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VISITING LECTURER ACCEPTS PERMANENT UM APPOINTMENT

Robert C. McGiffert, a visiting lecturer in journalism at the University of Montana, has accepted an appointment as associate professor at UM with an effective date of September, 1967.

During the current school year, McGiffert has been on leave from the faculty of Ohio State University where he has been a lecturer and assistant professor of journalism since 1962. He was a reporter and the city editor for the Easton (Pa.) Daily Express for 16 years prior to joining the Ohio State faculty.

The 44-year-old teacher is a specialist in medical and dental writing. He is a consultant to the Council on Journalism of the American Dental Association and has taught at writing seminars for dentists and physicians under the sponsorship of the A.D.A. and the American Medical Association.

Several of McGiffert's articles on effective writing have appeared in medical and dental journals, including the Journal of the American Medical Association. He is the author of "Brighter Writing for Dentistry," a 55-page monograph published last year by the A.D.A.

McGiffert is a native of Elizabeth, N.J. and a 1943 graduate of Princeton University. Following graduation, he served as an infantry officer in the Pacific Theater until 1946. He received his M.A. at Ohio State in 1965.