



IN MEMORY OF
BRUCE H. WESTLEY
May 26, 1915 - April 2, 1990

On April 2, 1990, the College of Communications suffered a great loss with the death of Bruce Westley, an emeritus member of the Graduate Faculty, who was mentor and friend of dozens of graduate students in our program during the more than 30 years he was associated with UK. His contributions to the program and to the discipline are legend.

Bruce guided me through our M.A. program in 1970 and somehow convinced me to abandon the relatively moderate climate of Kentucky, after living there almost a quarter of a century, for the cold and harsh winters and unbearable summers of Madison, Wisconsin (there are only two seasons up there!) to pursue a Ph.D. in Mass Communications. I learned later that he had grown up in North Dakota and taught almost 20 years at the University of Wisconsin, but I forgave him even though it was 15 years later before I moved back to my home state.

Bruce was president of the Association for Education in Journalism (now the Association for Education in Journalism and Mass Communication) during 1974 and was founding editor of Journalism Monographs, serving as editor from 1966 to 1982. Professor Guido H. Stempel III of Ohio University noted in a special issue of Journalism Monographs, "AEJMC: 75 years in the Making," that Westley was a central figure in the evolution of mass communication research for quarter of a century.

Dr. Lewis Donohew delivered a touching and moving eulogy to Professor Westley at his funeral on April 5 that is reproduced on page 2. Those of you who did not know this great man should read this tribute to get a sense of what he meant to the rest of us.

The College of Communications has created a Bruce H. Westley Memorial Graduate Scholarship in memory of this person who gave so much of himself to the College and our Graduate Program. For those of us who cut our teeth on the Westley-MacLean "Conceptual Model of Communications Research," an era has passed.

