

Contact publication announced by McGill

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The University of California, San Diego will begin publication of a magazine this spring in an effort to improve communications between the campus and the community, Chancellor William J. McGill announced today.

Contact, scheduled for bi-monthly publication, will be mailed free to some 10,000 San Diegans as well as college and university presidents, the statewide UC staff, and state and national legislators.

"For some time now we have felt the need to tell the UCSD story in a different way; a more complete way," McGill said. "There is a critical lack of understanding about many of the things happening on our college campuses - not only in the political and social arena, but also in the sciences, arts and education.

"Universities and colleges find themselves in an ironic situation," he said. "They have become more vital than ever to our society and our future way of life, but, at the same time, they have become the centers for dissent and change and, as a result, are under unprecedented attack.

"We hope Contact will help the public to better understand our campus community," McGill said.

The magazine is planned for between 16 and 24 pages for the first year and will be free of advertising. No state funds will be used in meeting the costs of publication. Support will come from the Chancellor's Club, a group of citizens devoted to improving understanding of the University in the community.

A seven-man editorial board, drawn from the faculty, student body, administration and public, will set broad editorial guidelines and serve as an advisory committee for Contact, McGill said. Members of the University's public Affairs staff will serve as contributing editors.

John Wood, Manager of Public Information for University Extension in San Diego, has been named editor for Contact. Wood, a journalist in the San Diego area for 10 years, also serves as advisor to the "Triton Times," the UCSD student newspaper, and writes a weekly newspaper column. He will continue in his University Extension post.

Managing editor for the magazine will be Jack Zane, Publications Manager for UCSD. Zane served as public affairs and advertising director for Cubic Corporation and for the Salk Institute before joining the UCSD Public Affairs staff.

According to Wood, the magazine will feature contributions from UCSD's faculty, students and staff. UCSD was designated as a general campus in 1959 and opened its enrollment to undergraduates in the fall of 1964. Since then it has added to its distinguished faculty so that today there are three Nobel Prize winners, 30 members of the National Academy of Sciences, and 29 members of the American Academy of Arts and Sciences.

The student body now totals 4,800 and is expected to more than double, to 10,500, in the next five years.

"This distinguished faculty and these active, intelligent students have been saying a lot that is of importance to the San Diego community but that, because of time and space limitations, is not being reflected in the media,"

Wood said. "We hope to answer directly some of the concerns about the University and examine some of the positive things happening on this campus.

"Contact will not be a 'house organ' or merely a public relations tool," he said. "It will be an attractive, straightforward, informative publication aimed at a public that is paying more and more attention to higher education."