven floors of the rear large tower (there will be four towers) will provide the most modern facilities for housing animals for research. An interesting feature of the building will be a central microbiological kitchen for the preparation of such media for research study as viruses, bacteria, and tissue culture preparations. The building will also contain "hot" and "cold" rooms for use in biophysical and physiological research, and all departments will have available special facilities for working with radioactive isotopes.

The building is being financed by the University and the U. S. Public Health Service under the Federal Research Facilities Act. The University's contribution of \$1,600,000 is being matched by a Federal grant of \$1,500,000, the largest grant given so far to any university for a medical research facility.

Incidentally, the Division of Biology plans to construct a new science building with direct access to the Medical Research Building, the ultimate result being an interconnected series of buildings housing the biological sciences of the University.

The Organization Teacher

"If I give you a series of numbers chosen at random—73850472—and ask you what the fourth number was, you'll probably have difficulty remembering; but if I give you the numbers 87654321, you can remember immediately what the fourth number was . . . The difference in ease of remembering is a function of organization. By remembering the principle of organization you can recapture the details. Teaching that helps students find a framework to fit new facts into is likely to be much more effective than teaching that simply communicates masses of material in which the student can see no organization. I should guess that the most successful organization is one in which the students themselves can achieve an insight just before the instructor makes it explicit. If you'd like to see some excellent models of this sort of teaching, reread Plato's dialogues."—From Dr. Wilbert J. McKeachie's chapter entitled "How Do Students Learn?" in *The Two Ends of a Log* (Minnesota Press), edited by Dr. Russell M. Cooper.

Group Major Medical Insurance Plan Approved by Trustees

The Trustees of the University have approved a proposal for a group major medical expense insurance plan for University personnel. The plan is designed to supplement the basic plan of Blue Cross-Blue Shield, and to assist in those cases where the medical care charges are outside the scope or beyond the maximum of this coverage.

In order to insure the participation percentage required by insurance regulations, the plan will be available initially only to those fully-affiliated personnel receiving an annual base salary of \$5000 or more. After the program is in effect and an adequate participation has been attained, the salary limit will be reduced to permit a wider membership. In the meantime, the Personnel Benefits Committee has recommended that fully-affiliated personnel earning less than a base salary of \$5000 continue to be eligible to apply for assistance from the University Emergency Medical Aid Fund.

Although the plan will be set up to supplement Blue Cross-Blue Shield, provisions have been included so that an applicant for the Major Medical Plan will not be required to participate in the Blue Cross-Blue Shield Plan. Family coverage for husband, wife, and dependent children under 21 years will be available. For expenses resulting from an accident or illness, the individual will receive 80% of all covered expenses incurred in excess of \$100 above the amount payable under the basic plan. Should the charge not be reimbursable under the basic plan, or if the individual has elected not to participate in Blue Cross-Blue Shield, an incurred expense of \$500 during a period of three months or less will be treated as a deductible and the 80% coverage in the major medical portion will apply beyond this amount. Any compensation for expenses under the plan will not duplicate payment by Workman's Compensation or any individual insurance carried.

Each insured member, as well as each insured dependent, will be covered for a maximum benefit amount of \$15,000 for all causes. Once reimbursement has become payable, it would continue for a period through the next calendar year, provided that during any 90-day period the charges did not fall below \$100.

An insured individual who receives major medical benefits continues to be insured for the difference between \$15,000 and the benefits he has received. An individual who has received \$1,000 or more in benefits may apply for reinstatement of the amount he has "used up" after he has been back in his regular position for 12 months, or can furnish evidence of insurability satisfactory to the insurance carrier.

Standard premium rates to be paid by the individual will be established with the University paying the difference between these rates and the total in an amount approximating 50% of the gross cost.

At retirement a participant in the group plan would have the privilege of continuing the major medical plan at the same total premium rate but at a maximum lifetime coverage of \$2500 without reinstatement.

The scheduled effective date for the plan is May 1, 1959, to coincide with the semi-annual date for applying

for and changing Blue Cross-Blue Shield coverage. As soon as the insurance carrier has been selected, the Personnel Department will distribute literature and application forms to all eligible personnel.

1580 Parking Spaces Assigned

Parking Administrator Evert Stringfellow knows that this is a changing world. "This year," he said, "we had 500 more spaces available for parking than we had in 1957-58. But we're due to lose several lots in the near future as the University's building program continues to accelerate."

Meantime, Mr. Stringfellow has successfully managed the complicated job of assigning 943 spaces to faculty, staff, and employees and 637 spaces to students without losing his temper or appealing to the Computing Center.

Mr. Stringfellow, once a Captain of the Fairmount Park Guards in charge of parking at Municipal Stadium, Robin Hood Dell, and Playhouse in the Park, now also supervises parking for the University and Eagles football games, Palestra basketball games, and University sponsored events at Convention Hall.

"Next year," he grinned, "we'll be in the business of exploring space, too, lots more." And added, "More lots, too."

Museum Continues Programs

The Sunday Film and Music Program of the University Museum continues with the following offerings:

February 22: "Mr. William Shakespeare," "Shakespeare's Theater: The Globe," and "Traditional England," a series of films presenting a background study of the poet and his times;

March 1: "Poetry and Dance," premiere of three new ballets performed under the direction of Malvina Taiz;

March 8: "Graduation Ball," "Ballet by Degas," and "Ballet Girl," films devoted to the classical ballet and to paintings of ballet dancers by Degas; and

March 15: "Julius Caesar," a highly praised film version of Shakespeare's play.

All programs are held in the auditorium of the University Museum at 3 p.m., admission free.

A University's Function

"The justification for a university is that it preserves the connection between knowledge and the zest for life, by uniting the young and the old in the imaginative consideration of learning. The university imparts information, but it imparts it imaginatively. At least, this is the function which it should perform for society. A university which fails in this respect has no reason for existence."—Alfred North Whitehead in "Universities and Their Functions," an essay in *The Pursuit of Learning*, edited by Nathan Comfort Starr (Harcourt).

Letters to the Editor

At the request of President Harnwell and at the suggestion of the Advisory Committee of the Senate, we would like to submit the following figures on faculty salary levels during recent years. The figures in the *President's Report for 1958* which referred to base salaries were the rounded off average base salaries of the various levels for all full-time faculty members. The word "base salary" refers to the compensation for the regular teaching and academic activities usual for an academic year. It excludes supplementary compensation for summer school teaching or teaching courses in the College of General Studies, the Evening School of Accounts and Finance, and similar activities which have been carried on, on an extra compensation basis.

The following three tables are based on the figures supplied to us by the Comptroller and give the mean or average of the base salaries for the undergraduate and professional schools separately and also for them both together. The median figures for the past year have not varied substantially from the mean figures, ranging from less than 1 per cent lower for instructors in the undergraduate school to a trifle over 4 per cent lower in the case of associate professors in the professional schools.

Table I—Average Base Salaries for the past Five Years of Full-Time Members of the Undergraduate Schools

Year	Professors	Associate Professors	Assistant Professors	Instructors*
1958-59	\$10,927	\$7,768	\$6,301	\$4,783
1957-58	9,799	7,284	6,065	4,590
1956-57	8,725	6,692	5,533	4,301
1955-56	8,564	6,507	5,385	4,109
1954-55	7,934	5,936	5,120	3,692

* Professionally Qualified

Table II—Average Base Salaries for the Past Four Years of Full-time Faculty Members in the Professional Schools

Year	Professors	Associate Professors	Assistant Professors	Instructors*
1958-59	\$12,436	\$9,127	\$8,122	\$5,156
1957-58	11,755	8,803	6,747	5,015
1956-57	11,397	8,301	6,201	4,861
1955-56	11,388	8,080	5,956	4,771

* Professionally Qualified

Table III—Average Base Salaries for the Past Four Years of Full-time Faculty Members of the Professional and Undergraduate Schools together

Year	Professors	Associate Professors	Assistant Professors	Instructors*
1958-59	\$11,380	\$8,073	\$6,638	\$4,873
1957-58	10,359	7,695	6,222	4,691
1956-57	9,578	7,135	5,675	4,458
1955-56	9,236	6,970	5,498	4,221

* Professionally Qualified

The increase in the average salary in the undergraduate areas over a five-year period has been in the 30-40% range. In general, it will be seen that the lower salaries have increased more percentage-wise though less in absolute amount than the upper salaries, responding no doubt to the pressure of the cost of living. Likewise, it will be seen that while the average for the professional schools is higher than for the undergraduate schools, the percentage increase has been less except at the assistant professor level where it has been similar. Turning from base salaries to total University remuneration, which

includes remuneration for summer school, evening courses taught for extra compensation, research funds paid through the University, etc., I find that 108 individuals outside the Engineering and Medical Areas are earning \$12,000 or more. This, of course, does not include earnings from books, lectures, outside consultations, etc.

Excluded both from the base salary figures and from the total remuneration is the University's contribution toward Social Security, which is now 2½%, and, in the case of those who subscribed to TIAA and/or CREF, the University's 7½% contribution. In the case of full professors, these can amount to rather more than \$1,000 collectively plus a tax advantage which varies so much from individual to individual that one cannot generalize on its value.

While that which has been accomplished speaks for itself, the Administration is cognizant of the cumulative influence of inflation and the tax structure on purchasing power. We are most anxious to improve the salary structure in order to correct the inequities which have developed in this way, and to this end it will be most helpful if requests for *new* budgetary positions should be considered very critically before they are urged upon the Administration.

Sincerely,
JONATHAN E. RHOADS
Provost

Geology To Be Strengthened

At its most recent meeting (January 8, 1959), the Educational Council approved additional recommendations of the Educational Policy Committee regarding the Educational Survey Report on the Physical Sciences.

Because of the importance of geology to liberal education and to other related sciences, the Council recommended: (1) the strengthening of the Geology Department; (2) one or more additional appointments as soon as possible for teaching at both graduate and undergraduate levels; (3) exploration of the possibility of cooperation with departments in neighboring institutions in order to broaden the range of offerings; and (4) exploration of the possibility of the appointment of specialists in areas which contribute to related fields, e. g., vertebrate paleontology.

The Committee on Educational Policy noted that these recommendations are contrary to those of the Review and Appraisal Committee, but substantially in agreement with those of the Special Report to the Survey by Professor H. H. Hess, Chairman of the Department of Geology, Princeton University.

Signs Of The Times

"College subjects being taught over television include veterinary anatomy, military history, educational psychology, physiology, zoology, engineering, physics, chemistry, German, business organization, and speech."—From Dr. I. Keith Tyler's chapter entitled "Educational and Instructional Television: Some Definitions" in *The Two Ends of a Log* (Minnesota Press), edited by Dr. Russell M. Cooper.

Among Other Things

NAMES: Congratulations to Dr. *Emily H. Mudd*, winner of the *Gimbel Local Award for 1958*. Dr. Mudd's citation said that she was being honored for "a life work of priceless value in helping to enrich and reinforce the structure of family life, on which is based the moral strength of our Nation." She has turned over the check for \$1,000 that accompanied the award to the *Marriage Council of Philadelphia*, of which she is Director. "I'll let them decide what they want to do with it," she said. Winner of the *Gimbel National Award* was Philadelphia-born contralto *Marian Anderson*, world famous singer and member of the American delegation to the United Nations, who holds an Honorary degree of Doctor of Music from the University . . . Good news: although retiring from her post as the University's first Dean of Women, effective June 30, 1959, Dr. *Althea K. Hottel* will continue her association with the University as chairman of the current multi-million dollar campaign for new residence halls for women students . . . Dr. *J. Parker Bursk*, Professor and Chairman of Economics and Social Statistics, has been named Chairman of the Senate Membership Committee . . . Dr. *Loren C. Eiseley*, Professor and Chairman of Anthropology, will make the second "commemorative" address in connection with the 50th anniversary of the School of Social Work on May 6, 1959, at 8:30 p.m. in the University Museum . . . Articles by Drs. *James H. S. Bossard* and *Eleanor Stoker Boll*, William T. Carter Professor and Assistant Professor of Sociology respectively, have been accepted recently by *McCall's*, *House and Garden*, *Charm*, and the *New York Times Magazine*, for early publication. These articles grow out of a newly formulated policy of *The Carter Foundation* to present its research findings to the general public . . .

WORTH ANOTHER THOUGHT: "Mexico is the only country in the world that, since the mid-thirties, has spent no money on defense but has instead made education the first charge on its national income."—*Peter F. Drucker* in *Landmarks of Tomorrow* (Harper) . . .

CLIPPINGS: The 47th annual sessions of *Schoolmen's Week* will be held on the campus October 14-17, 1959, with extension sessions in Lancaster on October 23 and in York on October 22 and 23. Dr. *Frederick C. Gruber*, General Chairman of Schoolmen's Week and Associate Professor of Education, is working out the details with a committee of thirty educators . . . The University Museum's current exhibition of *Coptic Art* will run until March 15 . . . Trusted: the Office of the Treasurer administers some 1,500 separate trusts established pursuant to wills and other formal documents. The oldest such trust, the *John Keble Fund*, was established in 1807 for "salaries or for purchase of books"—and is still going strong, according to Mr. *William Richard Gordon*, Treasurer of the University . . . Associate English Professor *Morse Peckham's* forthcoming *Variorum of Darwin's Origin of Species* will require a budget of more than \$15,000, according to the Editorial Committee of the University Press . . . Mr. *Howard S. Lapin*, Lecturer in City Planning and Research Associate in the Institute for

Urban Studies, recently presented a paper before the *Highway Research Board*, National Academy of Sciences, in Washington, D. C. Title: "Report on Analysis of Urban Work Trips."

EDUCATIONAL FOOTNOTE: "Father reading son's report card: 'He excels in initiative, group integration, and responsiveness; now if he'd only learn to read and write.'" —From *Reader's Digest* . . .

CATCHING UP WITH THE NEWS: Dr. *Glenn R. Morrow*, Adam Seybert Professor of Moral and Intellectual Philosophy, recently delivered the annual Moore Greek Lecture at Trinity College in Hartford, Conn. Dr. Morrow's subject was "Plato's Gods." . . . A portrait of the late Dr. *Michael M. Dorizas*, Assistant Professor of Geography, has been given to the Department of Geography and Industry by his widow, Dr. *Katina Dorizas*. The portrait was formally presented on her behalf to the Wharton School by Dr. *Alfred H. Williams*, Chairman of the University's Trustees and a former Dean of the Wharton School, at ceremonies last month . . . Dr. *A. Irving Hallowell*, Professor of Anthropology, recently addressed the annual meeting of the *American Indian Ethnohistoric Conference* in Washington on the subject of "Indianization: a Provincial Example of Transculturalization." . . . *McClelland Hall*, the recently dedicated recreation, social, and study hall erected in the men's Dormitory Quadrangle at 37th and Spruce Streets, bears the name of the late Dr. *George William McClelland*, who served the University as Professor of English, Admissions Director, Vice-Provost, Vice-President, Provost, President (1944-48), and Chairman. Gifts from the University's Classes of 1926 and 1927 formed the nucleus of the fund for the erection of the hall . . .

BOOK SHELF: Just out: *The Great Legal Philosophers: Selected Readings in Jurisprudence* (University of Pennsylvania Press), by Mr. *Clarence Morris*, Professor of Law; and *The Reconstruction of Iraq: 1950-1957* (Praeger), by Dr. *Fahim I. Qubain* of the Foreign Policy Research Institute, with a foreword by Dr. *Robert Strausz-Hupé*, Director of the Institute and Professor of Political Science . . . Scheduled for publication in the spring: a Modern Library paperback edition of Dr. *Loren C. Eiseley's The Immense Journey* (Random House) and an Anvil paperback of *Basic History of American Business* (Van Nostrand), by Dr. *Thomas C. Cochran*, Professor of History . . .

DEFINITION: "Basic research is what I'm doing when I don't know what I'm doing."—*Wernher Von Braun*.

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