

## **John Zane is appointed director of PAO at Medical School**

**November 27, 1968**

John Zane, formerly titled director of communications at the Salk Institute, has been appointed director of public affairs for the School of Medicine at the University of California, San Diego.

The announcement was made by Dr. Clifford Grobstein, Vice Chancellor for Medicine and the Biological Sciences and Dean of the School of Medicine.

"Mr. Zane is the first appointment to this newly-created position," Dr. Grobstein said. "The need has been felt for some time to establish and fill such a post. We are trying to meet the increased demand for more and better-trained doctors, for sharper probes into basic and clinical research and for greater efficiency in the delivery of health services to the community. These matters are of equal concern to us in the field of medicine and to the public at large. Solving these problems depends in part on an exchange of information between medicine and the world of which it is a part. With this new appointment, we hope to strengthen the exchange of information between the school and the community."

Prior to his work at Salk Institute, Zane had worked as a communications consultant to a number of San Diego industrial, scientific and educational institutions. Still earlier, Zane operated his own advertising and public relations agency and was director of advertising and public relations with a local aerospace firm. He has also done feature writing for newspaper and radio and worked with television.

Concerning his new assignment, Zane said, "The work here will be different from any I've done before, in that it will provide the unique opportunity to be part of the simultaneous growth of a major campus and a great medical school."

The concept of the UCSD School of Medicine reflects the current trend toward full integration of such schools with their parent universities, particularly in terms of close ties with the biological and behavioral sciences.

At UCSD, the medical school supports instructional activities in the various graduate departments so that the resultant faculty positions are filled by men whose scientific interests are related to medicine and human biology. In return, these departments handle the teaching of medical students during their first year of study. Each department teaches those aspects of the several disciplines which will be most useful to medical students in research and in patient care.