IN MEMORIAM

DEWITT CARTER REDDICK

Through academic pursuits for four earned degrees and 39 years of university level teaching, no individual anywhere is as memorable or as revered as DeWitt Reddick. I consider him the most sensitive, effective, supremely successful instructor and administrator who truly deserved all of the achievements and each of the honors accorded him.

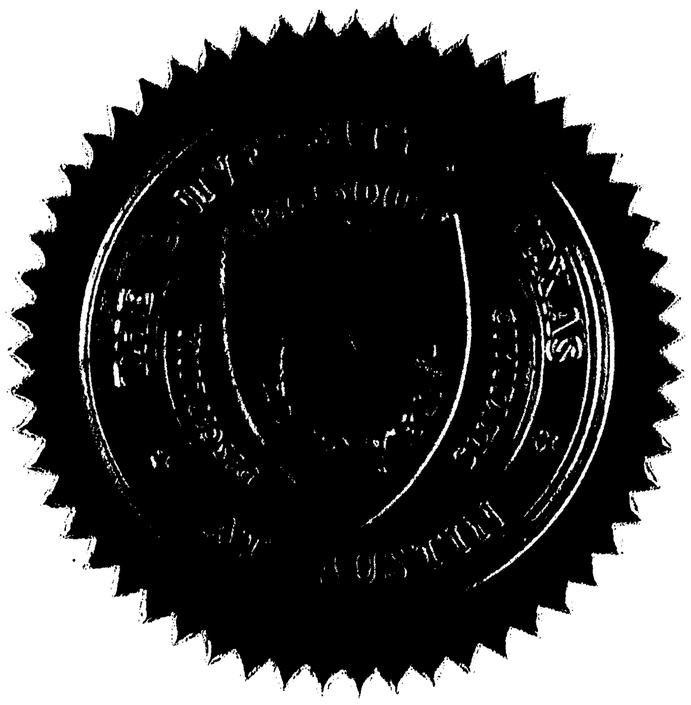
Dr. Reddick was responsible for the excellent and continued reputation which The University of Texas School of Journalism and then College of Communication has throughout the world. It was due to his personal reputation and guidance that the University became the acknowledged leader where preparation for communication careers could best be achieved. Dr. Reddick surrounded himself with a faculty in journalism, advertising, public relations, magazine, and radio/TV sequences that was unrivaled anywhere beginning in the late 1950's and which continues today under other administrators.

He founded the Interscholastic League Press Conference which inspired journalistic training on the high school level, brought thousands of high school journalists to the campus, and convinced hundreds of these students to seek a lifelong career in communications. His books for high school journalistic study have long been used throughout the nation.

Educated by Dr. Reddick and his colleagues, The University of Texas graduated world renowned journalists, authors, advertising and public relations executives, magazine writers and editors, and electronic personalities and administrators. For more than 40 years Dr. Reddick was admired by those privileged to be in his classrooms, by faculty honored

to serve with him, and held in the highest esteem by faculty and administrators at other educational institutions.

His door was always open to anyone who sought his counsel -- whether it be academic, personal or professional. He served the Austin community, Texas and the nation in more ways than have been recorded. Along with thousands of other men and women who were privileged to know DeWitt Reddick, I consider myself blessed and honored to have been his friend and colleague.



William H. Cunningham, President
The University of Texas at Austin

H. Paul Kelley, Secretary
The General Faculty

This Memorial Resolution was prepared by Alan Scott.