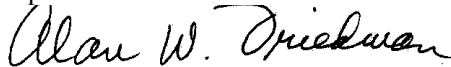


## DOCUMENTS OF THE GENERAL FACULTY

**REPORT OF THE MEMORIAL RESOLUTION COMMITTEE FOR  
WAYNE A. DANIELSON**

The special committee of the General Faculty to prepare a memorial resolution for Professor Emeritus Wayne A. Danielson, Department of Journalism, has filed with the secretary of the General Faculty the following report.



Alan W. Friedman, Secretary  
General Faculty and Faculty Council  
The University of Texas at Austin  
Arthur J. Thaman and Wilhelmina Doré Thaman Professor of English and Comparative Literature

**IN MEMORIAM  
WAYNE A. DANIELSON**

Wayne Danielson's more than three decades of service to The University of Texas at Austin were so exemplary that in 2000, he was awarded the Civitatis Award,<sup>1</sup> an annual honor bestowed by the President of the University that most people are unfamiliar with. The Civitatis Award, which recognizes "dedicated and meritorious service to The University of Texas at Austin above and beyond the regular expectations of teaching, research and service," is given to a "person of such integrity, stature, demonstrated ability, and renown that the University community, including alumni, faculty, staff and students, will take pride in and be inspired by his or her recognition."

According to UT News<sup>2</sup> announcement of the 2000 Civitatis Award, Dr. Danielson's meritorious service to the University was "varied and extensive."<sup>3</sup> He "served for three years as Director of Project Quest, a UT Austin program to increase the use of microcomputers in teaching and research at the University. During 1996-98, he served as Director of the Office of Accreditation Studies for UT Austin." He also chaired the Faculty Computer Committee, the Information Technology Advisory Committee, the UT Austin Faculty Senate (1989-90), the University Co-op Board of Directors, the Graduate Assembly, the *ad hoc* Task Force on Internet Services for Ex-Students and Retired Faculty and Staff, and the University's Committee on Committees.

During 1990-91, Dr. Danielson also chaired the Committee on Multiculturalism in the Curriculum, which then UT Austin President William H. Cunningham charged "to review, assess, and develop recommendations relevant to the University's undergraduate academic program with respect to all aspects of multicultural curriculum issues, including appropriate considerations regarding the University's Basic Education Requirements." The charge and the report produced by this groundbreaking committee are archived in the Wayne Danielson Papers<sup>4</sup> at the Briscoe Center for American History.

In addition to his service to The University of Texas at Austin community, Wayne Danielson inspired generations of journalism and communication scholars, students, professionals, and colleagues through his leadership, teaching, mentoring, ability to articulate a vision for cutting-edge ideas, and talent for bringing people together to implement innovations, solve problems, and answer significant research questions about both the theoretical and professional sides of journalism and communication.

Wayne Danielson, who was born Dec. 6, 1929, in Burlington, Iowa, and died Oct. 31, 2017, at age eighty-seven, earned one of the first Ph.D.'s in the emerging field of Mass Communication Research, taught journalism

<sup>1</sup> <https://president.utexas.edu/awards-and-programs/civitatiss>

<sup>2</sup> [https://news.utexas.edu/2000/09/11/nr\\_danielson](https://news.utexas.edu/2000/09/11/nr_danielson)

<sup>3</sup> <https://legacy.lib.utexas.edu/taro/utcah/03745/cah-03745.html>

<sup>4</sup> <https://legacy.lib.utexas.edu/taro/utcah/03745/cah-03745.html>

at four universities, including Stanford, University of Wisconsin at Madison, University of North Carolina at Chapel Hill, and The University of Texas at Austin. He was appointed Dean of the School of Journalism at North Carolina in 1964 and served five years before arriving at The University of Texas at Austin in 1969 to serve as the second Dean of the College of Communication, now named Moody College of Communication (*Statesman* Obituary;<sup>5</sup> Curriculum Vitae<sup>6</sup>).

Dr. Danielson's impact on journalism and communication is not limited to the universities where he was a professor, researcher, and dean. He also consulted on journalism programs at Michigan, Indiana, Tennessee, Howard, and five other universities. He served on editorial boards for three journals, and he was the founding editor of *Journalism Abstracts*, which published abstracts of Ph.D. dissertations and master's theses in journalism and communication.

Although Dr. Danielson is best known for his academic credentials and achievements, he also had professional experience as a journalist and research manager at the *San Jose Mercury News*. It was this experience that enhanced his credibility in the classroom, in the dean's office, in his research, among his colleagues in the Association for Education in Journalism and Mass Communication (AEJMC) and the School of Journalism, and newspapers that he consulted with as they introduced computers and other technologies into their newsrooms. But Dr. Danielson didn't just help newspapers introduce computers into their newsrooms. According to a tribute by the University of North Carolina at Chapel Hill,<sup>7</sup> he was also a "pioneer in the use of computers to help produce news."

And he was a trailblazer in computer applications, computer programs, readability of news stories, and online distance learning. "His research in computers and content analysis led to the development of more than thirty tools such as readability indices, automatic news indexes and stylistic advice to authors," according to the Moody College of Communication website.<sup>8</sup> And in the fall of 2002, Dr. Danielson taught the College of Communication's first course that was completely online.

Dr. Danielson's multi-faceted and groundbreaking achievements make for a legacy that extends beyond the fifteen Ph.D. dissertations he chaired at UT Austin, the generations of students he taught, junior faculty he mentored, news organizations and journalism programs he consulted with, universities where he served as dean and chaired countless important committees and initiatives. Dr. Danielson's legacy is also defined by the decades of honors bestowed on him as well as his publications, professional speeches, remarks, and inspirational advice.

In 1971, Dr. Danielson served as President of the Association for Education in Mass Communication (AEJMC),<sup>9</sup> the academic organization, founded in 1912, for journalism and communication educators, professionals, and graduate students. In 1988, the University of Iowa, where Dr. Danielson earned a B.A. degree in Journalism before earning master's and Ph.D. degrees from Stanford, inducted him into their Hall of Fame,<sup>10</sup> joining journalism and communication luminaries Wilbur Schramm, considered the father of communication studies, George Gallup, who founded the Gallup Poll in 1935, and David Manning White, who developed journalism's gatekeeping theory, a theory that is written about in textbooks, used as the theoretical underpinning of research studies published in journalism and communication journals, taught in classrooms, and even referenced in newsrooms.

In 1993, Dr. Danielson was awarded AEJMC's Paul J. Deutschmann Award for Excellence in Research,<sup>11</sup> which has recognized communication scholars from Wilbur Schramm and Melvin DeFleur to agenda-setting

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<sup>5</sup> <https://www.legacy.com/obituaries/statesman/obituary.aspx?n=wayne-danielson&pid=187152654&fhid=5106>

<sup>6</sup> [http://drwaynedanielson.com/Wayne/Curriculum\\_Vitae.html](http://drwaynedanielson.com/Wayne/Curriculum_Vitae.html)

<sup>7</sup> <http://mj.unc.edu/news/wayne-danielson-1929-2017>

<sup>8</sup> <https://moody.utexas.edu/news/remembering-wayne-danielson>

<sup>9</sup> <http://www.aejmc.org/home/about/officers/past-presidents/>

<sup>10</sup> <http://mj.unc.edu/news/wayne-danielson-1929-2017>

<sup>11</sup> <http://www.aejmc.org/home/scholarship/award-recipients/>

theorists Maxwell McCombs and Donald Shaw as well as Steve Reese, who advanced framing theory and, with Pamela Shoemaker, developed the hierarchy of influences theory which examines influences on journalists as they report the news.

While some scholars have a focused program of research, Dr. Danielson's was more eclectic, perhaps due to what his UT Austin colleague Steve Reese described in a retirement tribute as "The Danielson Style," which he defined as a "curiosity about the world and an enjoyment in finding out about it." Evidence of this curiosity can be found in Dr. Danielson's Curriculum Vitae, which lists twenty-six journal articles, thirteen book chapters, six books, twenty-three technical reports, eighteen book reviews, fourteen computer programs, and forty-eight conference papers, speeches, and prepared remarks about an array of interesting journalism and communication topics that range from the readability, diffusion, and recall of news to comparisons of writing styles of journalists and novelists as well as assessments of research methodologies and analytical tools.

Dr. Danielson's legacy is also evident in the Moody College of Communication's Wayne Danielson Award,<sup>12</sup> which was created in 1991 at The University of Texas at Austin. The list of recipients, which reads like a "Who's Who of Journalism and Communication Scholars," includes George Gerbner, who developed cultivation theory but may be best known for research on violence in television programming, Everett Rogers, who advanced diffusion of innovations theory and its applications in journalism and communication, Elihu Katz, who elevated "uses and gratifications" theory, which emphasizes the critical role of the audience in the communication process, and Ben H. Bagdikian, former Dean of the UC Berkeley Graduate School of Journalism, author of *The Media Monopoly*, and former *Washington Post* editor. Bagdikian's role in the *Washington Post*'s 1971 publication of the Pentagon Papers is described in his obituary<sup>13</sup> and dramatized in *The Post*, the 2017 Academy Award-nominated Steven Spielberg film.

Although Wayne Danielson, journalism educator and administrator, industry consultant, past AEJMC President, pioneer, and visionary, is no longer with us, his legacy lives on and is visible to new generations of journalism scholars, students, and professionals. His official photo as the second Dean of the Moody College of Communication hangs in the Dean's Dealey Family Conference Room on the fifth floor of the Belo Center for New Media at The University of Texas at Austin. His contributions and honors live on the Moody College of Communication website<sup>14</sup> and in the annual AEJMC conference program and website under Deutschmann Award recipients and AEJMC presidents. And every year, Wayne Danielson is remembered for his contributions to journalism and communications when his namesake award is bestowed on another journalism and communication scholar for "distinguished contributions to communication scholarship." Plus, the Briscoe Center for American History<sup>15</sup> archives his papers, which are available for research.

This remembrance of Wayne Danielson would be incomplete without acknowledging the attributes that made him beloved or aspects of his personal biography that made him special. For example, Wayne Danielson's birth in the year 1929 as well as challenges he faced growing up were interesting enough to warrant a mention in his *Austin-American Statesman* obituary.<sup>16</sup> The *Statesman* noted that when Wayne's parents learned about his pending arrival, it was a "surprise" since they already had four children, the oldest of whom was twenty-one. Growing up, he was unable to participate in athletics because of a "bout of rheumatic fever"; instead, he used that time reading "all the books in the school library."

Filling in the personal details from the *Statesman* obituary also means noting that he played the piano, organ, and violin, and was devoted to his church, Tarrytown United Methodist Church, where he taught Sunday

<sup>12</sup> <https://moody.utexas.edu/about/awards/wayne-danielson-award>

<sup>13</sup> [https://www.washingtonpost.com/local/obituaries/ben-h-bagdikian-media-critic-and-journalist-with-key-role-in-pentagon-papers-case-dies-at-96/2016/03/11/9515bb8c-e7bb-11e5-bc08-3e03a5b41910\\_story.html?noredirect=on&utm\\_term=.336bbc32a5c3](https://www.washingtonpost.com/local/obituaries/ben-h-bagdikian-media-critic-and-journalist-with-key-role-in-pentagon-papers-case-dies-at-96/2016/03/11/9515bb8c-e7bb-11e5-bc08-3e03a5b41910_story.html?noredirect=on&utm_term=.336bbc32a5c3)

<sup>14</sup> <https://moody.utexas.edu/news/remembering-wayne-danielson>

<sup>15</sup> <https://legacy.lib.utexas.edu/taro/utcah/03745/cah-03745.html>

<sup>16</sup> <sup>16</sup> <https://www.legacy.com/obituaries/statesman/obituary.aspx?n=wayne-danielson&pid=187152654&fhid=5106>

School. The Danielson kids grew up in a household filled with “many adventures, including Scouts, swimming at the lake house, and camping in almost every state.”

Wayne is survived by a big loving family, including his second wife LaVonne Walker Caffey, an Early Childhood Special Education teacher in the Austin Independent School District, whom he married three years after the sudden death of his first wife Beverly Kinsell in 1988. He is also survived by his children Matt Danielson, Ben Danielson, Grace Chimene, Paul Danielson and their spouses, as well as stepchildren Brad Caffey, Kristin Proeger and their spouses, plus fifteen grandchildren and six great-grandchildren.

In describing Wayne Danielson, the current and sixth Moody College of Communication Dean, Jay Bernhardt called his predecessor a “visionary scholar and leader.” Generations of students affectionately called Wayne Danielson “Dr. D.” For School of Journalism faculty, he was simply Wayne, a dedicated, caring, and respected colleague who, according to his former colleague and collaborator Steve Reese, often proclaimed “Isn’t that interesting!” to indicate his delight when learning something new. That proclamation was central to what Steve called, in a Festschrift event he organized to honor Wayne, “The Danielson Style,” and so were his “snappy tips.” And that’s probably why he left more than one hundred and sixty of those tips about life, writing, keeping informed, and midcareer success on the Internet for future generations to ponder, absorb, and pass on.

**For more insight about Wayne Danielson:**

Danielson, W. A. (1971). The AEJ Presidential Address. *Journalism Quarterly*, 48, 818-820, 834.

Wayne Danielson 1999 Moderator at ISOJ – Profits and Ethics <http://www.isojo.org/wp-content/uploads/2016/12/1999.d1p1.pdf>

“Isn’t that interesting!”: The Danielson style in communication research,” presented to the Research Symposium Honoring Wayne Danielson, University of Texas, Austin, March 27, 2003. (published in School of Journalism Festschrift collection, 2004)

<https://journalism.utexas.edu/sites/default/files/sites/journalism.utexas.edu/files/attachments/reese/Danielson-Festschrift-chapter-copy.pdf>

Dr. D’s Helpful Hints: [http://drwaynedanielson.com/Wayne/Dr.\\_Ds\\_Helpful\\_Hints.html](http://drwaynedanielson.com/Wayne/Dr._Ds_Helpful_Hints.html)

1996 Hints: [http://drwaynedanielson.com/Wayne/Dr.\\_Ds\\_Hints.html](http://drwaynedanielson.com/Wayne/Dr._Ds_Hints.html)

Thomas Jefferson’s Rules: [http://drwaynedanielson.com/Wayne/Thomas\\_Jeffersons\\_Ten\\_Rules.html](http://drwaynedanielson.com/Wayne/Thomas_Jeffersons_Ten_Rules.html)

Dr. D’s Keep Informed Tips: [http://drwaynedanielson.com/Wayne/Dr.\\_Ds\\_Keeping\\_Informed.html](http://drwaynedanielson.com/Wayne/Dr._Ds_Keeping_Informed.html)

Dr. D’s Writing Tips: [http://drwaynedanielson.com/Wayne/Dr.\\_Ds\\_Hints\\_on\\_writing.html](http://drwaynedanielson.com/Wayne/Dr._Ds_Hints_on_writing.html)

Advice for Mid-career Scholars: [http://drwaynedanielson.com/Wayne/Dr.\\_Ds\\_Mid-Career\\_Scholars.html](http://drwaynedanielson.com/Wayne/Dr._Ds_Mid-Career_Scholars.html)

This memorial resolution was prepared by a special committee consisting of Professors Paula M. Poindexter (Chair), Stephen D. Reese (Jesse H. Jones Professor), and Maxwell E. McCombs (Professor Emeritus).

Distributed to the Dean of the Moody College of Communication on June 14, 2018, and posted under “Memorial Resolutions” at <https://wikis.utexas.edu/display/facultycouncil/Wiki+Home>.