



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.

EULOGY TO BRUCE H. WESTLEY

By

Dr. Lewis Donohew

For a number of us in this room today, Bruce Westley was not only a friend, but also a mentor. We thought of Bruce as the person who knew almost everything. On complex questions of theory and research, for example, he always could figure out an answer that would set you straight.

Yet, he had a healthy skepticism about himself and his work. Bruce was truly one of the major pioneers of our field -- one of a handful of people who led the way in making the study of mass communication into a science. I'm not sure he ever quite believed that -- even after all the awards and recognition.

The thing he probably was most famous for was what came to be known as The Westley-MacLean Model for communication research. Although this model was printed all over the world in almost all the social science disciplines, he described it as a youthful indiscretion, created by he and Mal MacLean before they knew better.

It was pointed out to me yesterday by my colleague, Phil Palmgreen, that that "youthful indiscretion" is still described in the current editions of leading textbooks in our field by both U.S. and European authors.

I don't know if the model is the best thing Bruce ever did. He did a lot of things. I think his work on scientific method in communication research is outstanding. But certainly the model served not only to advance our thought about how to approach the study of our field but also as a model for models to come.

I had a small role in the Westley family's coming to Kentucky. At the same time we were trying to get Bruce to come here, I was being recruited at Wisconsin. While I was there in Madison--where I shared the warmth of my first visit to the Westley home--Bruce and I talked a lot.

As it ended up, he came here and I didn't go there. I don't know if that was a good move for Bruce, Rosemary, Paul, and Barbara. But it was an exceptionally fortunate move for us. In that one hire, the stature of Kentucky's young graduate and research program was increased immeasurably, endowing us with greater credibility at the national level.

People would come up to us and say, "I hear Bruce Westley's coming to Kentucky. You people are really on the way." The fact of Bruce's coming here helped us recruit good people -- such as my colleague Bob Bostrom.

Bruce was extremely loyal to those who worked with him, and offered great support for their work and their promotion. I will always fondly remember the time I worked with Bruce and the times he and Rosemary gathered us all into the fold at their house on Priscilla Lane, for evenings of stimulating conversation and good cheer. I remember his sessions - also - with his friends in the recorder society, playing that B-flat recorder.

Bruce also went an extra mile for his graduate students -- many of whom have done extremely well and now also are well-known in our field. People such as Lee Becker (Ohio State University), Jane Brown (University of North Carolina), and Phil Palmgreen and Roy Moore, both of whom we were able to bring back here.

I should add that he also picked up many of the underdogs and the strays -- people who couldn't seem to find the way -- and helped them, too, to success. Bruce was a champion of the underdog, a person who was outraged by injustices of the world, and who lent his name and energies to good causes. Most of the time we thought of him as a gentleman, but he also could take your hide off if the occasion demanded it.

Finally, Bruce was a person who loved and was proud of his pluralistic family and their strong individual ways. We will remember Bruce as a very special person who did much for all of us.

QUESTIONS AND ANSWERS

1. Q: Just wondering about the zero-hour 769 deal. A letter you sent to me mentioned that I would be entitled to "benefits" like library use. Do you know if I'm eligible for continued use of the Student Health Center (with the requisite \$50 health fee paid for, of course)?
- A: Once a doctoral student has completed the qualifying exams and completed the subsequent residency requirement (two consecutive semesters of CJT 769 for nine hours credit each semester), he/she may register for CJT 769 for zero credit hours. By doing this, the student thereby is eligible to use university services such as the library. The student may also pay the regular health fee and thus be eligible for continued use of Student Health Services.
- Each semester, the DGS will send a letter to those students believed to be qualified to register for CJT 769 for zero credit. By responding to the letter promptly, you can be automatically registered without having to formally register. (No need to wait in line!) Our office will handle the registration for you.
2. Q: I'm a Teaching Assistant and I hope to be taking CJT 769 credit in the fall. To the best of my understanding, tuition is not covered then. Do I misunderstand the withdrawal of tuition remission for CJT 769 credit?
- A: Yes, you misunderstand. If you are a Teaching Assistant or hold a fellowship, your tuition scholarship ("remission") covers CJT 769, as it would for any other course. Thus you would pay no tuition for your two semesters post-qualifying residence credit under the circumstances you describe.
3. Q: I know that I must complete my Qualifying Exams within the first six weeks of the semester in order to be eligible to register for CJT 769 during the same semester and thus complete my first semester of post-qualifying residence. But what about summer?
- A: During the summer, Qualifying Exams must be taken during the first three weeks of the semester (not the first six weeks).
4. Q: May a doctoral student enroll for CJT 769 credit in any semester before the one in which he or she sits for the Qualifying Exam (as described in the previous question)?
- A: No.
5. Q: If I complete my first semester of post Qualifying Exam residence during the spring semester, must I register for CJT 769 in the summer to satisfy the "two continuous semesters" requirement?
- A: No, but you must be sure to register for such credit during the following fall semester. In other words, "continuous" is interpreted to mean any of the following: fall-spring, spring-summer, spring-fall or summer-fall. If you do register in the summer, you must register for nine hours of CJT 769 - three in the four-week session and six in the eight-week session.

6. Q: If I have fulfilled all of my requirements (residency credit, credit hours, etc.), must I register during the semester in which I graduate?
- A: No. There is no requirement that you be registered during the semester in which you graduate so long as all requirements are complete.
7. Q: Are international students in the Ph.D. program required to take an exam for a language other than their native one in order to satisfy the language requirement?
- A: Generally, no. With the approval of the College Review Committee to use their native language, international students who are non-native speakers of English, may satisfy the foreign language requirement by presenting a TOEFL score of 550 or above. Thus they do not ordinarily need to take a third language.

NEWS

This is a month of great news for the Graduate Program.

1. Ph.D. students, Philip Auter and Martha Einerson, each won this year's Chancellor's Award for Outstanding Teaching Assistants. This is a particularly notable achievement for both of them because only five TA awards were given for the entire university! Mr. Auter and Ms. Einerson will receive \$1,000. Ms. Einerson also won the College Outstanding Graduate Teaching Assistantship Award.
2. Dr. Enid Waldhart won both the College Teaching Excellence Award and a Chancellor's Award for Outstanding Faculty Teaching.
3. The Department of Communication faculty nominated Veronica Gordon for the International Communication Association Award as an excellent teacher. Ms. Gordon will receive a certificate of appreciation from ICA and up to \$50 to spend on a book of her choice.

Ms. Gordon recently Chaired a session of the Undergraduate Honors Program and served as respondent at the Southern States Speech Communication Association in Birmingham.

4. Dr. Ramona Rush has been nominated and selected as an "Outstanding Woman in the Field" by the Association for Education in Journalism and Mass Communication Committee on the Status of Women. The award will be presented at this year's AEJMC convention in Minneapolis in August.
5. Dr. Pamela J. Kalbfleisch was elected to the nominating committee of the Communication Theory Division of the Southern States Communication Association at its recent convention in Birmingham, Alabama.
6. Dr. Thomas Lindlof will present a paper titled "Women's Engagement with Self-Help Books: Qualitative Media Study in a Collaborative Vein," at the Qualitative Research Conference at York University, Toronto, May 14-15. Dr. Debra Grodin, recent Ph.D. from our program, co-authored the paper.

Dr. Lindlof has also been invited to speak at a special conference, "Toward a Comprehensive Theory of the Audience," at Urbana-Champaign, Illinois, September 6-9. The conference is sponsored by the University of Illinois. Conference papers and responses will be published in a state of the art book on audience research and theory.

7. Dr. Robert Bostrom recently received funding from a UK research committee grant to pursue research on "compulsive talkers."

8. Thus far, three graduate fellowships have been awarded to students in our college for next year. We expect additional winners, but not all of the awards have been announced. The recipients include:

- (1) Lynda Thomas -- Lyman T. Johnson and Minority Graduate Fellowship
- (2) Veronica Gordon -- Lyman T. Johnson and Minority Graduate Fellowship
- (3) John Clark -- Open Competition Graduate Fellowship

Ms. Thomas is an M.A. student in our program. Ms. Gordon recently completed her M.A. thesis and will be in our Ph.D. program in the fall. Mr. Clark is completing his B.A. in Telecommunications and will be in our M.A. program this fall.

CONGRATULATIONS TO ALL!!!

Attention students planning to attend AEJMC in August

The Membership Committee of AEJMC is sponsoring a session on "Doctoral Students and the Job Market" on Friday, August 10, at 9:00 - 10:30 p.m. at the 1990 Annual Convention in Minneapolis. The panel of five university professors will focus on the academic job search and what to expect from your first teaching job, including opportunities and pitfalls. Panelists include Judy VanSlyke Turk (Kent State), Brian Winston (Pennsylvania State), Ralph IZard (Ohio), Jo Ellen Fair (Wisconsin-Madison) and Robert McChesney (Wisconsin-Madison).

Special lodging arrangements have been made by the convention for all graduate students to cut down on expenses. Thirty rooms have been reserved at the Normandy Inn, five blocks from the convention hotel, at special rates of \$46-\$49.50 per room. Reservations can be made at 800-372-3131 or 612-370-1400. The Holiday Inn is also nearby, with room rates starting at \$59. Holiday Inn Reservations can be made at 612-332-0371.

Graduate students who are interested in joining AEJMC at special student rates can call AEJMC headquarters at 803-777-2005.

Teaching Assistants

The College of Communications Teaching Assistantships for the fall 1990 semester are:

M.A.

Communication

Judith Bussey
Robert P. Smithouser
Marilyn A. Wrenn

Journalism

Mary A. Moore
Lynda Thomas

Telecommunications

Mary Boguslaw
John Clark

Ph.D.

Communication

Rosemary Booth
Vikrant Dhoundiyal
Martha J. Einerson
Chris J. Foreman
Monica Ganas
Veronica D. Gordon
Marilyn D. Hunt
John Neihof
Debra F. Nickell
James Mark Prather
James R. Wood
Edward Woods

Telecommunications

Kerry Kind
O'Brene Richardson

Journalism

Philip Auter
Doug C. Vinson

Other Announcements

1. The Educational and Cultural Section of the Public Relations Society of America (PRSA) is offering a \$500 research award to underwrite the costs of a study on public relations in educational and cultural organizations. All graduate students -- master's and doctoral -- at accredited institutions who plan to finish a thesis or dissertation on public relations in educational and cultural organizations within 12 months of the grant award are eligible. The deadline is September 13, 1990. See the DGS for more details and an application.
2. STA 570 will be offered during the eight-week summer session. Although this listing does not appear in the Summer Catalogue, it was listed in the Supplement.

If you need more information, please contact Dr. C.L. Wood at 7-5904.
3. Here's a description of CJT 780 to be offered in fall 1990:

SEMINAR IN PUBLIC COMMUNICATION CAMPAIGNS Mondays 2-4:30 pm, 224 Grehan Bldg.

Instructors:

Lewis Donohew and Philip Palmgreen

This seminar will be devoted to studying the role of the mass media in contemporary public health campaigns, drawing upon emerging new theories and empirical studies. Although early research on media effects indicated the media played a relatively small role, more recent campaign techniques involving careful targeting of messages to particular audiences and use of

formative research in the design of messages have resulted in promise of greater effects. Beyond this, recent research indicates that large-scale campaigns are effective in changing the general climate of opinion on such topics as smoking, drug abuse, and other health-related subjects.

In this seminar, we will review changing assumptions about human information processing and motivations for media use, provide an historic overview of studies of campaign effects, and a detailed examination of specific techniques for modern campaigns.

The instructors are investigators on a number of large-scale research projects sponsored by the National Institute on Drug Abuse. The projects involve increasing the effectiveness of televised and printed anti-drug messages, such as public service announcements, through research on targeting and formative research on message design. Data from these studies will be available for use by seminar participants in class projects.

4. UK's Center for Developmental Change is accepting applications for a graduate assistantship. The half-time position will begin on September 1, 1990 and continue through May 31, 1991. Responsibilities include direct involvement with all the functions of the Center: the initiation and coordination of interdisciplinary research and program efforts, the writing and editing of research proposals, participation in faculty research projects on developmental change, and participation in the activities of the Survey Research Center, a unit of the Center for Developmental Change. The Center's substantive emphasis is in the social sciences (broadly defined)

and applicants should be from compatible disciplines. Preference will be given to advanced graduate students or those with previous research experience. The stipend is \$6075 for nine months. In addition, assistants are awarded a tuition scholarship. Deadline for applications is April 27.

Application forms may be obtained from Ms. Sue Noel, 365 Patterson Office Tower or duplicates of applications for departmental assistantships may be used. Applications should be addressed to Dr. Thomas R. Ford, Director, Center for Developmental Change, 365 Patterson Office Tower.

5. The Gaines Center for the Humanities will award a Graduate Internship in Humanities Program Administration for the academic year 1990-91.

The Internship carries a stipend of \$5,500 and will require its recipient to assist the director of the Gaines Center in program development. The Internship has as its purpose practical experience in humanities program administration. It has been initiated to assist graduate students who may be interested in pursuing a career in a related field.

Competition for the Internship is open to any graduate student in the humanities who will be enrolled in the University of Kentucky during the year in which the Internship is held. Please see the DGS for more information. The deadline is May 9.

IMPORTANT DATES:

Monday, April 23-Wednesday, April 25 --
Early Add/Drop for Four-Week,
Eight-Week and Fall.

Wednesday, April 25 -- Deadline for
graduate students applying for
admission or readmission for the
Four Week Intersession in order to
register May 7 and avoid paying a
\$40.00 late fee.

Friday, April 27 -- Last day for
doctoral candidates who wish to
receive a diploma at Commencement
to submit dissertations to The
Graduate School.

Monday, April 30-Friday, May 4 --
Final Examinations. Finals Week,
Add/Drop for Four-Week, Eight-Week
and Fall.

Sunday, May 6 -- Commencement
Graduate School Reception for
graduating master's and doctoral
students at 11:30 am - 1:30 pm on
18th Floor of the Patterson Office
Tower.

Degrees and Graduation

Friday, June 22 -- Last day for filing
an application for an August degree
in graduate dean's office.

Wednesday, June 27 -- Last day for
doctoral candidates for an August
degree to submit a Notification of
Intent to schedule a final
examination in The Graduate School.

Degrees and Graduation (Continued):

Monday, July 2 -- Last day all application materials must be in Office of the DGS for an individual to be considered for admission to the College of Communications Graduate Program for the fall 1990 semester (next deadlines are October 1 and March 1).

Wednesday, July 11 -- Last day for candidates for an August degree to schedule a final examination in The Graduate School.

Thursday, August 2 -- Last day for candidates for an August degree to submit a thesis/dissertation to The Graduate School.

ENDNOTE

This is the last newsletter until September 1990. I want to express special appreciation to Dr. Milt Shatzer, who will be leaving us this summer for Pepperdine University on the beautiful Malibu coast of southern California. Thanks, Milt, for your many contributions to the Graduate Program. All of us, graduate students and faculty, will miss you, and we wish you well. Come back and visit us when you can.

Congratulations to our graduates this semester, including:

M.A.

Gina Boling
Veronica Gordon
Victoria Hiatt
Thomas O. Robinson
Karla Schweitzer
Pornthip Srisurak
Ann Yvonne Stearns

Ph.D.

Debra Grodin
Harry Iglesias
Patricia Lawrence

Congratulations also to the following individuals who completed their Ph.D. qualifying examinations this semester and who are now on their way to the dissertation:

Rosemary Booth
Paul Gold

Last, but certainly not least, I want to thank all of you who attended the reception in my honor on April 13. It was very gratifying to see so many of you -- students and faculty. I want to particularly thank Dean Douglas A. Boyd, Esther Edwards and Diane Stone for taking so much of their time to ensure the success of the reception. I'll try to live up to all of your expectations and do the best job I can as DGS during the next two years.

Have a great summer!

Roy L. Moore