
**Memorial Resolution of the Faculty of the University of Wisconsin-Madison
On the Death of Professor Emeritus Walter Arno Wittich**

Professor Walter Arno Wittich, age 104, died April 4, 2015, at the Royal Oaks Health Care Center in Sun City, Arizona. Professor Wittich was born in Sheboygan, Wisconsin, on June 14, 1910, to Walter Julius Wittich and Frieda Meyer Wittich. He grew up in La Crosse, Wisconsin, and attended the then two-year college before transferring to the University of Wisconsin-Madison. Walter Wittich received his B.S., M.S., and Ph.D. from the University of Wisconsin-Madison in 1944. Before earning his Ph.D., he was named principal at Marquette Elementary School and later become Curriculum Director for the Madison Public Schools. Once he completed his Ph.D. in 1944, he joined the faculty at the University of Wisconsin and became the director of the Bureau of Audio Visual Instruction. BAVI, as it was commonly known, was a lending library of 16mm films that provided instructional films for all of Wisconsin. While a faculty member of the School of Education, he became an innovator in using media to enhance classroom teaching, and with his exhaustive research he and his co-author published *Audio Visual Instruction, Their Nature and Use*. The book was used throughout the country as one of the leading texts in both undergraduate and graduate courses. The success of his book and the many scholarly articles he wrote led him to be a sought-after speaker at national and state education conferences throughout the country. He was elected to the Association of Educational Technology twice. At his 100th birthday the association proclaimed him, a leading centenarian in the field for his introduction and creative and innovative use of media and technology in the classrooms of the nation.

Walter Wittich retired from UW-Madison after 30 years of service. His textbooks and films have been translated and distributed around the world. In 1974, he was invited to join the staff at the University of Hawaii's Department of Communication, where he developed the UH Communications Center, and set the ground work for the creation of instructional television in the State. He also established an Ed.D. degree in Education in the College of Education. Many colleagues recognized his distinguished service at the University of Hawaii.

Once he finally retired he moved to Sun City West, Arizona, where he designed and built a home and continued to volunteer for many educational organizations. In 2001, he moved to the Royal Oaks Retirement Center in Sun City, Arizona.

In 2007, Dean Underwood presented Professor Wittich with a Bascom Society Award for his generosity in creating scholarships and for the many programs that he developed while a faculty member in the School of Education.

He was preceded in death by his wife, Florence Evenson; his son, Wally Wittich; his granddaughter, Carol; and younger brother, George. He is survived by three daughters, Rita Wittich Stout of Lakewood, Colorado, Lois Ann Wittich of Scottsdale, Arizona, and Wendy Wittich Hayler as well as her husband, Harry, of Waimanalo, Hawaii; and five grandchildren, Christopher, Nicholas, Angela, Tiffany and Nicole, of Waimanalo, Hawaii.

Professor Wittich will be interred at Crown Hill Cemetery, in Lakewood, Colorado, at a future date. Contributions can be made to the University of Wisconsin Foundation in memory of the Professor Walter A. Wittich Scholarship Fund.