

A Notable Woman - Toby Goldberg



Toby Goldberg was one of the developers of the film program in UWSP's Division of Communication.

Appropriately, a film classroom in the Communication Arts Building was dedicated several years ago in her memory.

Goldberg served UWSP from 1971 until her death in 1984, when she was 46 years old.

She made her mark on campus in a variety of ways.

Early in her career, she was one of the founders and advisers of the University Film Society, which sponsored public showings of art film classics and foreign movies. She organized programs, perhaps the most noteworthy one featured a three-day visit to campus by movie director Frank Capra. He could have commanded a large honorarium but offered to make the trip after hearing about financial constraints, and charged UWSP only his travel expenses.

A Massachusetts native, Goldberg, received her Ph.D. from the University of Wisconsin-Madison. Before joining the UWSP faculty, she was a writer for a public relations agency, a continuity writer for WHA Television in Madison, and a teacher and research assistant at University of Wisconsin-Madison. Boston University named her its outstanding communication arts student of the year, and she was the recipient of a Ford Foundation Fellowship to do doctoral study.

Her scholarly writing included the book *Federico Fellini: A Poet of Reality*, which was published in 1964 by Boston University. She also compiled a bibliography of the writings of Marshall McLuhan and, with a brother, wrote a television play that was part of the "Dr. Kildare" series on NBC.