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## university of dayton

DAYTON, OHIO, July 18, 1974 --- George Biersack, Chairman of Communication Arts at the University of Dayton, has been selected to serve on the Nominators Committee of the Emerson College - Edward L. Bernays Foundation Award. The Nominators will nominate the most socially significant nationally televised program broadcast during 1974. At a later date, the Jury will vote on the ten most frequently submitted programs and make their final selection.

In speaking of the Award, Chairman of the Jury and President of the Broadcasting Foundation of America, Seymour N. Siegel pointed out that "rapid technological and social changes within the United States have presented a new set of tests for democracy. In meeting them, one of the most invaluable tools will be communication, and television is one of the most direct and persuasive means of communication."

The Award is unusual because the selection will reflect a wide spectrum of viewpoints, interests, and perspectives."

Mr. Biersack is one of the many distinguished leaders from the fields of law, business, communications, philosophy and psychology, and public and commercial television. Through the Nominators' varied selections, the Jury will be able to identify those issues and events which clearly reflect society's concerns and interests.

George Biersack has been chairman of Communication Arts at UD since 1964. He received his Bachelor of Science from UD in 1952 and continued graduate studies at Miami University (Oxford) when he was awarded the Master of Arts in 1956. Joining the UD faculty in 1952, Biersack became director of educational television in 1957, Chairman of the department of Speech in 1963 before heading Communication Arts in 1964.

He served as general manager of the Miami Valley Educational Television Foundation 1954-71 and in several capacities with the Ohio Council on Educational Television.

In addition to his duties as chairman, he is general manager of WVUD-FM radio, the University's commercially licensed 50,000 watt pop-progressive station.

The Nominators Committee will select commercial or educational programs. These may be serials or specials, newscasts, or dramas. The Jury's final selection will be made in early 1975. The Emerson-Bernays Award and \$1,000 check will be presented to the writer or writers in February, 1975.