

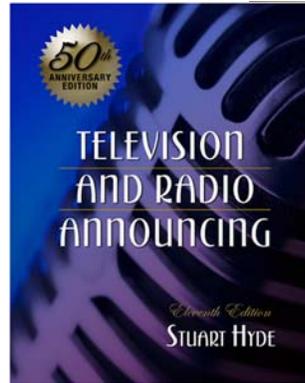


Silver Circle Profile Dr. Stuart Hyde



Class of 1996

Silver Circle Profile
By: Keith Sanders



Stuart Hyde is a member of the Greatest Generation. He fought in World War II before finishing school. Though he was destined to become an educator, the violence of the '60s took his career in a new direction. He remained at the top of his profession for almost fifty years.

His story begins in Depression-era Fresno, California. Stuart always had a fascination with drama, theatre, film and radio, and took part in stage and radio plays at Fresno High School from 1938-1941. He participated in Declamation competitions (the delivery, by memory, of a famous speech or a famous piece of literature). He even began writing radio plays. By the summer of 1941 Hyde was a newly minted high school graduate.

The War Years

In the fall Stuart enrolled in Fresno State College as a Speech and Drama major. But he was confronted with a dilemma on December 7th, 1941, when the United States went to war with Japan. "I was 18, and could have been deferred from the draft, but I actually wanted to join the Navy," recalled Stuart. "I immediately enlisted in the V-12 Navy Officers Training Program, but because these programs had not yet been fully established, I remained at Fresno State for about three more semesters, and then reported to the V-12 school in Dickinson, North Dakota."

After two semesters, he left North Dakota for Plattsburg, New York, to a Naval Training School that turned out Ensigns – if they survived the program. "I survived and was commissioned Ensign Hyde, he said." Stuart then underwent Amphibious Warfare training in San Diego and became a communications and boat officer on an Attack Transport, the USS Lowndes.

On February 19, 1945, D-Day, Hyde guided the fifth wave of Marines in LVT's ("floating tanks") to Yellow Beach II. The Lowndes left Iwo Jima on February 28th, and then on April 1st, Easter Sunday, Stuart participated in the invasion of Okinawa.

The Career Path

After being discharged from the Navy, Hyde graduated from UCLA in June of 1948, and then

became a graduate student in Speech and Drama at Stanford University. "As with UCLA, the G.I. Bill paid my tuition, books, and \$60 a month to live on," he recalled.

After earning a Masters Degree, Stuart married **Allie Bargum** on June 18th, 1949.

"In 1950, I was offered a one-year teaching position as Drama Director at City College, San Francisco, and Allie and I moved there," Hyde explained. He returned to Stanford and received his PhD degree in 1953. He taught broadcasting classes for the next 5 years, first at Stanford and then at USC. "I hated leaving Stanford, but my salary there was \$2,600 – not enough to support me and my wife," said Stuart. At USC his yearly salary was \$5,000 a year, and he taught 16 different classes while there.

In 1958 Stuart was offered the Chair of the department now known as Broadcast and Electronic Communications Arts (BECA) at San Francisco State College.

At this time **Herb Zettl** (SC'98) was a producer-director at KPIX Channel 5 in San Francisco. Zettl was a longtime friend, and Stuart persuaded him to try teaching, and Zettl joined SF State in 1959.

Hyde also wrote his first book in 1959, titled *Television and Radio Announcing*. It went on to sell over 150,000 copies and was re-printed in twelve different revisions.

The Sixties

This turbulent decade made an indelible impact on the nation, and changed Stuart's perspective in several ways.

The 16th Street Baptist Church in Birmingham, Alabama was bombed on Sunday, September 15, 1963. The explosion at the African-American church killed four girls, and contributed to support for passage of the Civil Rights Act of 1964. This horrible incident fed Stuart's desire to "do something" about racism. Realizing that the broadcast department had never had a black student or teacher, he hired a well-qualified Black faculty member named **Buzz Anderson**. It wasn't long before black students began entering the department.

"In 1969 our school – San Francisco State

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University — was hit by a year-long student strike opposing racism, the Vietnam War, and so many other of our society's injustices," remembered Hyde. "My teaching became less and less rewarding as classes were frequently interrupted, and almost all classes shut down at noon as violence between students and the Police Tactical Squad faced off, usually resulting in injuries."

Stuart lived a short distance from San Quentin State Prison, and knew that it had an educational program, so he met with the School Administrator, and asked if he could teach a class in media performance. The only stipulation was that he could not be paid. He began teaching there in 1970.

"I went there to teach for one semester, but the experience was so rewarding that I continued to teach there for eleven years," said Hyde. Because many prisoners took the class for four or more semesters, Stuart came to learn something important about audio and video as tools of change. He hadn't seen this at any of the colleges where he'd taught before.

While teaching at San Quentin, Stuart continued to chair the BECA department at SF State University, where he would remain until 2007.

The Students

There's a long list of respected and visionary alumni who were students at San Francisco State during Dr. Hyde's tenure. Here are some of them: **Van Amburg (SC'88), Phil Arnone, Cammy Blackstone, Rosy Chu (SC'02), Ed Cosci (SC'98), Sid Farhang, Dave Feldman, Peter Finch, Andrew Finlayson, Ben Fong-Torres, Linda Giannecchini (SC'97), Sue Hall, Jack Hanson (SC'00, GS'08), Bob Hirschfeld, Fred Inglis, Cheryl Jennings (SC'03), Ken Kashiwara, Ron Louie (SC'95), Stan Bungler, David Sacks and Dave Sholin.**

"Thru Stuart Hyde's leadership as chairman, the BECA department gained national prominence as the place to go for education and training," said Linda Giannecchini, SFSU Class of 1971.

David Sacks, SFSU Class of '67, is a senior vice president at Warner Bros. Television, and says that his BECA course work continues to serve him well in his career. As he walks onto soundstages to fine-tune the work of producers and directors, Sacks still

flashes back to Stuart Hyde's lessons on media criticism and Herbert Zettl's course in aesthetics. "The best part of the school was the teachers," Sacks says. "They were all top-notch."

"What made Stuart a great professor in my mind is that he genuinely liked teaching, enjoyed and cared about his students, and it showed," said Peter Finch, Anchor/Reporter, KGO radio, SFSU, Class of '81. "After my sophomore year of high school I read a great textbook on Radio and Television announcing," he said. "When I saw that the author, Stuart Hyde was a professor at San Francisco State University, I decided that was where I would attend college."

After retiring from San Francisco State in 2007, Dr. Hyde continued to make revisions to his textbook, *Television and Radio Announcing*. He also wrote and had published a book on writing for radio and television, called "Idea to Script."

"He seems more dedicated to students and teaching than anything else, between his regular updates of his book on announcing, and his continuing to teach well into his '80s," said Ben Fong-Torres/ Journalist & Broadcaster, SFSU Class of '66.

ABC 7 anchor Cheryl Jennings, (attended '70s) has won four Northern California Emmy® Awards and one national Gracie Allen Award. A proud moment was her appearance in her former professor's textbook on broadcasting. "Professor Stuart Hyde was the man, the broadcast man," Jennings said. "Being included in his book was such an honor and so thrilling."

"Even now, as emeritus professor, Stuart still keeps in contact with former students, advises them on their career paths and always finds the time and interest to attend department reunions and events," said Giannecchini.

Hyde is a member of the *Broadcast Legends* and was inducted in to the *Bay Area Radio Hall of Fame*, Class of 2011).

Over the years Stuart's textbooks have become required reading in universities and broadcast schools throughout the nation. He's advised countless broadcasters and fellow educators working across the country. He's brought the BECA department at San Francisco State into national prominence. But most importantly, Dr. Stuart Hyde taught thousands of students how to make the world a better place through electronic media.