

# NEWS RELEASE

THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL SCHOOL AT DALLAS



FRANK CHAPPELL *Director of Medical Information*

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DALLAS -- Dr. Fred L. Christen has been appointed director of instructional communications in the new Florence Bioinformation Center of The University of Texas (Southwestern) Medical School at Dallas, Edward Montgomery, center director, announced today.

Dr. Christen, director of media and data processing of the Education Service Center -- Region 20, San Antonio, for the past three years, will be responsible for planning and carrying out a program of service, education, and research in the application of programmed learning, computer-assisted-instruction and other instructional communications media, such as audio tapes, video tapes, motion pictures and photographs.

Instructional communications encompasses the analysis of educational objectives, design of methods to achieve these objectives, research into how people learn, and how to provide for a proper environment for learning, Mr. Montgomery said.

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The Florence Bioinformation Center will include the medical school library, computer center, medical art, instructional communications, and bioinformation science components. A new building to house the center will be erected in the near future as a part of the campus development program.

A native of Denver, Dr. Christen served five years in the U.S. Navy as an electronics technician. He earned degrees from four different universities, including a doctorate in instructional communications from Syracuse University.

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